



50th Anniversary
1961-2011

The Campus Connection

Campus Stores of New England, Inc.

www.csne.net

Fall 2010

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A Letter from your President

Dear Valued CSNE Member:

I hope everyone is having a great fall semester! There is one thing about our industry, it continues to change. Now that the HEOA is official, what, if anything have you seen result from this transparency? Do you think you lost more of your business or did you gain business through reservation/on-line orders?

Textbook rentals are the rage this fall. Many have hastily implemented programs and now are studying the results. Some are looking to roll out their programs in the next couple of semesters. We're all interested in learning more. Textbook rentals have been around over 100 years, but just this past year it has become a hot button for most campuses. This has to do with the perception of the high cost of course materials and options to combat it. What are truly the best deals, though, for our customers?

These are just a couple of the topics that will be covered at our upcoming **2011 Joint Meeting & Trade Show** with our friends from CSA-NYS. Our show, one of the largest in the country, runs **March 20-23, 2011** at the **Mohegan Sun** in Uncasville, CT. Room reservations can now be made and a preliminary schedule can be found on our website.

On vacation in San Diego, California I was inspired by the forward thinking at a service station in Escondido. I was "lured" in by this station because their prices were just a little lower than everything else I had seen. Certainly nothing exciting here, or unusual in the price wars between gas stations. As I started, I was greeted by a very engaging and

friendly employee who told me that "part of their special today was a complimentary windshield cleaning." Very good, I thought. Just like the old days where they actually filled up



your car and cleaned your windshield. As it turns out it was a clever, yet non-threatening way, of offering their services to potential customers. I overheard him tell another customer about a bit of rust that was developing and how they could take care of that for her. He then found a chip in our windshield that happened earlier that morning. He said it would be fixed at virtually no charge. Of course when we explained that it was a rental, he understood.

This station wasn't just waiting for business to come to them or advertising the traditional expensive ways. It engaged the customers who are coming to them for gas. This was done so well and seemed so simple. How many customers are slipping through our stores on a daily basis that aren't aware of some of the other services you have to offer?

We just recently had our **Fall Meeting** at the College of the Holy Cross in Worcester, MA where we had a very engaging speaker, **Bob Phibbs, The Retail Doctor**. Bob presented us with two very interactive

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sessions on customer service and merchandising. In the afternoon we had a very engaging group discussion on myriad topics including general merchandise issues and textbook rentals. Thanks very much to **Robin Dzikczek** from **Assumption College Bookstore** for chairing this excellent program and to the **College of the Holy Cross** for hosting.

We attend meetings like the Fall Meeting and our Joint Meetings for different reasons; network, education, inspiration, new ideas, products and buying. Hopefully you know your reasons and can make these important meetings a priority in your professional development and buying.

CSNE will also be celebrating 50 years! I hope all of you join us in March to celebrate this achievement.

I wish you all the best and look forward to seeing all of you soon!

Humbly Yours,

Dirk C. Fecho, President

Member News

Congratulations:



Congratulations to **Chris Wingert**, VP of Sales for **Legacy Athletic** and his wife, Sharon, on the birth of their healthy baby girl, Riley Sullivan Wingert! Riley was born on August 13th weighed 6lbs 13oz, and was 19" long.

Condolences:



Paul Kessing, Manager of the Hartford regional campus store of the UConn Co-op, passed away on June 23, 2010. Paul had just celebrated 35 years as a manager of the store. Memorial donations be made to the: Multiple Myeloma Research Foundation (attn: Team Pop's Posse) 383 Main Ave, #5, Norwalk, CT 06851.

Len Jardine, founder of **Jardine Associates**, passed away on October 15th. Memorial donations may be made to Loyola Academy in Memory of Len Jardine '55- Attention: Terry Brennan, 1100 Laramie, Wilmette, IL 60091.

