

# NEWS

## Assn. Update

Continued from page 10

trade association, signed the contract with Freeman during the week of June 16. Services provided by Freeman will begin at the SCAA's 2009 Annual Conference & Exhibition to be held in Atlanta, Ga. The annual conference is expected to draw more than 8,000 attendees from around the globe, with more than 500 exhibiting companies spanning over about 100,000 net square feet of exhibition space.

Freeman will service SCAA's 2010 Annual Conference in Anaheim, Ca., as well as the following show in Houston, Texas, in 2011. The multi-year contract represents a significant piece of business for exposition services provider Freeman. "Freeman showed us they can handle a show of our magnitude. We anticipate a high level of professionalism, great customer service and a level of care given to our show exhibitors and attendees," says SCAA Executive Director, Ric Rhinehart.

Freeman's services, as well as their innovations in producing events in a more eco-friendly manner, were also factors in making the switch to Freeman, according to Joe Popolo, president of Freeman. The company will provide a range of support for SCAA, including a brand sensory exercise, Freeman's technology, including PlanTour & iPlanner, transportation and translation services. "This is a major account for us, and we are very pleased to be a partner with SCAA to take their already successful event to another level," said Popolo.

The increasingly global nature of associations has driven a growing need in the market for Association Management Companies that can serve the needs of association clients in all parts of the world. In response to this market need, **Drohan Management Group (DMG)**, a U.S.-based Association Management Company, and European corporate affairs consultancy Interel, through its Association Management division, have come together to form a strategic alliance.

Through this partnership, DMG and Interel are linking their core competencies to provide a seamless US-European Association Management offering to associations who are increasingly requesting strategic support to serve their members on both sides of the Atlantic.

"We are so pleased to be partnering with Interel to provide association management expertise to our internationally focused clients," said William Drohan, president of DMG. "We're confident that together, DMG and Interel will provide an advantage to clients with strategic plans to provide services to members in the US and Europe."

"We are delighted to be embarking upon this alliance," said Bob Lewis, chief operating officer of Interel. "Interel and DMG bring to the market well established and complimentary expertise in representation, strategic consulting and operational support which will benefit our existing association clients, as well as those associations looking for integrated value added solutions to support their strategy and operations in the US and Europe." Milagros Mostaza-Corral, director of the association management division of Interel, added that "Interel and DMG bring to the market a very focused service offering to associations where

strategy plays a central role supported by quality operations."

According to a new survey among companies that manage associations and not-for-profit organizations, almost one of every four clients (24%) managed by an Association Management Company (AMC) has annual revenues surpassing \$1 million, according to a study conducted by the **Association Management Company Institute (AMC Institute)**, the trade organization that represents the Association Management Company industry. Nearly half (47%) of associations and not-for-profit organizations managed by AMCs have annual revenues more than \$500,000.

"We continue to see a steady increase in the number of associations and not-for-profits managed by AMCs, which is certainly a good sign," said John Francis, president of the Board of Directors of AMC Institute. "But this new information shows our industry is managing larger associations and not-for-profit organizations with members around the world. No longer are AMCs only representing local and state groups. More national and international organizations are seeking services from AMCs and achieving significant results."

Francis added that not-for-profits are attracted to AMCs because they are able to add staff specialists when an organization's needs grow or when immediate opportunities or challenges arise.

"Not-for-profit boards are seeking more flexibility and more value from their investment in staff and headquarters," said Francis. "They are looking for partners that can provide solutions and services at a moment's notice. This is a distinct advantage of working with an AMC."

The survey also found that nearly half (49%) of associations and not-for-profit organizations managed by AMCs include more than 500 members per association, and almost one-quarter (23%) include more than 1500 members per association/not-for-profit organization.

"Nearly 8 in 10 associations or not-for-profit organizations managed by AMCs that responded to the survey report they are national or international," said Francis.

"This supports the fact that AMCs offer a depth of resources and expert staff required by associations to serve their members across the country and around the globe."

The agenda for the first of its kind, inter-industry Import Safety Summit, co-sponsored by the **National Restaurant Association (NRA)**, will bring together leaders from a cross-section of industries and U.S. Secretary of Health and Human Services Michael Leavitt to exchange best practices and discuss how to strengthen public-private partnerships that will enhance the safety of imported products. The July 9 event in Washington, D.C. will include a wide spectrum of industries and perspectives on an issue that is vital to the restaurant industry and the growth of the global economy.

"Ensuring food safety is a top priority for the restaurant industry, and the NRA is involved at all levels in improving the safety and integrity of the food chain," said Dr. Donna Garren, vice president of health and safety regulatory affairs for the NRA. "The Import Safety Summit will provide an open, collaborative forum for industry and government to come

together and discuss the best ways to strengthen import safety. The health and satisfaction of our consumers is of paramount importance to the restaurant industry, and we are pleased that this first of its kind conference agenda will allow for substantive discussions on the many facets of this issue."

