

THE CHAPTER DISPATCH

July 2005

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AT A GLANCE – Important Dates

Mark your calendars!

2005

August

Aug 15 **Call for Papers Due** for 2006 Annual Conference

Aug 26 **CM Week Product Order** deadline

October

Oct 9–15 **National Case Management Week**

Oct 31 **National Board Nomination Deadline**

NATIONAL UPDATES

Case Management Week 2005

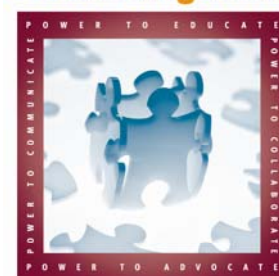
Case Management Week is just around the corner, October 9 – 15, 2005! Case Management – The Power to Solve the Healthcare Puzzle. Start planning your event today! Don't forget to contact your local city and/or state government to request a 2005 Proclamation.

Tips on planning events and requesting a proclamation can be found at www.cmsa.org/cmweek.

CM Week products are now available. Choose from long & short sleeve t-shirts, travel & coffee mugs, ink pens, & recognition pins. **Place your order by August 26. Order will ship by September 16. Order Form can be downloaded at: www.cmsa.org/CMWeek/SampleDocs/CMWeekOrderForm.pdf.**

Posters – Download the CM Week logo to create customized flyers, posters, ads, etc... Add your chapter or employer's event information to create a more detailed piece inviting others to attend your celebratory occasion! Simply right-click on the logo to save or copy graphic to your own creation.

Case Management



The Power to Solve the Healthcare Puzzle!
NATIONAL CASE MANAGEMENT WEEK 2005

Welcome 2005-2006 CMSA National Board Members

Susan A. Rogers, RN, BSN, CCM, of Overland Park, Kan., took office as the 15th President of the Case Management Society of America (CMSA), an international organization of over 9,000 members and a leading non-profit 501(c)(6), multi-disciplinary professional association dedicated to the support and advancement of the care management profession. Ms. Rogers began her term at CMSA's 15th Annual Conference & Expo held June 21-25, in Orlando, Fla., at the Gaylord Palms Resort & Convention Center.

Along with Ms. Rogers, CMSA welcomed the following officers to its 2005-2006 Board of Directors at the Orlando meeting:

CMSA NATIONAL BOARD OF DIRECTORS 2005-2006

President, Susan A. Rogers, RN, BSN, CCM, *Overland Park, KS*
President-Elect, Connie Commander, RN, CCM, ABDA, CPUR, *Pearland, Texas*
Vice President, Connie Sunderhaus, RN, CCM, *Glen Ellyn, IL*
Secretary, Claire Lauzon-Vallone, RN, CCM, CPQ, CLNC, MBA, *Houston, Texas*
Treasurer, Mary Jane McKendry, RN, MBA, CCM, CHE, *Haverhill, MA*
Immediate Past President, Sherry Aliotta, RN, BSN, CCM, *Huntington Beach, CA*
Executive Director, Jeanne Boling, MSN, CRRN, CDMS, CCM, *Little Rock, AR*
Associate Executive Director, Cheri Lattimer, RN, BSN, *Little Rock, AR*

Directors:

Jeff Frater, RN, BSN, CCM, *Spokane, WA*
Carol Gleason, MM, RN, CRRN, CCM, LRC, *Marblehead, MA*
Peggy (Margaret) Leonard, MS, RN, C, FNP, CM, *Niskayuna, NY*
Rebecca Perez, RN, CCM, CPUR, CPUM, *St. Louis, MO* (Member-at-Large)
Nancy Skinner, RN, CCM, *Whitwell, TN*
Teri Treiger, RN, MA, CCM, CPUR, *Quincy, Mass.* (Chapter Presidents' Council Representative)

For more information about CMSA, visit www.cmsa.org. For information on CMSA's 2005-2006 Board Members, visit www.cmsa.org/Directories/BOD/.

