



California Blood Bank Society Proposal
Request For Proposal for Association Management Services | April 2019

SMITH MOORE & ASSOCIATES

A faint, light-colored illustration of a modern desk and chair is visible in the background. The desk is a long, thin table with a white top and thin legs. On the desk, there is a small vase with a plant on the left, a framed picture or poster on the right, and another small vase with a plant on the right. A modern-style chair with a curved back and four legs is positioned in front of the desk.

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ABOUT SMA

Smith Moore & Associates (SMA) is a full-service association management firm located in downtown Sacramento, California. SMA offers a range of services from full association management to specialized services and consulting.

SMA and its principals are dedicated to a singular focus of helping associations be successful. SMA is not a law firm, a legislative advocacy/government relations organization, nor an event management firm; SMA is a professional association management company. SMA focuses on the administration and strategic management of our clients, while working jointly with their legislative advocates, professional contractors and associated counsel.

We serve associations that are national, state, regional and local in their membership base with budgets that range from \$50,000 - \$2,000,000. As an association management company, our skills and expertise can serve any profession or industry. We currently serve 501(c)(3), 501(c)(4) and 501(c)(6) organizations that represent public agencies, businesses and professional societies.



19 organizational clients on retainer

clients with up to

\$8 million operating budget

20 staff members



Our associations range in size from 50 agency members to 2500 individual (members)



SMA aims to provide high-quality management and consulting services that are tailored to the specific needs of its clients. SMA and its principals have the experience and knowledge to engage as thought-partners with our clients, whether it is for strategic planning, long-range budget forecasting or industry-specific issues that help the leadership prepare the organization for the future.

For full-service clients, SMA provides all necessary executive management, including professional staff, computer and office equipment and office space to support the organization. Additionally, SMA engages an in-house team of ancillary support professionals with expertise in their respected fields of administration, accounting, conference and meeting planning, IT support, communications and graphic design. SMA currently has four certified professionals on staff (CAE, CMP) and has a strong commitment to professional development of our team members. Essentially, each SMA client receives a team of staff working directly for them. Each client is provided with an account lead, meetings and membership specialist, communications specialist, IT support, bookkeeper and administrative assistant. SMA's small but powerful staff allows each client to receive the attention it deserves. Our staff members feel that they too are a part of the association and are vested in its success.

With an extensive background in providing executive management, grassroots legislative support, meeting planning, membership support, administrative needs and effective communication, SMA recognizes that attention and resources must be strategically allocated within an association to foster growth and maintain value for members. We craft contracts with that in mind. Our goal is to have successful relationships with our clients, which pushes staff to quickly understand the organization's culture, needs and issues in our quest to become a valuable resource to the volunteer leaders.



RFP SCOPE OF SERVICES

Administrative Responsibilities:

- Coordinate and maintain continuing education accreditation renewals and documentation from all qualifying presentations for members and accrediting agencies
- Maintain membership database and assist with membership acquisition and retention
- Maintain listing of past award winners, presidents, and lifetime members
- Maintain association records as required by law and records policy
- Distribute invoices to members (Organizational and Individual). Process membership applications and renewals and payments not processed on the website
- Update Disaster Response Plan Appendix A and Bylaws as required
- Provide routine office management activities including correspondence
- Maintain list of current contracts
- Maintain backup of all files
- Keep liability and D&O insurance current
- Coordinate any mailings as required
- Maintain CBBS Operations Manual
- Prepare Summary of Evaluations from Annual Meetings and Regional Seminars for BOD review and as per CE/CME/SAMs/ABHI requirements
- Update CBBS website as necessary
- Manage organizational storage

Financial Responsibilities

- Support finance committee with budget development
- Process receivables and payables on a timely basis
- Reconcile bank statements
- Distribute monthly financials and bank statements to executive committee
- Prepare with CPA the year-end taxes, Form 990, and annual filings
- 6. Work with outside CPA on annual financial review/audit



Board of Director Support Responsibilities

- Coordinate meeting arrangements for BOD meetings
- Prepare agenda for President review and assemble electronic BOD packet
- Attend BOD meetings and Annual Business meetings and prepare minutes, list of action items, and Board Policies for approval and distribution
- Other reasonable duties or action items as requested by BOD