Other News:

Framing Success

employees, family and friends participated in a "Team Building Day" with Habitat for Humanity®. The group spent the day assisting with construction of a new home for a local family in need.



Framing Success team members were inspired by the story of the well-deserving family and plan to volunteer with Habitat for Humanity® again in 2011

Charles River Apparel has been listed on the Supplier Multimillion-Dollar Roundtable by the Advertising Specialty Institute and as one of the top 50 suppliers by *Promo Marketing Magazine*. It is the fourth year in a row the company has received this recognition.

Little Dog Sales is now the northeast representation for Bula Headwear.

Gear for Sports has been bought by Hanesbrands Inc., There are no changes planned for the administrative, operational, production, and sales structures.

Church Hill Classics has been named to the *Inc. Magazine* 5000 for the fourth year.

Top 10 Reasons You Should Attend the CSNE & CSA-NYS Joint Meeting & Trade Show:

- 10 Great speakers and authors
- 9 Fashion Show in Mohegan Sun's Cabaret Theatre
- 8 Fun night at Jimmy Buffet's Margaritaville
- 7 Networking with your industry colleagues
- 6 Compelling and timely education sessions
- 5 It's at Mohegan Sun! Beautiful overnight rooms at just \$139 a night (complimentary: internet, parking, fitness center) and plenty for everyone to do, all under one roof!
- 4 Show Preview Reception
- 3 Large trade show with all your favorite vendors and new ones too
- 2 Save money – travel with your colleagues, show specials, **Pay What You Can** registration fees. Just one great idea or contact you pick up at this show could have your expenses paid!
- 1 It Will Be A Celebration! CSNE's 50th Anniversary!

Registration will open soon!

FOR MORE INFORMATION: Visit www.csne.net or e-mail office@csne.net or call 978-250-9847

Joint Meeting &
Trade Show
**CELEBRATING OUR
ACHIEVEMENTS**

March 20-23, 2011
Mohegan Sun,
Uncasville, Connecticut



Gift Cards, Coupons, and Gift Certificates - The Forgotten Killer Resource

By Rick Segel, Rick Segel and Associates

I look at gift cards, coupons, and gift certificates as the “Rodney Dangerfield of Promotions”. They just don’t get the respect they deserve unless you’re in the supermarket business and you live your life by manufacturers’ coupons. A few months ago, I did an article about the boom and the use of coupons and coupon services, and my recommendation was to jump on the bandwagon of coupons because it was a paid performance vehicle. Somehow these three promotional vehicles get clumped together (as I did) when in reality; they need to be separated so they can stand up on their own merit.

Having said that, these three tools are often interpreted differently. A gift card can be a coupon, a coupon can be a gift card, and a coupon can be a gift certificate. And if you were not confused before, I have probably made you more confused. Let me explain:



- In the beginning, there were just gift certificates and coupons. Never were they ever confused. A gift certificate was something you purchased in a store and used to give as a gift.
- A coupon on the other hand was a price reduction on a specific item for a very limited time period. Many of these coupons were sponsored by manufacturers who wanted to insure that the savings they were offering would be passed on to the consumer.
- The next incarnation of a coupon was the use of the store coupon for a specific or any item; example, a \$10 coupon to stimulate the sale of coats. The coupon could only be redeemed if someone was purchasing a coat.
- The biggest mistake that stores make in using coupons is they sometimes forget that they only work well with a tight expiration date.
- The beginning of the combination of using a gift certificate like a coupon was for price incentives. This concept exploded with the birth of the gift card.
- The next big change was the shifting from the old fashioned gift certificate to the modern credit card looking gift card. It worked because it looked like a credit card, smelled like a credit card, and worked like a credit card. The best part was it didn’t get thrown away. They would stay in a woman’s wallet long after the expiration date (yes, I said woman’s wallet; that was not any type of slip). The use of gift cards and coupons between men and women are staggering. Women will use a gift card 18 times more than men. A simple test is to ask 5 men and 5 women “how many gift cards are you carrying in your wallet?” For every one a man has, a woman will have at least 5. Enough said!