Local CMOY or AOSE Recipients

Does your chapter honor a local Case Manager of the Year (CMOY) or an Award of Service Excellence (AOSE) recipient each year? This is a great way to highlight strong leaders and case managers in your area and give them the recognition they deserve. CMSA is in the progress of putting together a template that each chapter can use to search for these leaders in your local area. Watch for more information soon!

Promote Case Management & CMSA

Take a few minutes to contact your local press or employer newsletters about case management or announcements from CMSA. CMSA has several recent Press Releases that can be used to approach the media groups. Feel free to download and use any that are newsworthy to your community and employers to help share the knowledge of CMSA & case management. Press Releases can be downloaded at: www.cmsa.org/PressReleases/.

CMSA Announces Strategic Plans to Include New Public Policy Initiative

As a member-based association, CMSA consistently strives to provide only the highest-quality member programs and services in response to the expressed needs of our members. To that end, the CMSA Board of Directors met in October 2004 to revitalize their vision for the future. Building on CMSA's solid framework, these plans plot the future of case management and are set to lead industry transformation in the face of rapid changes, in healthcare, economics, technology, and the world at large.

One strategy seeks to passionately claim case management's place in the healthcare team through purposeful communication strategies with every stakeholder group. Toward that goal, CMSA has announced the development of a Legislative Council (LC). The development of this LC represents CMSA's first formal activity in the public policy arena.

CMSA's public policy program will be dedicated to promoting the value of case management to elected officials at the local, state and federal levels. The Legislative Council will actively work to educate legislators, employers, regulators, and the consumer about case management and its advanced care management role.

Initially, Council goals include development of policies and procedures for establishing and mobilizing a grassroots network of local case managers through CMSA's 70 affiliate and pending chapters. The Legislative Council will also identify legislative and regulatory issues, as well as provide legislative recommendations to the CMSA Board of Directors.

According to Peggy Leonard, CMSA Board Member and LC Committee Chair, "We have selected Legislative Council members who are truly dedicated to serving the needs of this industry and ensuring its views are raised to the highest level through a strong advocacy program. In the end, the commitment, focus and relevance of the Legislative Council lie within the roles its members play not only within CMSA, but also in the industry at large."

From very humble roots CMSA first emerged, developed and launched the case management industry, forging a career path for today's case managers. Over its 15 year history, CMSA has not only grown, but thrives as the professional association for case managers and for the industry. "Although much has changed throughout the years, one thing remains unchanged ... case management has always been about advocacy for the patients we serve. In fact, CMSA formally defined advocacy as a core component of the case management process and it remains an important component as stated in the *Standards of Practice for Case Management*. We are excited to be taking this important step," says CMSA President, Sherry Aliotta.

CMSA members are encouraged to become familiar with the Legislative Council. Members of the LC provide a valuable resource for case managers to learn more about the key issues facing the industry and CMSA's efforts to address them. Likewise, CMSA members can and do provide valuable input to assist the LC in its determination of priority issues and management of the legislative affairs program.

Legislative Council Members include:

Peggy Leonard, Niskayuna, NY, Chair
Carol Gleason, Marblehead, MA, Co-Chair
Michael Demoratz, Orange, CA
Katie Griffin, Peekskill, NY
Mary Hughes, Camano Island, WA

Bill Kotowski, Chesterfield, MO
Anne Llewellyn, Plantation, FL
Connie Phillips-Jones, Phoenixville, PA
Teri Treiger, Quincy, MA

The Council held their first meeting June 23rd during CMSA's Annual Conference. Watch for updates as this group begins various initiatives. For more information about CMSA's Legislative Council, visit www.cmsa.org/Professional/GA/, or contact CMSA at 501-225-2229 or cmsa@cmsa.org.

CONFERENCE HIGHLIGHTS

Check out the photos from Orlando 2005 at
<http://www.cmsa.org/Conference/>

Chapter Leadership Workshop

Many thanks to the chapter leaders who took time to prepare a presentation on this year's chapter discussion panel! A lot of time and effort was spent in sharing with others some of the successes these chapters have experienced in various areas of chapter operations. Their goal was to help build awareness, increase discussion, share challenges/obstacles, share solutions, generate ideas, etc... They did a great job in reaching that goal!

