

Dear Stephen,

"Here is Winnie the Pooh coming downstairs now, bump, bump, bump on the back of his head behind Christopher Robin. It is, as he knows, the only way of coming downstairs but sometimes he feels that there is really another way if only he could stop bumping for awhile and think about it..." - A.A. Milne

As we hunker down for the remaining months of 2009, wondering what the devil is going to happen to us, we can project that many of us will be bumping our heads on scary and strange new stairs. Many associations have not yet been affected by the downturn in the economy, but just you wait. The trickle-down effect from members and sponsors coping with their own challenges is going to affect your organization. What to do, what to do?

First, don't lie to yourself that it's business as usual. Or, that it will all work out because it always does. Or that you can put staff and member morale on the back burner while you focus on keeping the doors open. It's not just always something; sometimes it's a lot of things at the same time. Juggle, juggle, bump, bump.

The only way to the other side is through the mountain. No magic bullets here, just the strengthened realization that we need each other more than ever now. Associations still need to provide affordable, valuable experiences for its members so they can help each other figure out how to get through this, perhaps, long period of crisis. Suppliers and sponsors need association leaders to take a fresh look at the originality of what they are now offering to meet their needs in tough times. The association membership formula still works; we've got to stop the bumping and exercise some creativity and flexibility as we devise winning ways to continue to be excellent resources for each other, in terms of financial and emotional support.

I know you know this. Members are seeking solace and solutions; they know they are more likely to find them with

In this Insider

[AMR News](#)

[Fresh Ideas](#)

[Because We Care](#)

[Who's Who at AMR?](#)



The Preferred Choice

**[AMR is privileged to be the first
AMCI Accredited Firm in Florida](#)**



[Join Our Mailing List](#)

AMR Team Update

Katie Fitzgerald has recently graduated from the Professional Association Leadership course hosted by the Tallahassee Society of Association Executives. Covering areas such as financial best practices, association governance, membership, and non-dues revenue, this 6-month long professional development course seeks to hone the skills of association executives who have several years' experience in the industry.

Kari Glisson, CAE has just had her debut article on the association management industry published in ASAE's *AMC Connection* newsletter.

colleagues who know and do what they do. AMR is listening and gearing up to help you. We're all in this together, and we'll get through it together. It won't always be like this. That's what I know for sure.

As always, I urge you to call me with any suggestions or questions you may have; one of my greatest joys is speaking with our client members.

Warm Regards,

Susan Cabrera
Association Management Resources

Fresh Ideas

Project Management - Are you short-staffed with too much to do and too few people to get it all done? Did you know **AMR** can help with project management? From event coordination to accounting services, we can take that irksome project off your hands and work with your organization to efficiently administer it in a cost-effective way. Current and past successes include medical conferences of over 1,000 attendees, grants (application to deliverables), certification programs, accounting & bookkeeping, membership campaigns and much more. We're here for you - let's talk about how we can successfully provide a custom solution for your situation.



Electronic Meetings - If you're looking for a solution to the ever-rising cost of hosting events, electronic meetings may be the answer! Web-based conferences or "webinars" are one pathway on the road to greener, more cost-effective meetings, and they've evolved considerably in the last couple of years. Webinars add up -- they're a cost-effective, tech-savvy method of information sharing while raising non-dues revenue for your organization. (And, the ability to provide continuing education credits for your members at little to no cost to them!) We can help your organization plan a successful, efficient, and profitable e-meeting from start to finish, utilizing electronic marketing and state-of-the-art technology.

AMR's Promise



Our Promise:

Association Management Resources provides world-class association management
in a supportive, service oriented environment,
through which we improve the organizations we serve.

Because We Care



[Why Chimps, Monkeys Don't Develop Alzheimer's](#)
Study Shows the plaques in non-human primates differ from those in humans
by Amanda Gardner www.healthfinder.gov

Review this interesting article dated May 25, 2009 to find out what a "tag" molecule is, and how it is used to track plaque build-up that latches easily onto plaques in human brains but not in those of apes and monkeys, suggesting that there is a basic structural difference between the two types of plaque.

May 2009 - [National Physical Fitness and Sports Month](#)

Read more at fitness.gov.

June 2009 - [National Men's Health Month](#)

Read more at menshealthmonth.org

Our greatest compliment is a referral from our valued clients and friends.

Your AMR Team

Susan Cabrera

[Email Me](#)

AMR President / Managing Director

Katie Fitzgerald

[Email Me](#)

Associate Director / Membership Specialist

Kari Glisson, CAE

[Email Me](#)

Account Executive / Client Executive Director / Internal Marketing & HR

Vicki Moss

[Email Me](#)

Administrative Director

Dawn Pollock, CAE

[Email Me](#)

Account Executive / Client Executive Director / Grants Specialist