Why should we use these tools?

The reason is simple. The numbers in the redemption rates due to the recession have skyrocketed. People are looking for every way possible to save money. USA Today reported that in 2009 the increase in redemption of coupons was up 211%. The interesting thing is that the use of gift cards, whose sales increases have been in the triple digit range, have been the number one selling item in retail for the past five years. A gift card only has a redemption rate of 88%, which means that 12 cents out of every dollar is never redeemed. That is the reason why every retailer should jump on this bandwagon. Where can you get a 12% return on your money?

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How can these tools be used?

Here are some of the more interesting ways of utilizing these tools.

1. A gift card promoted and sold in the traditional manner. You pay me \$50 and you will receive a card to give as a gift. Many stores will gift wrap a gift card for an added touch.
2. You promote gift cards by offering a gift card incentive for someone who is purchasing a gift card. The way this works is to buy a gift card for \$50 and receive a \$10 gift card for yourself. It is a true win/win.
3. Your gift card can be sold by a third party whereby you will receive an incentive for purchasing that gift card from that third party. A friend of mine goes to a supermarket to buy a gift card for a restaurant she is going to that evening. When purchasing this card, she automatically gets 20 cents off per gallon at their gas station. So if the person were to purchase 5 gift cards to give as Christmas gifts, they would receive \$1 off per gallon of gas. That's what I call creating loyalty. So here is the lesson, when was the last time you checked with a supermarket to put your business on their program?
4. Send out a gift card to your best customers. Many stores who sell high end items, will send out a \$25 or \$50 gift card because that is the sufficient incentive which will WOW the customer into coming in. The goal is to give the customer a reason to come in to spend. And do they ever!
5. Using the same concept, send out a gift card for a customer's birthday. I would send out a \$5 or \$10 coupon with no strings attached other than you cannot purchase a gift card with a gift card. It is one item per coupon and there is no cash back.
6. A gift card used for fundraising activities – the charity sells your gift cards, or at least help to promote the sale of a specific gift card for that charity, the charity would receive an incentive of between 3% and 10% of the total amount redeemed. The part I love about this is that your store can be part of the minister's sermon. I have actually heard one promote a specific business because of all the money the church was making from that business.
7. Have a special promotion just for gift card days whereby you send out gift cards to all or part of your mailing list.
8. The bounce back coupon, which is the most highly redeemed of all coupons – the way it works is someone makes a purchase of \$100 and they receive 20% off their purchase (or \$20) in the form of a gift card. These gift cards can be redeemed within 7 days of the purchase, but not on the day of the purchase.

There are countless ways the gift card/coupon can be used to build your business. The reason why it is so important is that it works and it is one of the most trackable and measurable advertising vehicles we have available today.

Rick Segel, CSP (Certified Speaking Professional), is a retail expert and the author of nine books, including the Retail Business Kit for Dummies, 2nd Edition. For more information, visit www.ricksegel.com or email rick@ricksegel.com.

Prep School Get Togethers

CSNE Prep Schools had the opportunity to meet this past June at **The Hotchkiss School** in Lakeville Connecticut and at **Governor's Academy** in Byfield, Massachusetts. Attendees enjoyed exchanging information specific to prep schools, We would like to thank **Guy Gnerre** at Hotchkiss and **Christine Robinson** at Governor's for hosting these events. Prep school stores can look forward to these get togethers again next June! We would also like to thank our sponsors:



CSNE's Discussions Have Moved to **Linked**

Do you have questions and no answers? Jobs that need filling? Need sources for products? Need ideas? Whatever your questions, you can now ask them directly and reply directly on CSNE's new LinkedIn Group! Here are examples of recent discussions:

I'm looking for tips for processing/handling caps and gowns for students. Any suggestions/ideas would be appreciated

This discussion had 6 replies

Is any store or business in New England actively using their Facebook page to build their brand?