Membership Growth – Pat Agius, Woodbridge, NJ

Educational Programming – Deborah Gutteridge, Kansas City, MO

Annual Conference Planning – Maureen Fiore, Hartford, CT

Leadership Recruitment/Retention – Carolyn Simon, Albuquerque, NM

Public Relations – Bill Kotowski, St. Louis, MO

Technology – Teri Treiger, New England

The information was valuable and many attendees vigorously took notes, as well as sought additional information during the Q&A section of the workshop. The verbal feedback was very positive. Thanks to Becky Perez, 2004-05 CPC Rep and Susan Rogers, 2005-06 CMSA President for facilitating this program.

Chapter Presidents' Council (CPC) Meeting

CMSA's Chapter Presidents' Council (CPC) meeting was held on June 22, 2005 at the Annual Conference. The CPC is made up of chapter presidents, president-elects & vice-presidents. The year, the Council voted to change the process of the CPC Rep election. Typically, this National Board position is voted on by the chapter Presidents each year at the CPC meeting. After a unanimous vote, the election will take place in the spring, making it an easier transition for the newly elected National board member. This year, the chapter presidents' elected Teri Treiger, President of the New England Chapter, to the CMSA National Board.

In addition to CPC Rep business, the chapter Excellence and Innovation Award winners were recognized for their accomplishments this past year. Other chapters were also recognized for their efforts in conference planning, educational programs, membership development, technology & print. Many chapters showed a strong increase in membership growth and were praised in front of their peers.

Many thanks to Otto Bock Healthcare who sponsored the box lunches! www.ottobockus.com

CMSA's 7th Annual Chapter Excellence and Innovation Awards

CMSA's affiliated chapters are a very important part of the growth of the organization and the case management industry. The chapters personally deliver educational programs, networking and awareness of the industry directly to the case managers in their area. Volunteer CMSA members are responsible for achieving these goals and put a lot of time and effort both as individuals and as a team.

CMSA recognizes the hard work of these efforts through the *Chapter Excellence and Innovation Awards Program*. Initiated in 1999, the awards are designed to recognize and reward outstanding Innovation and showcase CMSA chapters who thrive amidst increased competition. This year's award recipients were recognized at CMSA's 15th Annual Conference during the Chapter Presidents' Council meeting, June 22, in Orlando, FL. Please help us congratulate the following chapters on their accomplishments:

Award of Excellence for Chapter Conference

Dallas/Fort Worth Chapter of the Case Management Society of America

Award of Excellence for Membership Development

CMSA - Detroit

Award of Excellence for Chapter Educational Program

Long Island Chapter of the Case Management Society of America

Award of Excellence for Best Use of Technology

The Rio Grande Chapter

Award of Excellence in Print

Kansas City Chapter of CMSA

CT, NJ, NY, PA Chapter Reception

CMSA-New Jersey thought a cocktail party as a venue for attendees of the national conference to meet, mingle and exchange ideas would be a great idea and contacted the Metro New York Chapter Executive Director, Marianne DiMola, for assistance. Marianne coordinated and organized the cocktail party for the New York, New Jersey, and Pennsylvania Chapters. She facilitated the event prior to the conference, contacting potential sponsors, inviting chapter attendees and planning a food and beverage menu. Genentech graciously agreed to sponsor the get together. Ultimately, members from New Jersey, New York, Pennsylvania, and Connecticut CMSA Chapters participated. It was a great evening, allowing the attendees a chance to meet and mingle with their counterparts from near-by chapters, share ideas and have fun. Genentech has already committed to next year and we are all looking forward to it. Great team work!

Hudson Valley President Sheilah McGlone says: "Marianne DiMola did a wonderful job coordinating a great cocktail party for members from the Hudson Valley, New York City, Long Island, Connecticut, New Jersey and Pennsylvania Chapters. It was fun to "meet and greet" local members from other Chapters. Genentech sponsored the party that was so successful it is rumored that it may become an annual event. Thanks Marianne!"

