



The Association Advantage has managed virtually every aspect of association business and services, and has been active partners in the evolution and growth of a wide range of associations - local, regional and national in scope. We've responded to complex administrative needs; ambitious programs of work, seasoned and new leadership; and volunteers' demands for the special expertise, energy and creativity of a professional association management company. We've established a new association and revitalized established organizations. If you have a challenge, we will develop and implement effective solutions.

Here are some examples.

- Introduced strategic planning and leadership development that motivated operational boards to become strategic in focus
- Significantly increased membership through conscientious administration, active marketing, special incentive programs, pro-active "selling"
- Encouraged fiscal responsibility through Board education, and careful monitoring and reporting
- Promoted and managed a very profitable 5 ½ day, annual medical conference
- Developed, launched and managed an integrated sponsorship program that raised substantial support
- Successfully developed, marketed and managed hundreds of programs and events
- Customized database management systems that capture information that can be used to monitor member activity, guide program and membership committee decisions, assist members who are pursuing continuing education certifications
- Advised on the design and contents, then managed and maintained attractive, user-friendly, up-to-date web sites
- Instituted sound financial controls where there formerly were none
- Developed new leadership structures that resulted in more efficient boards
- Consistently provided on-time distribution of marketing materials, membership invoices and other time sensitive materials
- Designed/tailored client programs and materials to create a consistent image
- Reduced the burden on volunteers, particularly Treasurers and Presidents
- Ensured good governance practices and compliance with state and federal regulations through the development of policies and procedures, and sound by laws

The Association Advantage LLC 591 North Avenue, Suite 3-2 Wakefield, MA 01880-1617
781.245.6485 fax 781.245.6487

Solutions@TheAssociationAdvantage.net www.TheAssociationAdvantage.net