



# Race For Relevance

5 Radical Changes For Associations

Presented by Mary Byers, C.A.E.

# Race For Relevance

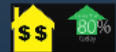
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# 1950



less than  
5%







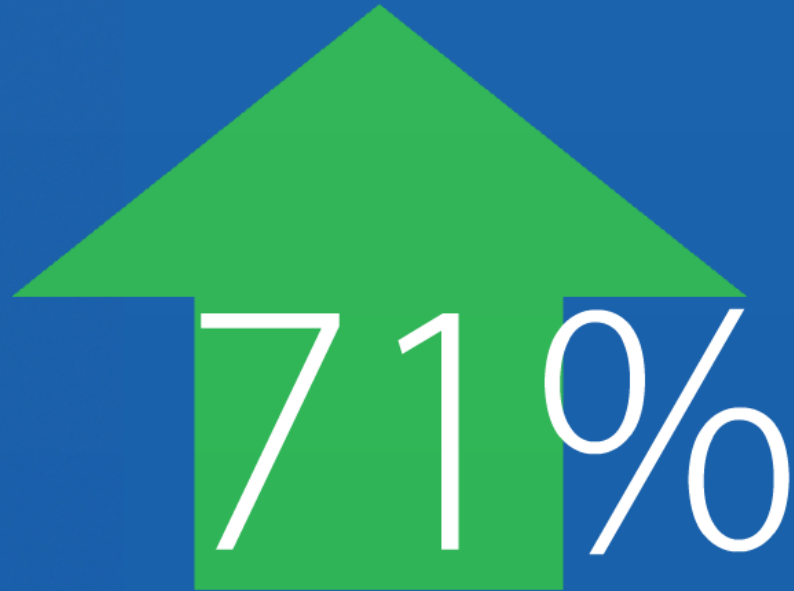
more than  
80%  
today

# 1960



28%





in 2009

# 1970



# 1979

# 1000



# 568

more hours in 2006

Top Barrier to  
Getting Involved?

"I Have No Time..."



Does R.O.I.

What am I getting  
for my dollar?

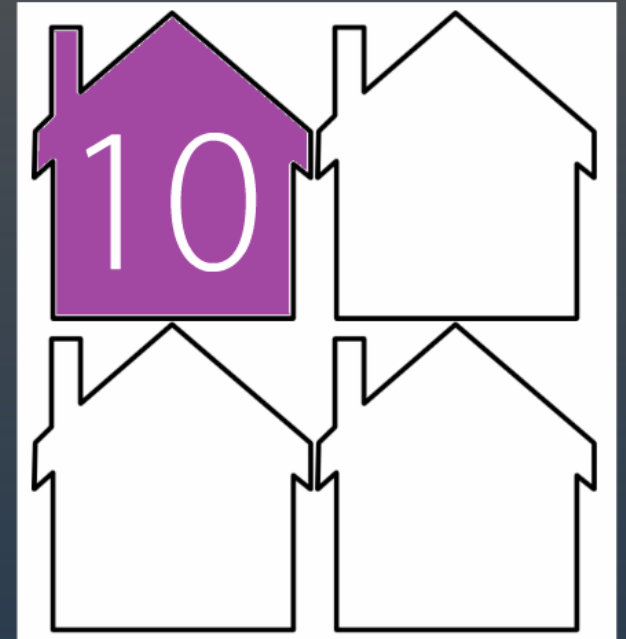




75%

25%

[ Hand Surgeons  
&  
Family Physicians ]