Event Management Responsibilities

- Obtain proposals for future annual meeting sites
- Negotiate hotel, audio-visual, and decorating company contracts for Annual Meetings
- Assist committee members with securing meeting space for regional seminars as needed
- Work with Board to develop Annual Meeting Template (including educational sessions, exhibits and special events)
- Work with Board to coordinate meeting rooms, exhibit space, guest room blocks, catering and AV requirements for Annual Meeting
- Prepare and email Exhibitor Prospectus and record incoming exhibitor registrations
- Contact speakers approved by the committee and BOD for CV, disclosure information, honorarium, AV needs and confirmation of key demographic information
- Prepare sign-in sheets, name badges, evaluation forms and other necessary documents for regional seminars and annual meetings
- Support registration onsite and ensure registration booth is staffed
- Process meeting evaluation forms for total CME/CEU/ABHIs
- Prepare and provide CEU certificates to attendees within 30 days of educational activity. Forward information for CME/ANCC certificates to accrediting agency
- Send thank you letters, honorariums (if applicable), and expense reimbursements to speakers
- Support remote learning presentations as developed such as webinars or podcasts, etc.
- With Board approval, obtain the services of a meeting app for use during the meeting

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Webmaster Duties

1. Main Public Website
 - Maintain About CBBS Section
 - General Overview
 - President's Welcome
 - Privacy Statements
 - Institutional Members List
 - Link to Members Area and How to Join
 - Past Presidents List
 - Support the archives of past E-Network Forum
 - Contacts – BOD, Committee Chairs, Staff
 - Corporate Support – exhibitors and website sponsor lists
 - Useful Links
 - Disaster Plan
 - Professional Organizations
 - Government
 - Other Blood Centers
 - CBBS Meetings – regional seminars and annual meetings
 - Job postings
 - Site Help
 - Search Function
 - Education Fund – how to donate, how to apply for a scholarship



2. Main Public Website

- Information on joining: membership dues, why to join
- Education Fund Award Application Form
- Feedback Submission
- Meeting Registration. Must allow for automatic member discount when member is logged in and membership is current for that year. Multiple layers of pricing in registration: fees for early bird discount, user's professional credentials, and length of registration [i.e. single day(s) versus full meeting]. One Annual Meeting in spring where registration is open from January through late spring. Four to six Regional Seminars. System should be on SSL.
- Membership processing: system must maintain multiple levels of access:
 - All CBBS Members. Members have access to the following once logged in and membership is current:
 - Membership Directory – searchable list of all current members who authorize being listed in this directory
 - List of Upcoming CBBS Meetings & Seminars (also on public site)
 - Archived CBBS Meeting Handouts: about 175 PDF handouts files from prior 3 years meeting. Must be grouped by event, and only attendees may access initially, all members after 1 year. PDF files must not be able to be accessed by direct link if not logged in.
 - Governance Documents –approximately 10 PDF files. PDF files must not be accessed by direct link unless logged in. o CBBS Committee Members and Chairs - This group must have access to the member's area (all listed above) plus to an additional 150 PDF files, categorized by function. PDFs must not be accessed by direct link unless logged in and user is in this access level or higher.
 - CBBS Board of Directors - This group must have access to the member's area and Committee area (all items listed above) plus to an additional 100 PDF files, categorized by function. PDFs must not be accessed by direct link unless logged in and user is in this access level or higher.
- Members area must allow users to maintain their user profile, and renew annual membership when due. Must also allow one free initial year of membership to qualifying students. System must deactivate user upon expiration of membership, but allow user to reactivate upon receipt of payment. Online and offline payment options need to be functional. Login system must allow for forgotten and reset passwords, with encryption.

