



NSAE NEWSLETTER – January, 2010

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Introducing Our New Logo

Congratulations to Brett Walburn of Nebraska Bankers Association on the selection of his logo in our fall logo contest. Brett has worked for 2-1/2 years at Nebraska Bankers as the Education Program Coordinator. He has a B.S. in Business Administration from UNL and is currently enrolled at UNL as a graduate student. In making this difficult decision, the NSAE Board felt Brett's logo projected the statewide presence of NSAE among Nebraska associations and would communicate who we are to prospective members and other audiences. Seven individuals submitted logo entries (some submitted more than one entry) for the Board's consideration. Thank you to everyone who participated in our logo contest.

Next Meeting: January 21, The Nebraska Club

Vice President James Berringer will introduce new NSAE Associate Member Jacob Gerber, a Certified Parliamentarian, to speak about "**Giving Your By-Laws a Tune-Up.**" Jacob has been a professional, credentialed parliamentarian since 2001. He currently holds the credentials of Certified Professional Parliamentarian and Certified Teacher of Parliamentary Procedure (CPP-T). In 2003, he was named Parliamentarian of the Year by the Nebraska State Association of Parliamentarians, and in 2005 he won the President's Award for Parliamentary Writing from the American Institute of Parliamentarians. Learn more at www.jacobdgerber.com.

Most associations view their by-laws as a necessary evil, and so they only consult their governance documents out of the fear of doing something wrong. But a strong, healthy, well-written set of by-laws can provide invaluable guidance and stability to every facet of your association's work. In this interactive

program, learn how to avoid common problems in your by-laws by implementing simple, straightforward, and effective solutions that will prepare your association for whatever you might face!

CONGRATULATIONS TO OMAHA CVB!

The Omaha Convention and Visitors Bureau (OCVB) has been awarded the prestigious 2009 Planners' Choice Award by *MeetingNews Magazine*. The award honors excellence in the meeting industry, and the Omaha Convention and Visitors Bureau was chosen as one of the best bureaus of the year.

"This award showcases Omaha as a reputable convention destination and is a tribute to our national sales, service and marketing efforts," said Dana Markel, Executive Director of the Omaha Convention and Visitors Bureau. "The fact that the votes came from decision makers who can bring business to our city is a wonderful acknowledgment of the OCVB's work."

More than 40,000 meeting and convention planners were asked to vote for their preferred organization based on quality of service and expertise. From a total of 141 nominees in the Convention and Visitor Bureau category, the OCVB was one of only 34 selected for the award which included both domestic and international Convention and Visitor Bureaus. The Omaha Convention and Visitors Bureau was recognized in the December 21, 2009 issue of *MeetingNews Magazine* which has a national circulation of approximately 40,000.

Welcome New Member

Susan Runnels, Hilton Garden Inn Omaha West. The Hilton Garden Inn Omaha West hotel is located in West Omaha, and is adjacent to Village Pointe Shopping Center, the most unique outdoor shopping and dining experiences in the city. Guests will enjoy complimentary wireless and hard wired high-speed Internet access in their rooms. Our restaurant serves breakfast and dinner, and we have a complimentary masseuse, hors'd'oeuvres and drinks with neck massages every Wednesday evening. We feature over 2,000 square feet of flexible banquet and event space, and our dedicated catering staff will assist you with every detail of your event. Contact Info: (402) 289-9696; fax (402) 289-2758; susan.runnels@hilton.com.

SPOTLIGHT ON MEMBERS

John Schraut, Registered Representative of John Hancock Financial Network. We are a financial services firm specializing in working with individuals and small businesses in retirement planning, tax saving strategies, estate conservation, and long term care planning. John has worked with a number of associations and organizations by presenting educational workshops/seminars on a variety of financial topics. We offer the following products: *Life Insurance *Long Term Care Insurance *IRAs *Employee Benefits *Health Insurance *Mutual Funds *Annuities *Disability Income insurance
Contact Info: 402-758-1313, Ext. 28; fax 402-758-2888; jschraut@jhnetwork.com

Nathan Stewart, Director of Sales, Gemstone Hospitality. A full service hospitality management company, Gemstone Hospitality was formed in 2007 by Sean Davis and Joel Schossow. The company's corporate office is located in Lincoln, Nebraska with an additional office in Olathe, Kansas. The locally owned company provides hospitality investment expertise and consultative advice with regards to hospitality asset acquisitions and ongoing turnkey management services. Gemstone hospitality has exceeded its 2009 goals by adding two hotels and a banquet facility in the Lincoln area to its portfolio. The first was the Guesthouse Inn and Suites located at 52nd and Cornhusker, followed by the Days Inn at the Airport. The company is in the process of upgrading both properties to improve both the product and the services provided. The third property is the Courtside Banquet Hall located inside the Bison Youth Sports Complex. The Courtside Banquet Hall can accommodate up to 400 guests and is a great place to hold your Wedding Reception, Anniversary Party, or Corporate Event. Gemstone Hospitality is very excited to be involved with NSAE and looking forward to a great 2010 in Lincoln.

Contact Info: Joel Schossow, Owner (402-464-3171); Nathan Stewart, Director of Sales (402-44901513; cell 402-217-3021; nathan.stewart@gemstonehospitality.net)

NSAE Calendar

The following meeting dates and locations have been scheduled for NSAE's luncheon meetings, with registration starting at 11:30 a.m., lunch at 11:45 a.m.