LETTER FROM YOUR CPC REP

Greetings everyone,

I am extremely pleased to serve as Chair of the Chapter President's Council (CPC) and honored to represent you as a member of the CMSA Board of Directors for the coming year. In a nutshell, my role is to serve as a member of the Board and preside at CPC meetings. I report chapter activity and concerns of the CPC to the Board as well as share new information and developments (as permitted) within the CPC forum. I support chapter development and make myself available to CPC members seeking feedback regarding chapter operations. I look forward to this coming year and hope that I might live up to the high standard set by all my predecessors.



There are three key areas of great importance to us - as a professional organization - this year. I would like to take a moment to share a few initial thoughts on each of them...

NETWORKING - Having just returned from Orlando, I can attest to the fact that the Annual Conference is a great place to network. However, one of our most important impacts as leaders building stronger chapters is in the networking we do at home amongst our constituents. There was great dialogue on this topic and which I hope started at the leadership meeting helps us identify more ways in which to enhance our networking skills and grow our chapters.

EDUCATION - Most of us able to attend last month's conference continue to process the tremendous amount of high quality information received. The educational programs were some of the best I've ever experienced at a conference. Regardless of whether you were able to go to Orlando or not, participating on the CPC email group is one of the best tools we have to share information about educational resources, program design/topics, and provide feedback on speakers and content in order to benefit all of our respective chapters.

PUBLIC RELATIONS - There are so many opportunities (available at little or no expense) to develop our chapter identity within our local communities. Though it may sound daunting at first, we will succeed by harnessing our collective determination and from learning about each others efforts. Again, participation in the CPC email group is a super way to ask for information or to tout chapter accomplishments.

This is just a minor scratch on the surface of our potential. I know there are so many other areas where we can link into our reservoir of ingenuity, creativity, and strength. Please join me in working together to make this year one to remember!

Warm regards,

Teri

Teri Treiger
2005-06 CPC Rep

CHAPTER HIGHLIGHTS

To contact any of the local chapters below, visit www.cmsa.org under the Contact tab.

Pending Chapters

Las Vegas, NV

CMA-LV is planning for their next meeting scheduled August 16th. The guest speaker is the current past president of CMSA National, Sherry Aliotta. Her presentation will address Medicare Updates including DIMA. The group is working diligently to outreach to members to ensure a full house for this great opportunity to receive this valuable information from a subject matter expert! CMA-LV also plans to recognize all those case managers that received their CCMs at the next meeting and encourage others to begin a study group etc to prepare for the test in October, 2005.

CMA-LV also proudly announces their first physician membership, Dr. Upinder Singh, who was the guest speaker in June discussing "New Life in Palliative Care". Dr. Singh is a huge promoter of case management and is thrilled that Las Vegas has a forum for case managers.

Official CMSA Chapters

Birmingham, AL

The Birmingham Chapter reserved the last four hours of their annual conference to offer CMAG. Their goal was to increase membership, as well as increase Alabama's participation and support of CMAG. The outcome proved to be successful. Birmingham added nine new members! Also, the survey results indicated very positive responses to CMAG. On behalf of Birmingham Chapter, I would like to thank CMSA for the support of case managers in their career paths.

Fresno, CA

The Board of Directors recently met and will meet again at the end of August. The current focus is on increasing membership. Secretary Nancy Sprenkle will be mailing a simple check-off questionnaire to all members. This survey will ask their input as to how often they think the group should meet, what time of day is best, what type of speakers would they like to hear, etc...

Another focus is to update the membership email list. The goal is to get the newsletter out via email and save postage. The Board feels that greater input from the membership will result in more participation. It's just a beginning but the group is feeling very positive and on track for the next year.