This discussion had 6 replies

Wholesale contact for name brand ink cartridges—who do you get your ink cartridges for resale from?

This discussion had 4 replies

Over 55 of our members joined our LinkedIn group in the first two weeks! We hope you were one of them! If you are already on LinkedIn, click the link below to join CSNE's group! <http://www.linkedin.com/groups?mostPopular=&gid=3570577>

Not on LinkedIn? It's easy to join! [Visit http://www.Linkedin.com](http://www.Linkedin.com)

What is LinkedIn?

LinkedIn is a professional networking site that many find to be advantageous to their careers. In addition to CSNE's page, many other groups of interest to our industry exist on Linked In —such as the Higher Ed Café. Many individuals place their resumes on LinkedIn and it's a great place to look for jobs and find employees. More info may be found by following this link: <http://press.linkedin.com/about>

Campus Stores of New England is also on:

facebook

twitter

Welcome New Members!

Alan Menaged, Director of Sales

JA Cosmetics

10 West 33rd St Suite 802

New York, NY 10001

Phone: 347 227-4625

amenaged@eyeslipsface.com

www.eyeslipsface.com

Products: Ladies cosmetics

Linda Petrocine, President/CEO

LNP Graphics LLC

PO Box 99

53 Boulder Pass Rd

Waterville Valley, NH 03215

Phone: 603 236-8314

lpetrocine@earthlink.net

www.laptopsleeperkeeper.com

Products: Laptop secure storage for
dorm room/bunk bed

Dave Hammersmith, Account Manager

NACSCORP

528 East Lorain St

Oberlin, OH 44074-1298

Phone: 440 775-7777

dhammersmith@nacscorp.com

www.nacscorp.com

Products: Books, course materials, general merchandise

Erica Willingham, Director of Purchasing & Retail Sales

New Hampton School Store

34 Dr Child Road

New Hampton, NH 03256

Phone: 603 677-3464

ewillingham@newhampton.org

Kevin Hannegan, Director of Bookseller Relations

Pearson

212 Meadow Fox Road

Holly Springs, NC 27540

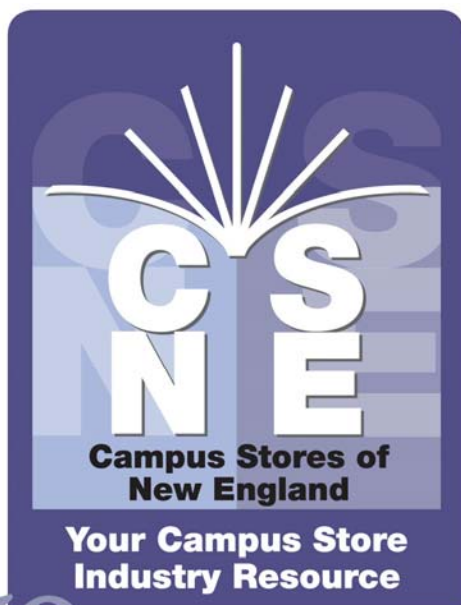
Phone: 919 762-9841

Kevin.hannegan@pearson.com

<http://Pearsonhighered.com>

Products: Course materials

Join us for CSNE's 50th Anniversary Celebration!



50th Anniversary
1961 - 2011

CSNE was founded in 1961 and will be celebrating our 50th Anniversary next year! Please be sure to join us for the Joint Meeting & Trade Show at Mohegan Sun in Connecticut, March 20–23, 2011 and our special recognition dinner on Tuesday, March 22nd after the trade show. In addition to seeing old friends, memorabilia and trivia from years gone by, you will also receive some very special 50th Anniversary Gifts! This banquet is FREE for past presidents of CSNE.

