



ASSOCIATION INSIDER

Quarterly Updates - Insider Advantage

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Dear Stephen,

As this year quickly draws to an end, it is hard for me to believe that AMR will celebrate its tenth anniversary next month. The axiom that time flies when you're having fun is certainly true in this case! It seems just like yesterday that I was asked to run AFELA by Mark Shalloway and was encouraged to take the leap of faith by Lauchlin Waldoch, Scott Solkoff and Rebecca Berg. Without my "gang", my mentors and closest of friends, AMR would not be in existence, nor would we be celebrating this momentous anniversary. I send heartfelt gratitude to Lauchlin and Scott as well as the myriad of people who have guided, helped and advised me over the last ten years.

As some of you may recall, AMR began out of my second bedroom and I only had feline friends as assistants. Fortunately, it was not long before I was able to expand and hire my first staff member who was an intern and the daughter of an AFELA member. Heather Voorn worked for AMR during college and after graduating from FSU, doing anything and everything. She finally left us to go to law school and is now a successful elder law attorney herself in the Chicago area. I'd like to think I taught her everything she knows, but alas, that would be stretching the truth well beyond plausibility!

The years between our start and today have flown by. There have been some tears, but there has been more laughter, love and respect than anything else. I am grateful to have a wonderful group of men and women who work with me, who share my passion for this business and who bring their awesome talents to bear in the management of each of our client associations.

Since I am in the thanking mode, I would like to let everyone know that without the love and support of two of the most amazing people in this world, my parents, not only would AMR not be here, but I would not be half the person I am today. From my father I have the realistic "big picture", but a fair amount of the "dreaming big" of what could be. From my mother I got the "how to practically get from here to there", the "how to deal with difficult situations and people" and from both of them the determination to do anything I set my mind to do. Thank you mom and dad for your faith in me, your support, your constructive criticism and being the bedrock from which I jumped!

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AMR Team Update

Please welcome our newest addition to the AMR team, **Roberta Courtney**. Roberta serves as the executive assistant to Susan Cabrera and will be working directly with our boards and committees. Roberta comes to AMR with over 20 years administrative experience in public and private sectors spanning medical, legal, educational and government organizations. Her many years of experience will be an invaluable asset to AMR and to our clients.

Kari Glisson, CAE has been named the recipient of the 2009 Professional Development Scholarship from the Tallahassee Society of Association Executives. She plans to directly utilize the scholarship to attend the FSAE 2010 annual meeting, and indirectly to

2010 is right around the corner and is so far promising to be another good year. After undergoing some soul searching this year, AMR is ready to go forward in a more focused manner knowing where our strengths are and how to use those strengths to our clients' benefit. Coming soon is a newly revamped AMR website; I encourage you to check it out after the first of the year. We are always looking to grow, so we are grateful if you pass our name along to those who you know and those who might need our services.

help her along the path to obtaining her law degree.

Don't forget to come help us celebrate our anniversary on November 13th! If you're in the Tallahassee area, please plan on coming by with your party hat on!

Thank you to one and all for a wonderful ten years. I look forward to the next ten!

Warm Regards,

Susan Cabrera
Association Management Resources

AMR can help maximize your organization's budget...

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.



Webinars & 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



[Are Organic Vegetables Healthier?](#)

by Monica Reinagel the "Nutrition Diva"

<http://nutritiondiva.quickanddirtytips.com>

From the article: "Perhaps you saw the headlines a few weeks ago: British researchers announced that organic vegetables were no more nutritious than regular ones. I think a lot of people were shocked and disappointed to hear this. If you've been shelling out the extra dough to buy organic produce, you might wonder whether you've been wasting your money. This week, I'd like to talk about why organic vegetables may still be worth the extra money, as well as some tips on how to get the most nutritious produce."

["Two Easiest Ways to Catch H1N1"](#) - from WebMD www.webmd.com

["Be Physically Active Each Day"](#) - from www.healthierus.gov

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

Your AMR Team

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AMR President / Managing Director

Roberta Courtney

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Executive Assistant to the President

Katie Fitzgerald

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Membership Director

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Administrative Director



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