# Specialization and Consolidation




75%

AMERICAN  
MEDICAL  
ASSOCIATION

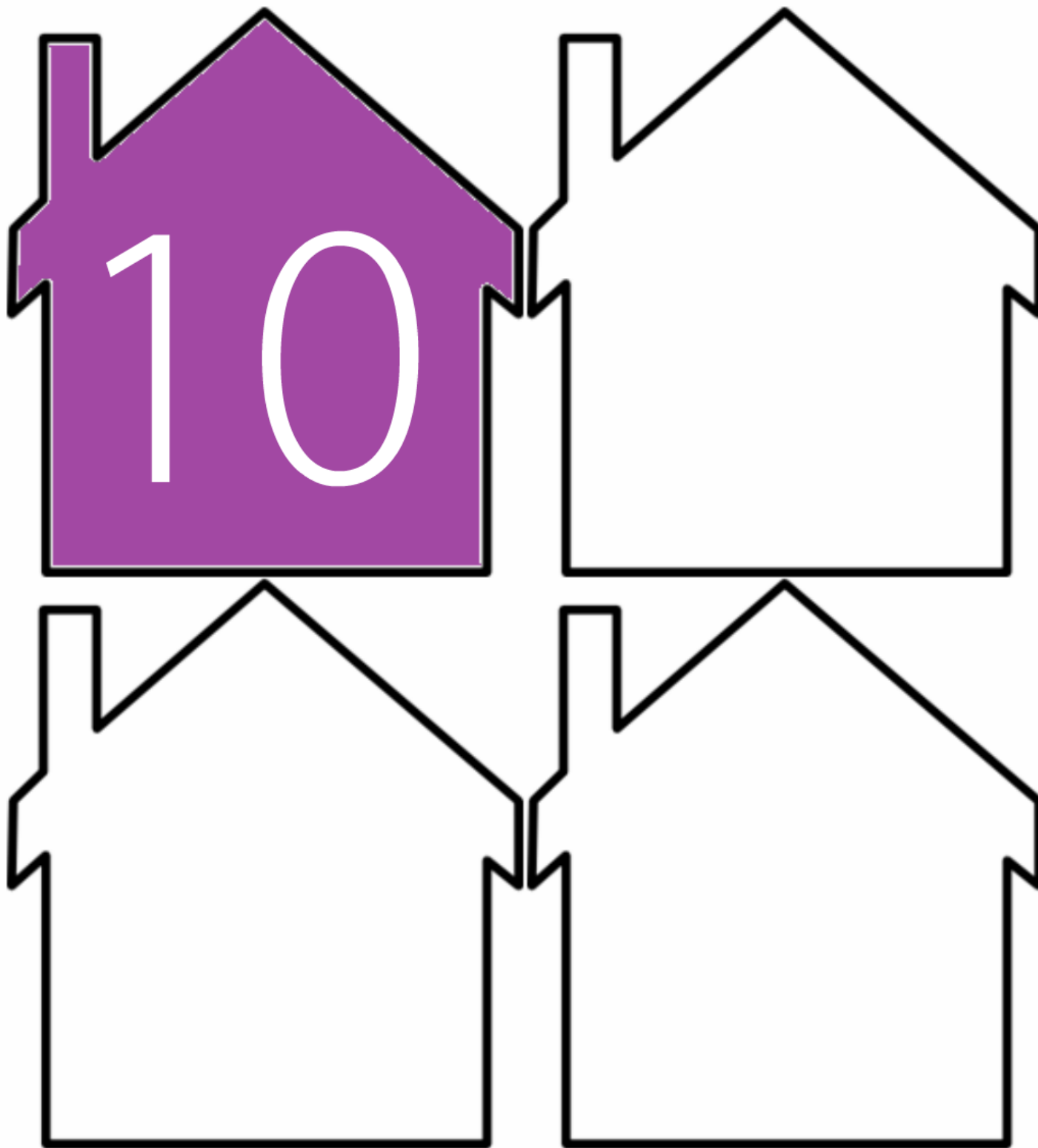


250%



Hand Surgeons  
&  
Family Physicians

ss







19



30K to 18K  
since 1970s

1979

# Generational Values



*"If there is a meaningful difference between Generation X workers and Baby Boomers, it's not in the propensity to join associations, but rather in their expectations about what membership means and the return it provides."*

*- Generations and the Future of Association Participation*



“If there is a meaningful difference between Generation X workers and Baby Boomers, it's not in the propensity to join associations, but rather in their expectations about what membership means and the return it provides.”

- Generations and the Future of Association Participation



# For-Profit Competition



85% to 67%  
since 1990

The background features a dark blue gradient with three vertical stripes of varying shades of blue. At the top, there are three light blue circular shapes, each partially cut off by the edge of the frame.

Media companies  
now own 23% of  
tradeshows

# Technology

Who adopts technology first...  
you or your members?

What percentage of your  
annual budget are you  
spending in this area?

\$4M

Tech  
4.1%

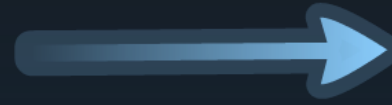
Pr  
4

Meals  
4.2%

Who adopts technology first...  
you or your members?

What percentage of your annual budget are you spending in this area?

\$4M



Tech  
4.1%



Printing  
4.4%



Meals  
4.2%







Radical

Changes



“Psychologists such as Harvard’s Richard Hackman suggest that groups of six or seven are the most effective at decision making. Groups of this size are small enough for all members to take personal responsibility for the group’s actions. They also can take decisive action more quickly than a large board.”

--Richard Pozen, Wall Street Journal, December 21, 2010



# Five-member Competency-Based Board



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--Richard Pozen, Wall Street Journal, December 21, 2010

2



["Director of Innovation  
& Emerging Media"]

Association  
Management  
Competencies

AND

Industry or  
Professional  
Knowledge

Empowered CEO & New Staff Skill Sets



"Director of Innovation  
& Emerging Media"



Association  
Management  
Competencies

AND

Industry or  
Professional  
Knowledge

3

Focused on  
Wood and  
Paper  
Products



35%



Rigorously Define the Member Market





# Focused on Wood and Paper Products





35%




Mem

# 4



Rationalize Programs and Services



Volume = Value?



80/20

5

*Fear?*

Leaving Members  
Behind?

Resource Allocation?

Database?

Build a Robust Technology Framework

Database?

Lea

Resource Allocation?

Database?



FE

# Leaving Members Behind?

ocation?



# Fear?

members

d?



# Keystone Questions



Data

The image features a dark blue background with several concentric, overlapping circles in various shades of blue. The text "Matrix Analysis" is centered in a white, sans-serif font. On the right side, there are some white and grey geometric shapes, possibly part of a logo or design element.

# Matrix Analysis



# Political Skill

*"Race for Relevance is the first book to motivate me in association management since the release of Good to Great, Future Shock, and Megatrends. It's full of ideas on association management and governance with immediate application."*

*— Bob Harris, CAE, President, Harris Management Group-Non Profit Resource Center*

# RACE FOR

# RELEVANCE

*5 Radical Changes For Associations*

**HARRISON COERVER AND MARY BYERS, CAE**

# Race For Relevance

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Thank You!