



Strategic Plan for the 21st Century

Michele Packard-Milam, CAE
President



In addition to being incredibly hot, the past two months have been very busy ones for your DFWAE Board of Directors. We developed a new strategic plan, did board optimization training, launched a member satisfaction survey and are nearing completion of bylaws revisions. To keep you up to date, a brief overview of the strategic plan is shown below.

The format of this Strategic Plan is set out in vision statements for each core component of the enterprise, followed by strategies that will help us achieve these visions. These

highlights will just give you a sampling of what's in the works.

DFWAE Mission

The mission of DFWAE is to serve the association community by promoting professionalism, encouraging leadership development and facilitating the exchange of ideas and information through quality programs and services.

Membership

Vision: DFWAE enjoys a growing, engaged, satisfied, informed population of members from all across its marketplace.

Strategies: We have just launched a member needs assessment, and Kris Williams, CAE, chair of the Membership Committee, has a new recruitment plan almost ready to implement. We are also considering launching a mentoring tactic, driven by past leaders and volunteers, directed toward new members.

Education

Vision: DFWAE offers relevant, timely, affordable, well-attended, profitable educational programs that tie into the CAE knowledge domains.

Strategies: You may already have noticed that our content is now tied into the new CAE domains, and hopefully you have seen the call for presentations as we try to draw more of our members into the learning community as facilitators, panelists and presenters.

Our Education Committee, chaired by Marilyn Ellis, is in high gear, planning new educational opportunities in multiple venues, with particular emphasis on the needs revealed in our survey. We will also be looking to partner with one of our local universities to support CAE studies, with the potential to develop a DFWAE-branded study guide, much like the Michigan SAE product many of us have used in the past.

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Four People You Should Know"

Presented by Stu Schlackman



Stu Schlackman will give a great presentation on the insight spectrum survey that

clearly defines your personality color, which represents a particular personality style. While it is important to understand your own "color," knowing others is equally important. You will learn how to identify both. This will enable you to understand your clients, team members, colleagues & family. What color personality are you?

[CLICK HERE TO REGISTER TODAY](#)

Date: October 20

Time: 11:30am-1:30pm

Location: Hilton Anatole

2201 Stemmons Freeway

Dallas, TX 75207

Cost: Members: \$30 by 10/13

\$35 after 10/13

Non-Members: \$50 by 10/13

\$55 after 10/13

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Marketing/Communication

Vision: DFWAE expresses value and supports the prestige of its brand through timely, consistent, targeted and attention-grabbing communications.

Strategies:

Like all associations, creating a clear value proposition and communicating it well and often are challenges. You may have noticed that our website was relaunched on the Affiniscape platform, giving us more flexibility to create timely communications and interactive features. We are also looking for new ways to bring sponsors into the mix, under the leadership of Blake Bozman, Chairman of the Sponsorship Committee.

I am delighted to announce the launch of DFWAE Leadership Briefings on September 1st. DFWAE members will begin receiving these powerful and informative newsletters twice each month. This timely publication, powered and sponsored by MultiView, will bring you practical knowledge and best practices on many aspects of association management, from meeting management to member recruitment and retention.

Networking/Social Media

Vision: DFWAE creates engagement through accessible, multi-channel, appealing programs and venues (both online and offline) for SIGs (Special Interest Groups)

Strategies: For the website, we are looking to define SIGs and create offerings that appeal specifically to them. We have launched a FaceBook Fan page, a Linked In Group and we're looking at other ways to bring the community to our members.

Board Secretary Dana Glazier, CAE, has done a terrific job of getting us rolling and we are actively looking for someone to head up our Social Media strategies, so if you're interested, give me a call.

The Bottom Line: There's a lot of work being done to deliver new opportunities for you. We want you to advance your career through learning, sharing and building your network in our lively association community.

What will take you to the next professional level? The Strategic Plan, Bylaws and the Board Optimization PowerPoint Presentation will all be available on our website – take a look and tell us what you think! We are listening!

News & Notes

Volunteer for a Committee

What is your passion? DFWAE has a wide range of committee opportunities, ranging from education, to social events to membership.

If you would like to volunteer, send an e-mail to Patrice Pruitt-Story at info@dfwae.org

Include your contact information and area of interest. DFWAE will do the rest and put you in touch with one of our volunteer leaders. Don't hesitate. Volunteer today.

Upcoming Meetings

Deciding to Go Green

November 17, 2010

Sheraton Suites Market Center

2101 N. Stemmons Freeway

Dallas, TX 75207

In this playfully interactive session, Kim Hankins uses her background in clinical therapy to explore how we DECIDE to "go green" and how our thinking either contributes or sabotages our commitment. This program is lightheartedly introspective, drawing upon the attendee's psychological barriers to committing to conservation.

DFWAE Christmas Party

December 15, 2010,

The Adolphus

1321 Commerce Street

Dallas, TX 75202

This is one DFWAE event that you don't want to miss. Say hello to old friends and make new ones at one of the grandest hotels in the country, The Adolphus in Dallas. Our luncheon will once again be held in the fantastic French Room. We will also be collecting hats, gloves and scarves for children that will be distributed through The Stewpot. Items should be wrapped and labeled to indicate if they are for a boy, girl or infant. Checks are also welcomed.

Join DFWAE NOW and Take Advantage of all That Membership Provides

Regular Members must be staff members of an association or management company.

CVB Members must be staff members of a convention and visitors bureau.

Associate Members are employed by companies that provide products and services to associations.

To become a member, just complete the form included here and mail or fax it to the address shown below.

DFWAE Membership Application

Membership Type: Regular \$ 75/yr CVB \$ 125/yr Associate \$125/yr

Name _____

CAE, CEM, CMP or other designations _____

Title _____

Organization (full name, please) _____

Address _____

Phone _____ **Fax** _____ **E-Mail** _____

Organization Web Site Address _____

Organization Type: Trade, Professional, Philanthropic, CVB (Associates: Company Type)

Tax Status (i.e. 501C3) _____ **Annual Budget** _____

Referred by _____

Method of Payment: AmEx Discover MasterCard Visa Check

Credit Card # _____ **Security Code** _____

Exp. Date _____ **Signature** _____

Billing Address (if different from above) _____

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