Denver/Colorado Springs, CO

The Rocky Mountain Chapter of CMSA collaborated with a local community support organization to provide donations throughout the month of June. Family Tree offers comprehensive, integrated services to help families and youth overcome domestic violence, homelessness, and child abuse. Family Tree provides emergency shelters, structured environment and services for neglected, abused and runaway youth ages 11-17. Other programs offered are parenting classes, counseling for youth, 24 hour crisis referral line, on-site health clinic, and case management services to assist families with becoming self sufficient. There are several Family Tree shelters and program locations in the Denver Metro area. CMSA Colorado organized a 3-day Donation Drive in June. On 3 occasions, members and affiliates of CMSA had the opportunity to donate useful items to Family Tree that would support the programs offered. Over \$800 in donations were provided. It is the dedication of CMSA Colorado to support community programs and services offered.

The chapter is currently in the throws of planning their fall conference with 6 speakers discussing a number of topics. On-line registration has begun and direct mailings will go out shortly. The group has also been working hard to get the Declaration from the governor proclaiming CM Week as the 9th-15th of October.

Fort Wayne, IN

The Fort Wayne Chapter of CMSA has been working hard to prepare the September seminar on impaired neurological brain functioning with a title of "The Aging Brain - The Injured Brain", sponsored by Indiana Physical Therapy. Following the seminar, the annual member dinner will be held at Chops Steakhouse for all CMSA members.

Indianapolis, IN

Seven members, including the President Elect, of Central Indiana CMSA attended the CMSA Conference in Orlando, FL. They returned with enthusiasm for the organization and many ideas to implement within the chapter and the profession of Case Management.

Before the May monthly chapter meeting, CICMSA hosted a meeting of Directors of Case Management from Indianapolis and surrounding county hospitals. There were ten Directors in attendance. Many ideas were exchanged and another meeting planned for September.

Plans are currently underway to host a meeting with case managers who work outside of the hospital for various companies and independently. This meeting will be in August before the regular Chapter meeting. The goal is to provide an opportunity for these case managers to network with one another and to learn the value of CMSA.

The chapter presently has over 20 exhibitors/sponsors for their conference, "Indiana's Health Care Challenges and Solutions...Where Do We Go From Here?", October 12, Conference Center @ IUPUI, Indianapolis, IN. The chapter is very pleased to host keynote speaker, Judith A. Monroe, M.D., Director, Indiana State Health Commissioner. She will present *Challenges/Solutions to Healthcare*. For more information on conference or chapter activities, visit www.cmsaci.org.

Detroit, MI

The Detroit Chapter received the Award for Excellence in Membership Development and the recognition for the Most New Members in one year at the National CMSA Conference in Orlando. The chapter is planning the next dinner conference for September 13th at the Burton Manor and the awards will be on display at the CMSA membership booth. Sandy Lowery is presenting "Preparing for Case Management Certification" on September 23-24th.

Albuquerque, NM

The Rio Grande Chapter has been busy planning a Certified Case Manager Review for September, given by Susan Rogers, RN, BSN, CCM and their annual Conference, "Hot Stuff in Case Management", at the Radisson Convention Center in Albuquerque, NM. The Conference will cover both pediatric and adult social and clinical issues for out-patient and in-patient case managers. For more information go to the website www.cmsanm.com.

Hudson Valley, NY

The Hudson Valley Chapter of CMSA has turned to its' own talented members to share their case management experience with the membership. On June 1st, Dana Deravin-Carr, and active Hudson Valley CMSA member, presented a program called "The 75% Rule and Its' Implications for Case Management in the Post Acute Care Setting." The meeting was appropriately held at the beautiful Helen Hayes

Rehabilitation Center. Breakfast was served and a tour of the facility was provided. Gifts were raffled to celebrate summer and our last meeting of the season.

The chapter feels very fortunate to have had all Officers and Board Members attend the National Conference. The entire conference was a great learning experience. The Chapter Leadership Workshop was just wonderful, especially with the new panel discussion format. This format triggered enthusiastic conversations with chapter leaders across the country and brought forth great new ideas for the Hudson Valley Chapter to implement for the upcoming year.

