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OUTSOURCE IT!

We are delighted to announce that National Ass'n of Broadcasters CEO **David Rehr** will join our Market Conference over breakfast **March 2**, as we assess the state of the **Association** and other sectors for '09. **Leaders** of the legal, tech, medical, and real estate worlds will join lobbyists and trade association execs, and famed forecaster **Knight Kiplinger** will keynote. Come **learn and schmooze**, at **recession-busting** prices. **Sign up now!**

If outsourcing can work for Hollywood (see: **Slumdog Millionaire**), then why not for association jobs? We spoke with **Rick Cristol**, President of Kellen Company, the world's 2nd largest **association management company**, who says requests for their services have increased dramatically.



Kellen provides full service management to **75 associations**, many of them listed on that board outside Rick's office. But a growing part of their business is **providing specific services** on an outsourced basis. For example, if you don't need a full-time PR person, they offer a full service communications staff. He tells us requests for outsourced services have **increased 20%** in the past 6-12 months, and they've had to add staff to accommodate. They also recently acquired **John Adams Associates** to beef up their public affairs



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Rick summarizes their wide-ranging services (including **web strategy**, meeting planning, and marketing) by telling us "We have our hands in a lot of pies." He can get away with a **folksy idiom** like that because he's from **Atlanta**, where he began with Kellen 31 years ago, following stints at **Nestle** and **Bendix**. Rick says while Kellen handles a mix of associations, they specialize in energy, environment, building, and food (including four different food associations). We wonder if they're hiring any **taste-testers** research analysts?

Buy American, Hurt America?



American Institute for International Steel prez David Phelps has a difficult job. (Notwithstanding putting up with pesky reporters at his **McLean** office.) He makes the case for **free trade** when, to many nowadays, protectionism seems the easier route. Legislators even slipped a **Buy-American steel** clause into the stimulus. While he's been assured that statute doesn't violate any current international agreements, he fears the tough rhetoric alone will provoke retaliation. And it has: Witness recent **Buy-Canada** and **Buy Australia** clauses. There's even a **Buy-Indiana**. Is there something you're not telling us, Indiana?

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David says they're monitoring things closely and credits **Barack Obama** for stating early on that the stimulus shouldn't be used to provoke a **trade war**. When he's not avoiding another **Smoot-Hawley Tariff Act**, David tells us he's just like that other famous **Phelps**, using a **daily swim** to stay in shape. While he doesn't have any Kellogg's endorsements, David seems to have the confidence of board members **John Griffin** and **Leon Goldenberg**, who joined him for this photo at a recent AIIIS dinner.



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