At the inter-industry sponsored summit, partners will evaluate progress to date and next steps for improving safety. Leaders and professionals from throughout the supply chain will share successful practices at this one-day conference designed to take a broad look at the import safety landscape. Secretary Leavitt is among the keynote speakers scheduled to address the summit.

The **Association of Corporate Travel Executives (ACTE)**, along with B.A.U.M. e.V. (German Environmental Management Association), DMM Magazine (Der Mobilitätsmanager) and Verkehrsclub Deutschland (VCD), recognized European companies for their implemented environmentally-friendly practices at the First Annual CSR Mobility Awards in Berlin on June 10. Christine Dunton-Tinnus, ACTE regional director, western, southern and west central Europe, served on the jury committee for the awards and was a presenter at the ceremony.

B.A.U.M. e.V., DMM Magazine and VCD together created the CSR Mobility Award for green business travel and for the first time announced this award in 2008.

"ACTE is extremely honored that VCD asked us to partner with them in giving this award to environmentally conscious corporations," said Dunton-Tinnus, who announced the winners of the CSR Mobility Awards at the ceremony. "We look forward to a continued collaboration with VCD on their Green Business Travel Project, and remain committed to working with them to develop guidelines for business travellers and their companies for green best practices."

Recipients of the awards were divided into small-, medium- and large-sized corporations. The winners were Alpine Pearls (small), based in Austria; INFRAS AG (medium), based in Switzerland; and HiPP GmbH & Co. Vertriebs KG (large), based in Germany.

"Corporate Social Responsibility is an important initiative that all companies need to take," said Sonja Gehrig CSR manager, INFRAS. "However, the programs need to be implemented using a holistic approach with top management acting as a role model."

The **International Association of Exhibitions and Events** has secured updated information about changes in trade show liaisons in the U.S. Consulate offices of China as part of its ongoing advocacy efforts to promote and support the growing exhibitions and events industry abroad.

Organizations currently active in the China market and those who are contemplating the launch of events in China will find the 2009 CEFCO event on 16-19 January 2009 to be of value. CEFCO brings about 600 Chinese and international organizers together each year and is co-organized by the China Council for the Promotion of International Trade (CCPIT) and IAEE.

## CVB Update

By Jonathan Trager

The grand opening of the world's first and only Harley-Davidson Museum in Milwaukee, Wisconsin will take place on July 12, the **Milwaukee CVB** has announced.

Nearly 105 years in the making, the Museum will open the doors to its industrial inspired complex and add a whole new dimension to the Harley-Davidson experience.

The complex's architecture incorporates urban design elements to reflect the industrial history of both Harley-Davidson and Milwaukee, the city of its birth. Three buildings will house the Harley-Davidson Museum and Archives, restaurant and café, retail store and ample special event space.

"The Museum will give Milwaukee a one-of-a-kind attraction that you won't find anywhere else in the world," said Doug Neilson, president & CEO of VISIT Milwaukee. "This attraction is expected to attract an estimated 350,000 visitors to the city annually. Harley-Davidson is an iconic brand and the Museum celebrates in storied legacy and bigger place in American manufacturing history."

**NYC & Company** has announced that throughout the summer months, for the first time in the Bronx, visitors will have the chance to enjoy the warm weather at The Floating Pool. The pool, which accommodates up to 170 swimmers and features locker rooms, bathrooms and a snack bar, has moved to the Bronx from Brooklyn Heights where it was docked last year.

Also new this year, the Bronx Zoo has recently opened its newest exhibit, Madagascar, at a cost of \$62 million. Celebrating the island's spectacular wildlife, culture, and natural history, the exhibit, which highlights current conservation efforts to save the unique wildlife, is located in the former Lion House which has undergone a complete restoration.

"There has never been a more appealing time to visit the Bronx," said George Fertitta, CEO of NYC & Company. "The borough is enticing more locals and visitors to the destination than ever before, due to the incredible energy, rich historic culture and physical beauty."

The **Santa Monica CVB** has announced the launch of a completely redesigned Web site, [www.santamonica.com](http://www.santamonica.com), developed by Rabuck I Stranger. Bureau board members and staff along with Rabuck I Stranger staff were given 10 destination or travel-related Websites to evaluate according to brand presence, ease of use, site content, etc. Photographer Sondra Stocker spent about three months photographing Santa Monica. The concept of a local's point-of-view set the tone for the photography and includes Santa Monica locals in front of the city's best backdrops, whether it is the Beach, Edgemark Center for the Arts, the bike path or Main Street. "A fresh approach, and bold, colorful photography, sets the site apart and the user-friendly interface makes Santa Monica information accessible to potential visitors everywhere," said Rick Rabuck, Creative Director at Rabuck I Stranger. "Now the world's finest destination is only a click away."