Although there aren't chapter meetings in July and August, the board will be working hard planning the calendar for the upcoming year. The strategic planning meeting is in July and the board hopes to implement new ideas brought back from National. They are looking forward to a great year!

New York, NY

The CMSA-NYC Board is busily planning the coming calendar of events. The annual kick-off dinner meeting will be held September 15. The presentation is on "The Critical Role of the Case Manager in Organ Transplants".

In celebration of Case Management Week, the chapter is having a cruise down the Hudson River to the Statue of Liberty and back, with a buffet dinner and CE presentation on obesity. Additionally, there will be many giveaways and each participant will receive a gift from the chapter. It promises to be a fantastic evening!

The Membership Committee has been very active. They have acquired additional committee members and volunteers. Meeting attendance has increased by 100% due to the use of email and telephonic outreach efforts. The chapter has initiated a new outreach program to welcome new members and will begin introducing new members at the beginning of each meeting.

Three board members were able to attend the National Conference and it was fabulous! For those who have not previously attended, it was amazing, if not somewhat overwhelming. The Chapter Leadership Workshop was outstanding. There was such a camaraderie and sharing among those present. It was exciting to learn of the things that other chapters were doing, what worked and didn't work, and the fact that all share many of the same issues and continue to evolve.

Chattanooga, TN

The Chattanooga Chapter of the Case Management Society of America held its annual conference on May 6 at the Chattanooga Choo-Choo. The theme was "Case Managers: *The Stars of Collaborative Care*". Seven national and local speakers presented topics on women's health issues, bariatric interventions for obesity, and advocacy issues related to elderly care. Thirty exhibitors presented health care services, equipment, and resources to assist case managers.

102 attendees enjoyed not only the conference, but also a luncheon and a fashion show that was sponsored by Talbot's Fashions of Chattanooga. Door prizes included 3 CMSA memberships and a grand prize of a registration to the national CMSA conference in Orlando. The 2005 CCMSA Conference was a resounding success based on attendee evaluations. Seventy-eight percent of attendees completing an evaluation rated the conference with 100% satisfaction in all 5 areas.

The Conference Committee is starting to plan the 2006 Annual Conference, and the members of the committee promise to develop another great event!!!

Dallas, TX

This month brings a lot of planning meetings for the Dallas/Ft. Worth Chapter. A transitional meeting will take place with the officers from year 2004-05 and officers for 2005-06. They will share job descriptions and information to help ease the new board into position. In addition, the Spring Conference Committee will meet to begin planning the conference scheduled for February 2006.

Houston, TX

The Houston Gulf Coast Chapter is gearing up for their 13th Annual Education Conference on August 18-19 at the Park Plaza Hotel. This year's theme is "Envision the Future". The chapter just rolled out an announcement for their second annual "Spring Fling". Once again, they will sail out of Galveston, TX in April 2006 for a great cruise and CE opportunity at the same time. This is a great opportunity to network with case managers and also involve the whole family at great rates.

It is with great pride in the chapter would like to announce two of the local chapter members have won seats on the National CMSA Board for next year.

Connie Commander - President- elect

Claire Lauzone-Vallone - Secretary

This is an outstanding accomplishment for the chapter to have national representation and recognition. Thanks to all of you who cast your ballots to make it happen.

Milwaukee, WI

The CMSA Milwaukee Chapter is busy finalizing their full day Fall Conference for October 4 at the Country Springs Resort and Waterpark in Waukesha, WI. The theme for this year's conference is "Into the Future with Innovation and Compassion". The Conference Registration and Continental Breakfast will begin at 7:00a and conclude around 4:30p. Following the conference, the attendees and spouses are invited to attend a FREE boat cruise with food and beverages on the Eldewiess in Milwaukee, WI. Coaches will be available to take them to and from the Conference Center. The boat cruise is compliments of Dr. Vasudevan, one of the conference presenters.