We are looking for YOUR old pictures and CSNE memorabilia! If you mail pictures to our office, we will return them after scanning. Our address is:

CSNE

6 Boston Road, Suite 201

Chelmsford, MA 01824

You may also e-mail pictures/items to Karen Murphy at office@csne.net Please also let us know of any former retired active CSNE members you are in touch with that should be invited!

Back to Basics

By: Mike Ekblom, Follett Higher Education Group

In these days of uncertainty and change in the textbook business, it is easy to get pessimistic when wondering what the future holds the college bookstore. We are constantly hearing about digital books, iPads, rentals, custom editions; the list goes on and on. However, with buyback and the Spring semester right around the corner, it's a good idea to get back to basics for a minute. Regardless of the changes that have come (and will be coming) to our business, most students coming to your store during rush are still looking for one thing...used books. Therefore, taking some time to think about your process for sourcing used books is time well spent.

As we all know, the most profitable book you can sell in your store is one that you buy back from a student. Buyback creates an event in your store, fills your customers' pockets with money right before a holiday and provides you with the inventory that you need for a strong used book program. Think about your buyback, and get creative! There are so many students that don't sell their books back, and huge opportunities to grow buybacks exist on almost every campus. Make sure you maximize your adoptions with good communication to your faculty, and even consider having a faculty reception at your store to bring adoptions in. Take some time to walk campus and visit offices to get those big adoptions, too. Let your campus know the prices you are paying for your retail books.

It's a great idea to work with your wholesaler partners to promote and grow your buys. Your reps have a lot of experience with buyback and can be great resources for good ideas. Cultivating good relationships with your wholesale partners can go a long way toward expanding your buy. This relationship is also important for the other key to a good used book program...regular wantlisting to wholesalers.

The key to successful wantlisting is being aggressive. Used books are a hot commodity at this time of year, and as such, supplies are always limited. Every wholesale rep can tell you about the customer that wants more used books but rarely sends orders. The most successful wantlisters (and the stores with the highest percentages of used books on the shelves) are the ones that send their lists every day as they update their adoptions. Inventories change daily, so what you don't get one day may be something that you get the next. If you aren't ordering it, you'll never get it.

With the first adoption that you receive, start sending wantlists to your wholesalers regularly, even daily. Set up a bin and start adding books to it every day. Even the small orders will start to add up. Get new adoptions entered into your system immediately to get them on to your wantlist right away. Also, keep and use good sales histories so that you can make educated guesses on titles that you will realistically be able to buy back. This frees up the remainder to be added to your want lists as well. Remember, your wholesale reps want to help you with this, and they are always willing to work with you to create a process by which you can maximize the amount of used books available to your students. Use them as a resource, and make the system work for you. There are many books out there, and they tend to go to the stores that are aggressive in their ordering. So be one of those stores!

No matter what changes will come to our business in the next few years, our basic job is still to provide our customers with the products and services that they need. While we educate ourselves on all of the changes, we should not lose sight of the things that we traditionally do well for our customers. A good selection of used books is one of those things, and we should work hard in these next two months to maximize that when we can. Our customers will see and appreciate it, and by providing them with the products they want we will be able to remain successful even in challenging times.

Call for News!

The next edition of the Campus Connection, CSNE's Newsletter, will be going to print in the winter. Please submit your news, job openings, photos, articles and/or advertisements to office@csne.net by **February 1st**.

Fall Meeting Photos—Visit our web site for a link to more pictures!



