



Hello Commercial Law League of America!

As the new Executive Vice President, I welcome this opportunity to introduce myself and your new staff. My company, The Sanford Organization (TSO), was hired to manage CLLA on January 15th, 2015. TSO has provided meeting planning and financial management to the CLLA for many years. Since, January 15th, we have been on a fast-paced schedule to get up to speed on the many facets and issues within the League. It's been exciting, and based on our track record at TSO, I believe successful.

You should know that I came into association management from the same side of the table as each of you. For over 20 years I was in the materials and manufacturing industry. During that time I was heavily involved with several key associations. Through 2013 I served on the Board of Directors of the Aluminum Extruders Council (AEC), an organization heavily involved with International trade issues, impressive industry promotion activities, and business excellence training programs. I enjoyed this work, and found it so impactful and rewarding; I decided to do it full time. So, on January 1, 2014 I went to work for TSO as vice president and eventually, president. My wife and partner, Casey Henderson, came into the business in mid-2014. We liked it so much, that we decided to buy the business; which is what we did on January 1, 2015. So, having worked from both sides of the table, I understand what is required to run associations, and what clients and their members expect from us. The answer is value. As in any business decision, it comes down to the math. My commitment to the CLLA is simple. We will drive the value of the League through service and offerings that makes membership to the CLLA indispensable! If I can't do that for the League, you won't have to fire me, because I will fire myself.

My confidence comes from the strength of our staff at TSO. You can learn more about the staff on the website at www.clla.org. Today, I'd like to announce their roles and assignments within the CLLA. Please be advised that other committee assignments will come as the transition progresses.

First, I want the League to know that Meghan Flesch will continue her service to the League. She will be available to the CLLA on a contract basis. Her involvement in the certification programs and conference education planning will remain. She is working with the rest of the staff to help us during this transition, and her efforts have been very helpful.

I will be working closely with the Board of Governors, the Finance Committee, and the Government Affairs Committee. You can reach me directly at 847-416-7222 or jhenderson@tso.net.

Casey Henderson will be your Executive Administrator. Casey's role will be to work with TSO staff to get things done. No strategy has value until it is executed. Casey will see to it, that we execute. Casey can be reached at 847- 416-7235x, her email is chenderson@tso.net.

Next, Katie Friedman is the CLLA Director of Marketing. In this role Katie will be responsible for the development and deployment of all communications and marketing materials. Katie can be reached at



847-416-7215, her email address is kfriedman@tso.net. Katie will staff the Marketing, Education, and Certification Committees.

Ann Scheible is CLLA's new Director of Membership Services. In this role Ann will be responsible for membership development, support, and customer service. Ann can be reached at 847-416-7221 or ascheible@tso.net. Ann will take the Membership and YMS Committees

Suzanne Spohr will continue her role as Director of Events for the CLLA and support the Meetings Committee. She can be reached at 847-416-7216 or sspohr@tso.net.

Deanna Hansen will continue her role as Director of Finance for the CLLA and will support my efforts with the Finance Committee.

In summary, I want to thank you for this opportunity to serve the Commercial Law League of America. It is truly humbling to be associated with such a fine organization.

Sincerely,

Jeff Henderson
Executive Vice President
Commercial Law League of America