This year's speakers include the following:

Nancy Skinner on case management; Dr. Regan on Bariatrics; Dr. Bill Bazan, VP, Wisconsin Hospital Association; Dr. Stephen Robbins will speak on the new Artificial Disc; Nancy Skinner will speak during lunch; Dr. Theodore King, Ph.D will speak on Acupuncture; Dr. Vasudevan will speak on Pain Management; Dr. Willoughby and Mary Rotar, RN will speak on the Rabies case that occurred in Milwaukee, WI and treated at Children's Hospital of Wisconsin.

During the Conference there will be a variety of vendors and door prizes.

LEADERSHIP RESOURCES

Future Leaders

Cynthia D'Amour's Active Member Minute E-Newsletter, www.chapterleaders.org

As a leader of a nonprofit, part of your legal duty in most states involves securing the future of your organization. In other words, you need to lay the foundation for future leaders to be ready to step up and secure the future of your chapter.

The search for future leaders in your chapter needs to be a thought out process that's implemented year round - rather than a frantic dash to grab people with pulses a month before elections.

What does it take to create a surplus of members who are excited about stepping up to leadership?

1. The concept of serving on your leadership team needs to have a positive reputation. Is serving on your chapter leadership team exciting, inspiring, valuable, educational, enjoyable -- and fun? Or are your leaders grumbling and complaining workhorses who throw their lives out of balance for the good of the chapter?

If we put these two descriptions on a scale, which description better fits the reputation of serving on your leadership team?

Positive, valuable experience

OR

Painful, burned out experience?

If your leadership reputation is closer to the positive end, good for you! If your team's reputation is closer to the painful, overworked end, you have some work to do.

Today's volunteers are not looking for painful, stressful experiences. They've got enough of that at work and in their world. **Note:** Whether or not the perception is accurate, it doesn't matter. People believe what they perceive.

2. You need to create space for future leaders to get their feet wet. It's very difficult to convince someone to go from casual member to leadership team member if they don't have any experience first volunteering for the chapter.

- ◆ Teach your leaders to invite others to get involved.
- ◆ Teach your leaders how to present volunteer opportunities as valuable investments of their time.
- ◆ Teach your leaders how to create volunteer opportunities that are truly personally relevant -- and valuable.

If someone volunteers for you and doesn't find value, they are not likely to step up to being a leader in your chapter.

3. Develop your future leaders. When I asked people where they learned their leadership skills, the number one answer was trial by fire or at work. Training provided by the chapter and association came in as a secondary place to learn the skills they needed for success.

The skills that leaders had learned and felt they used were primarily the softer communication skills such as delegating, public speaking, running a great meeting, dealing with change and managing time.

I found this impression to be really interesting since so many volunteers say they are overworked (i.e. don't delegate successfully enough) and have trouble getting people to serve on committees, etc... (often because volunteers view the meetings as not a good use of time).

In my opinion, perception and reality are out of alignment on these issues.

The top five areas where leaders wanted to learn more are:

5. Selling your association
4. Grooming future leaders
3. Recruiting new members
2. Getting people to do what they promise
1. Recruiting volunteers

When asked how people wanted to learn, the top preference was in a face-to-face situation.

- ◆ Teleconference learning was okay and Internet or e-mail based learning was the least favorite options for the respondents.

When asked to describe ideal leadership development, the comments overwhelmingly described a more active form of learning.

- ◆ They wanted to the opportunity to learn, practice and apply what they learned.
- ◆ They wanted to problem solved with other leaders and learn from each other.
- ◆ On the job training, shadowing and mentoring were also offered up as ways for local leaders to learn from others.

Your leaders will learn more from what they discuss and do -- rather than what they simply hear.

Three ways you can help to build your team of future leaders:

1. Improve the internal PR image of what it means to be a leader in your chapter
2. Make room for people to experience involvement
3. Train future leaders

How do you strategically develop future leaders in your chapter?

Tackling the Trends

Cynthia D'Amour's Active Member Minute E-Newsletter, www.chapterleaders.org

The first quarter reports are out. Almost every day this week there have been discussions about the economy in the paper. Some key points:

- ◆ The economy is starting to recover; however, it's not as strong yet as many predicted it would be.
- ◆ Competition from world markets is driving the costs of resources up.