CSNE's President, Dirk Fecho with sponsor, Paul Cummings of Tichenor College Textbook Company

We would like to thank our Fall Meeting Sponsors:



And

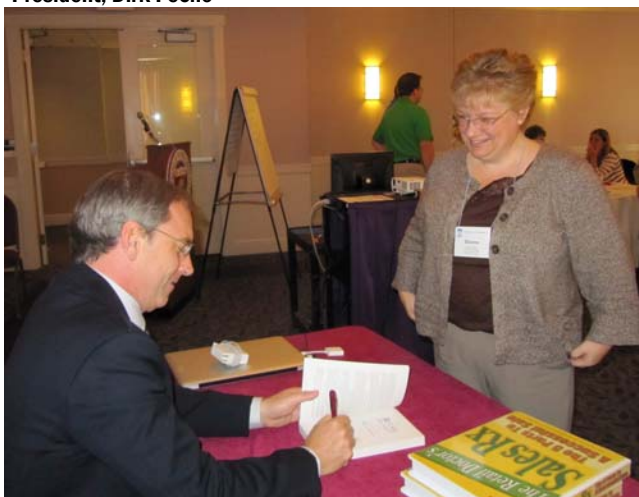
Tichenor College Textbook Company



Our great speaker, Bob Phibbs, The Retail Doctor with CSNE's President, Dirk Fecho



A number of our Prep School stores attended the fall meeting



Dianne Holmes of UMaine getting her book signed



Linda Paquette of the Holy Cross Bookstore shows attendees some of their popular items

Achieving Greatness: The Value of Association

By: Don Yaeger

Association leaders and corporate executives have long recognized that great lessons – lessons in leadership, team building, handling adversity, and managing success – can be learned from their peers in the world of sports.

This explains why some of the most sought after public speakers at corporate events are sports greats – Miami Heat President Pat Riley, Duke basketball coach Mike Krzyewski, former Pittsburgh Steeler running back Rock Bleier and former LSU basketball coach Dale Brown are among the most popular speakers on the circuit. The lessons they teach and exhibit in their world translate perfectly into yours.

In my 20-plus years as a writer for *Sports Illustrated* and author of more than a dozen books, I have been blessed to spend hours interviewing great winners like Riley, Krzyewski, basketball legend Michael Jordan and Hall of Fame running back Walter Payton.

Some of the best lessons I have learned, however, have come at the foot of the greatest winner of them all, the late John Wooden, former UCLA basketball coach and winner of unprecedented 10 NCAA championships. Wooden also was an oft-tapped corporate consultant on the subject of leadership.

Before Wooden's passing, I often traveled to Los Angeles to talk with him about Greatness and the traits of those who have achieved it. One characteristic he was passionate about was that the truly "great" understand that value of association. They know they can only become great if they surround themselves with others who are headed in that direction.

Just a couple of years ago, the then 97-year-old Wooden, his mind sharp as any 30-year-old I had met, got a twinkle in his eyes when told me he had a story to share, one I would enjoy sharing with others.

"Many people, when they ask me about coaching great players, always ask me about my two most famous centers, Lew Alcindor (who became Kareem Abdul-Jabaar) and Bill Walton," the coach said, "But one of the greatest I have ever coached is a player many wouldn't suspect. It was Swen Nater."

I think Coach enjoyed the look of surprise on my face. I remembered Nater, but just barely. What I remembered was that he was cut from his high school basketball team as because, even at 6-foot-11, he was too clumsy to offer the team any value. He didn't give up, though, and several years later made a community college team. He became talented enough that several four-year colleges offered him scholarships.

At the time, UCLA and Wooden were in the middle of one of the most spectacular runs in all of sports, winning seven of eight national championships. Alcindor had graduated, but Wooden had a new center, Walton, who he thought might be even better.

Nater's community college coach asked Wooden to consider his player. "I was told he could, at the very least, be a great practice opponent for Walton," Wooden recalled. "So I spoke with Swen. I was honest. I told him he could go to a small

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school and play all the minutes he wanted, or he could come to UCLA, where he likely would never start a game, but where he could play against the best center in the country every day. That's the best I could offer him."

Nater didn't flinch. He accepted the opportunity and, as Wooden had promised, he didn't start a single game at UCLA.

"Swen understood that to become the best he needed to associate himself with the best he could find," Wooden said. "There was no better than Bill Walton."

Or John Wooden.

