



NAPS STATE LEADERSHIP CALL February 2010

Christine Cohane - GAPS
Jody Weiss - GAPS
Kim Knoll – IASP
John Weiss - NAPS
Jerry Mastenbrook – RMAR
Pat Turner – Employment Marketplace
Gary Foster – RMAR
Barb Bruno - NAPS

FUTURE LEADERS FOR ASSOCIATION

John Weiss – NAPS

Solicit for small projects, and then they can move up. If you don't throw everything at them right away like VP of Programs you won't scare them away. Have them Co-Chair a program, help with the conference, smaller tasks.

Kim Knoll – IASP

We do a couple of things. We tapped people we knew and asked them to join the Board in a small role like Ethic Chair. It's important for them to get familiar with Association. You need to divvy up the responsibilities.

2nd VP we would provide \$1,000 and have them attend either the NAPS or ASA Conference. They had some value. They may have decided to go to the Leadership Segment of NAPS. This was always well worth the investment.

Jerry Mastenbrook – RMAR

We're bringing in a new Board member right now. We give them a specific task like redeveloping our website and to be our technology guru. Our new member is getting his feet wet by giving him a major project. He's only been on our Board a short time but he is in contact with Top Echelon and other State Associations to get ideas and input.

Gary Foster – RMAR

I think it's important to get small projects like VP of Plaques. For a Big Biller Seminar you get a feel for the interaction. I'm now the VP of Membership.

Christine Cohane - GAPS

It's tough to get additional people on the Board. Jody has reached out to past presidents and is getting them more active. People in their own firm can do project work.

NEW VOLUNTEERS – WORKER BEES FOR ASSOCIATIONS

Kim Knoll - IASP

We have a secretary on the side. It was too much out of my day-to-day. We have a part time person for a variety of things - \$25 an hour - Works out of her home. She does what Board members would do. It helps with our members. I won't have to do trivial.

She uses constant contact and what she sends out looks like it's coming from the various chairs. She cost us \$1,500 - \$2,000, but is the best money we spend. It also helps our members focus on other things vs. the day-to-day tasks none of us want to do.

Jody Weiss - GAPS

We have the same thing but our assistant costs us \$1,000 a month. We are presently interviewing graphic artists, to take over our website. To do the graphics and to manage content, we give them the info and they write the press releases.

VOLUNTEER TO DO THE WORK

John Weiss – NAPS

Everyone is working for the same answer. Bribery – with the way the economy is - it is the unsolved question. How can we distribute the work?

Jody Weiss – GAPS

We can always rely on a handful of people to do the calling. End of the day – people are so focused – it truly is downfall biggest issue – people to do the work - to volunteer. Urgent plea – this is your organization – we're tired and we're stepping out.

Younger group – the kids don't want to get involved or their owner managers aren't willing to sacrifice their time.

Kim Knoll – IASP

We utilize our office staff. Volunteering is difficult. It's important to let people know what is involved. We don't offer as much as we did in the day. One Conference, Newsletter she'd do that remotely for people. She puts it together for us. We take a lot of that off their plate. Someone like myself, I want to bill \$400-500,000 a year. It's easy for your Board members to get too involved, and it can hurt their business. That is why you can't put too much on their plate. You have to stress the benefit of interacting with other owners who can help them anticipate trends and learn what is working for others.

ATTENDANCE AT EVENTS

Jodi Weiss - GAPS

We use to have 80 at random events. We're lucky if we have 20. We amended our bylaws and got 11 votes. Mailings work okay it's just hard to catch attention. We have a free webinar series – 40 people signed up – free of course.

The question is if they join GAPS they don't see personally a lot of benefit. Not a lot of direct upside. People are looking for it... knowledge but they also want to improve their businesses. That is all they care about right now and I don't see our Board members getting business from each other or our members. That is not happening.

John Weiss - NAPS

I found that the business came not necessarily at the time I was on Boards but it's the relationships you form with other business owners. Eventually it comes back, often in the form of referrals.

Jerry Mastenbrook – RMAR

I have seen business opportunities come my way. GAPS bard – my exposure level has been much better. Serving is a good investment in myself and may pay off in the next twelve months.

NEW IDEAS

Kim Knoll – IASP

We paid \$30 to have 4 newsletters sent out for us, billing for us, Legislative, updated websites \$2,000 for the year. Their time or AA times. We volunteered our AA.

John Weiss - NAPS

Always gone to the people who are most successful in the industry. So you have someone who can? If not you? Who's most interested? Contributing something to your success.

Kim Knoll – IASP

Our direct hire side supports the association more. They send more attendees. The temp/contract side 12 people out of 100. Every other year... the direct hire will not listen to "temp to hire". We try to give them their town speaker. It seems lopsided!

John Weiss – NAPS

We have different tracks – Temp track
Third track – Management
Fourth track – optional
Speakers who can address blended (both sides)
We make sure we have tracks that attract both

Jody Weiss - GAPS

We talked about this. We've made the topics more broad in perspective to appeal to candidates and clients. Educating clients on the value of the candidates. Larger than our own organization

Specific Topics

Panel of C Level Executives
Members of Board brought in three C level
How to work with recruiters at different corporations
Staffing and Recruiting side of the house.

This year Business Development in its broadest sense value propositioning. We haven't done one nuts and bolts recruiting program.

Kim Knoll - IASP

How many programs?

Jody Weiss – GAPS

Every month - \$40 members \$75 non-members. Christine got every presentation speaker for free this year. Owner/Manager - If we hit special interest groups. Breakfast/Lunch vs. big dinner. Flexible at something new.

Christine Cohane - GAPS

We've even looked at Staffing Industry here. They do one or two events a year. We put on 6 dinner meetings plus a Conference. North Carolina – they do an awful lot. Texas does an awful lot.

Kim Knoll - IASP

Provide legislative support. Quarterly newsletter – email. Fall Social – Spring Conference. Membership Dues – everything came back. Around a long time. Get 80-100 attendees this year

Jerry Mastenbrook – RMAR

We have an event every other month. It includes a cocktail hour to bringing in speakers. We don't have an annual conference. We average 6-7 events per year. Some are well attended some are not 30 – 60 people. We're someone unique – we are just direct recruiters. Don't cater to the staffing industries. There is another association in our State that appeals to Temp Side. Technically we would accept anyone from the temp side.

Kim Knoll - IASP

We keep a blended Board. We have two ethic chairs. It's not optimal from a Conference standpoint. We charge \$150 per office, \$100 for major conference. We break even or make money - \$15,000 in checking account. Set the bar so low....

John Weiss - NAPS

Top Echelon – is holding five regional conferences vs. one annual.

ANYTHING ELSE YOU WOULD LIKE TO BRING UP?

Jody Weiss – GAPS

Greater participation on these calls. It would be nice to hear what the rest are doing.