For example, with all of the new drivers in China needing automobile fuel, the cost of gas in the US is now \$2.30 or more per gallon in many areas. While business is slightly picking up and the prices of resources are growing, workers wages are stagnant at best. This means the typical individual has to pay more for basic expenses such as gas while living on the same salary. Money for individuals is now a bit tighter.

What does this mean to you and your chapter?

1. It now costs more either literally or as a percentage of individuals' income for them to participate in your chapter activities.
2. With money tighter, involvement with you will be held to a higher standard.
3. Since business is not recovered as quickly as hoped for, more people will be looking for opportunities to build relationships and their networks.
4. Some people, although they may not admit it, may be a little more concerned about where things are going for them -- which can be a lonely place to be.

Friendships may become more important. Translated to chapter talk, this means...

1. Value is king more than ever. People have to be able to get value out of EVERY experience they have with you. Your meetings and involvement opportunities need to be rounded out to hit as many hot buttons as possible of different members. Serving on your teams/committees/task forces/boards needs to be a rewarding experience that matters. Volunteers need to be active participants rather than "audiences" for the chair.
2. As leaders, you need to be masterful communicators. If value happens at a chapter meeting and no one realizes it, did the value really exist? Creating value is not enough. Your leadership team needs to become masterful at communicating the connection between getting involved with your chapter -- and a positive, relevant impact on their life. The typical member will not put out a lot of effort on their own initiative to make these connections. It's up to you to make value through involvement outrageously easy to identify.
3. Building community is also important. Relationships have always been a tool of sorts in aiding retention. If people feel like they have friends in your chapter, they are more likely stay members. Now, these same relationships can help people to feel more connected and comforted in life in general. Plus, others will want to build their networks to build their business and/or build the foundation for a "Plan B" for potential future jobs. Chapters that get the trends and their implications will find great opportunity to grow and soar. When you are truly relevant for your members, success becomes the norm.

On the flip side, if you don't have people showing up right now, it's time to do a little tuning up.

How is your chapter doing? Are you soaring with a surplus of volunteers or needing to do a little adjusting to build the value and community momentum in your chapter?

So We Need a Committee - Let's Make it the Best!

Two key procedures to achieve the best committee are:

Selection

Selecting committee members is most effective as consideration can be given to skills, interest and size of the group. Five to nine people on a committee is the best for most situations.

Orientation

The Committee Chair orients the members as to the purpose of the committee and expectations of the organization. Structure of the organization, reporting procedure, roles and responsibilities are clearly defined. Individual member's expectations should also be brought out at this time.

The Committee Chairman is the "key leader" of all committee work. This person should be selected after careful consideration by the organization. Choose someone who is interested and can work easily with others. The Chair's role is not necessarily one of bringing technical expertise to the group. The fact that a person is a good membership recruiter does not mean that he or she will be good at chairing the membership committee. The Chair must be organized and know how to organize both programs and people. He or she must know how to involve others - the experts and the workers, and to motivate them to do the work of the committee.

Other Responsibilities of the Chair include:

- preparing and presenting committee reports to the organization
- ensuring that a successor is "groomed" to assume the chair's role sometime in the future
- setting agendas, calling meetings, soliciting input from all members

The chapter board must orient the Committee Chairman - do it honestly! "Take the job. There's nothing to it" -is unwise, unproductive and untrue!

Signs of a Good Committee Functioning Well

- Purpose of the committee is clear to all.
- Careful time control: length of meetings, as well as development of overall committee time path.
- Sensitivity within to each other's needs; good communication among all members.
- An informal relaxed atmosphere.
- Good preparation on part of the chair and members.
- Interested, committed members.
- Minutes are complete and concise.
- Periodic self assessment of committee's performance.
- Recognition and appreciation are given to members so that they feel they are really making a contribution.
- The work of the committee is accepted and makes a valuable contribution to the organization.