When his three years at UCLA were complete, Nater had been part of a team that won a record-breaking 88 straight games and had played for three more national championships – all as Walton's backup.

Nater then made history when he became the first player selected in the first round of the professional basketball draft without ever starting a college game. He played 12 years professionally and now is a senior executive in the corporate offices of COSTCO. His career "is absolutely and directly the result of having made the decision to associate myself with folks who were the very best," Nater told me. "I learned that you are who you associate yourself with."

Coach Wooden was succinct: "Mark these words...You will never out-perform your inner circle. If you want to achieve more, the first thing you should do is improve your inner circle."

At its core, that is exactly why associations hold annual events. Those conventions are a member's opportunity to improve his or her inner circle, to learn and associate with the very best.

Like Swen Nater, I hope that each of you have identified those in your profession from whom you could learn, those who share your passion for greatness. Then, while attending your state, regional or national conferences, introduce yourself, spend time asking and learning what it is they do that makes them successful. These lessons are often transferable.

Then take the lessons home with you. Make your aspirations known to your staff because they want to associate themselves with greatness, too. You'll be amazed by what you can achieve when you surround yourselves with those headed in the same direction.

At each of these steps you'll understand why John Wooden agreed that the value of association is one of the most significant traits of greatness.

Don Yaeger is a nationally acclaimed inspirational speaker, New York Times best-selling author and longtime associate editor of Sports Illustrated. He speaks on the subject of Greatness, taking lessons from the world of sports and translating them to business and professional audiences. He can be reached through his Web site: www.donyaeger.com.

Fall Meeting Raffle Prize Winners!

Congratulations to **Colleen Gagnon** of the **UMaine Bookstore** who won a FREE registration for the UMaine Bookstore to the 2011 Joint Meeting & Trade Show.

Congratulations also to **Guy Gnerre** of the **Hotchkiss School Store** who won a free registration to CAMEX.

Book Your Overnight Room at Mohegan Sun!

CSNE & CSA-NYS Joint Meeting and Trade Show

March 20 - 23, 2011

Click the link below to
book your room!

https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=2833954



We have reserved a block of overnight rooms at a very discounted rate of **\$139+** a night single/double at **Mohegan Sun** in Uncasville, CT. To reserve your overnight room, click on the link above to book online or call Toll-free:

866-708-1340 and use our group code of "book11"

Please note: our room block expires **February 25, 2011**.

NACS and NACUBO Weigh-in on 1099 with IRS

NACS and the National Association of College and University Business Officers (NACUBO) sent letters to the Internal Revenue Service requesting support for changes in the recently enacted health care legislation. The letters were sent in an effort to remove undue record-keeping burdens for colleges and college stores.

A reporting provision, which is part of the new legislation, requires all businesses, including college stores, to issue 1099 forms for vendors that do more than \$600 of business with a store. The concern for college stores is the prospect of tracking buyback payment for all students and issuing 1099s to those getting more than \$600.

The NACUBO letter, which NACS also signed, along with several higher education associations, asks that government entities and colleges and universities be exempt from 1099s, requests a delay in implementation, seeks to increase the threshold to \$5,000, asks for consent to allowing electronic 1099s, and addresses several concerns involving student buyback.

Concern over the new law's possible effect on buyback was first raised in May 2010 by Don Newton, chair of the NACS Government Relations Committee. Unless Congress repeals or significantly reduces these new reporting requirements, they will take effect in 2012.

Executive Director News



CSNE's Executive Director, Pamela H. McKenna, CAE, President of McKenna Management, Inc., was appointed Chair of the Association Management Company (AMC) Section Council for the American Society of Association Executives (ASAE.) ASAE is the membership organization and voice of the association profession. Founded in 1920, ASAE has more than 22,000 members.

The AMC Section Council represents the 4,000 principals and staff of association management companies within ASAE. Positions on the council are offered to leaders in association management representing the nation's top association management companies.