<u>Date</u>	<u>Site</u>
<u>Thursday, January 21</u>	The Nebraska Club
<u>Thursday, February 18</u>	Embassy Suites Lincoln
<u>Thursday, March 25</u>	Country Inn & Suites
<u>Thursday, May 13</u>	The Cornhusker Marriott

NACVB Meeting Planners Reception – Mark the Date

The 2010 NACVB Meeting Planners Reception will be **April 13, 2010** at The Lied Center. The time is ***NEW*** this year - from 11:00 a.m. to 2:00 p.m. with a lunch buffet served. Watch for your invitation and more information later in the spring.

Part-time Position Open – ARTS Incorporated

Arts Incorporated, an arts management company working with a variety of nonprofit organizations such as the Nebraska Brass, Nebraska Jazz Orchestra, Lincoln Midwest Ballet Company, Capital Jazz Society, Association of Nonprofit Executives, Nebraska Trumpet Ensemble and Lincoln Municipal Band, is seeking a bright, highly motivated and very organized, detail-oriented individual, interested in working with all aspects of arts and nonprofit organization management, including marketing, publicity, board and volunteer development, events, ticket sales, and more, to perform a variety of office tasks.

The position requires strong written and verbal communication skills and the ability to multi-task. Duties would include research, assisting with grant proposals, correspondence, producing press releases, programs, newsletters and marketing materials, advertising, answering phones, and performing various clerical tasks. The applicant must be proficient in Microsoft Office and comfortable making/taking phone calls.

The job is part time (15-30 hours/week), flex time, located downtown. Hourly wage is negotiable, depending on experience and ability. Professional, creative, casual & non-traditional office atmosphere. Must like (or tolerate) animals. Please send cover letter, resume and a writing sample to artsinc@artsincorporated.org.

News from ASAE & The Center

Exceptional Resources for Any Small-Staff Association Professional

ASAE & The Center is committed to offering relevant tools and resources to help you and other small-staff association executives lead effectively and advance their organizations. Check out these conveniently virtual programs for small-staff professionals:

- [Online Conference for Small Associations: January 26 – 28](#)
Seize the opportunity to connect with small-staff association executives and walk away with familiarity of technology, finance, and board/volunteer governance. Small-staff association professionals are tasked with accomplishing the same responsibilities as larger associations but with fewer resources. Gain a comprehensive view that will help you complete your everyday tasks efficiently. Walk away with familiarity of technology, finance, and board/volunteer governance—

essentials for association executives who operate in an organization with 10 or fewer staff members.

- [Vignettes: when and where you need them](#)

Take advantage of fingertip learning to tackle your diverse work tasks! As a small-staff professional you wear many hats. When you are given responsibilities outside of your experience, seek out our new vignettes. These on-demand mini courses offer tactical step-by-step instructions designed to develop and improve proficiency in your job role or help you learn a new skill or topic. Check out our regularly growing library of vignettes offered in various disciplines at www.asaecenter.org/vignettes.

Visit the Small-Staff Association Resources page, the centralized location for all things small-staff association specific, or contact our Knowledge Center research staff at 202-326-9559 or knowledgecenter@asaecenter.org for complimentary customized research services on topics related to small-staff association management.

[FBO Virtual Dialogue: HR Topic – Managing Stressed Out Employees](#)

Thursday, January 21, 2010

Virtual

12:30 – 1:30 p.m. EST

Complimentary

Creating a productive and comfortable working environment is only one of the many responsibilities of an association's designated human resources representative. With the economy, potential flu pandemics, and countless other concerns stressing out your staff, what is an enterprising HR representative to do? This virtual program allows you to connect with your peers and discussion leaders virtually through a conference call and chat features through Adobe Connect. Space is limited. [Learn more and register today!](#)

ASAE & The Center's Finance & Business Operations (FBO) Section Council strives to present local opportunities to network and share knowledge through its recurring FBO Dialogue program. This facilitated discussion gives nonprofit professionals and their suppliers the chance to connect with peers and discuss important issues facing today's busy FBO and Human Resources professionals

[Creating a Marketing Plan](#)

Vignette (On demand, web-based mini-course)

Members: \$79.95; Nonmembers: \$99.95

Preparing a marketing plan compels association professionals to assess what is taking place within the marketplace and how it affects the organization. It provides a benchmark for later measurement as well as establishes, directs, and coordinates the marketing efforts. Often, simply embarking on the process of preparing a marketing plan can guide organizations into developing a successful strategy.

If you are a nonprofit professional charged with marketing your organization, or you simply would like to master the fundamentals of developing a marketing plan, the [Creating a Marketing Plan](#) vignette is a practical educational opportunity that will allow you to:

- Identify, apply, and adapt the elements of the marketing plan specifically to your association or nonprofit;
- Develop a realistic marketing budget; and
- Design an effective and viable marketing plan.

Learn at your own time and pace! Purchase the [Creating a Marketing Plan](#) vignette today and you will have access to two and a half instructional hours throughout the duration of the 15 calendar days when the program is available to you.

Complete this vignette and receive a certificate of completion reflecting up to two CAE hours.

Want to know more about vignettes and how they work? Visit our [vignettes](#) page and read some [frequently asked questions](#).

Nebraska Society of Association Executives

Pat Lovelace, NSAE Executive Secretary

701 South 13 Street, Lincoln, NE 68508

(402) 475-1079 – (402) 475-7422 FAX – nsae@neb.rr.com – www.nsa.org