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RFP SCOPE OF SERVICES CONTINUED

3. CBBS Annual Meeting - Function of website is to provide information regarding annual meeting. Website must go live by August of prior year. Information must include:
- Meeting Program (changes frequently from inception to meeting)
 - Exhibiting Information
 - Login for attendees to access meeting handouts. This login is separate from membership. Not all members pay to register for the meeting, and not all attendees are members. Login system must allow for forgotten and reset passwords, with encryption.
 - Meeting handouts about 50 PDF handouts. Must be grouped by day/topic, and only registered attendees may access. PDF files must not be able to be accessed by direct link if not logged in.
 - The support for the Annual Meeting can be provided by an app members can access on their cell phones (app fees not included)
 - Prior Year Annual Meeting - Function of website is to provide information regarding prior year's annual meeting. Information must include:
 - Login for attendees to access meeting handouts. This login is separate from membership. Not all members pay to register for the meeting, and not all attendees are members. Login system must allow for forgotten and reset passwords, with encryption.
 - Meeting handouts about 50 PDF handouts. Must be logically grouped by day/topic, and only registered attendees may access. PDF files must not be able to be accessed by direct link if not logged in.
 - Website must have new look and feel for each year's meeting
 - CBBS Regional Seminars - Function of website is to provide information regarding periodic regional seminars. Website is live year-round. Information must include:
 - Seminar Programs (changes occur from inception to meeting)
 - Login for attendees to access meeting handouts. This login is separate from membership. Not all members pay to register for the meeting, and not all attendees are members. Login system must allow for forgotten and reset passwords, with encryption.
 - Support Facebook, Twitter, and LinkedIn Accounts





PROPOSED FEES

For the scope of services listed in the RFP, Smith Moore & Associates proposes a base fee of \$84,000, or \$7,000 per month. Direct expenses, including staff travel and meal reimbursements, telephone, internet, office supplies used on behalf of CBBS, etc., are in addition to the fees outlined above and will be billed back to CBBS no less than monthly.



SMA STAFF

CATHERINE A. SMITH, CAE

Catherine A. Smith, CAE, is the founder and CEO of Smith Moore & Associates. Catherine has more than 35 years of experience in association and nonprofit administration on local, state, national and international levels. Catherine founded Smith Moore & Associates after serving as the executive director of the California Special Districts Association (CSDA). She had always dreamed of opening the doors of an association management company and in 2006 that dream became a reality.

Catherine has presented at state and national forums, speaking on association management and governance issues. In 2000, Catherine received the Chair's Award for exceptional service from the California Society of Association Executives (CalSAE).

She graduated from the University of Toledo, Ohio, where she earned a bachelor's degree in communications with an emphasis in public relations and from California State University, Sacramento, she earned a master's in communications and public affairs. Her first exposure to the non-profit world was an a communications intern at the Toledo Humane Society. That experience set Catherine's professional path to work with non-profit organizations. She never looked back.

Catherine received the prestigious Certified Association Executive (CAE) designation from the American Society of Association Executives (ASAE) in 2000. Catherine was featured in an issue of ASAE's Association Management for her successful management strategies for small staff associations. Catherine served on the CalSAE Board of Directors and was nominated for the CalSAE Executive of the Year Award. She currently serves on ASAE's AMC Council Section and CalSAE's Legislative Committee.

MELISSA MANCHESTER, CAE

Melissa Manchester, CAE, is the chief operating officer and senior account executive at Smith Moore & Associates. Melissa has 20 years of experience in administrative and management services to trade associations. Melissa helped open the firm in 2006, and was Smith Moore & Associates' first employee.

Melissa has been published in The Executive, the bimonthly publication of the California Society of Association Executives (CalSAE), and has participated in numerous CalSAE task forces focused on promoting association management companies (AMCs) in California.

Melissa graduated from California State University, Sacramento, where she received a bachelor's degree in English, and earned from Walden University her MBA with a concentration in nonprofit administration. Melissa received the prestigious Certified Association Executive (CAE) designation from the American Society of Association Executives (ASAE) in 2010.

JUSTIN LEWIS

Justin Lewis is the chief information officer for Smith Moore & Associates. Justin has worked in the IT field for 18 years, and has experience with installation, configuration, and support for Internet connections, networks, websites, listservs, and more. In recent years he has studied the programming languages Python, R and the Web framework Django, and spends some of his free time researching productivity, data science and playing with his daughters. Prior to joining Smith Moore & Associates, Justin was a systems administrator for an Internet service provider, giving him a comfort and preference for command line interfaces and the Linux operating system. He has knowledge of database administration, including everything from the DOS-based PC File to software such as MySQL, the world's most popular open-source database.

ELIZABETH CARDWELL, CMP

Elizabeth Cardwell, CMP is an account executive for Smith Moore & Associates. Prior to starting with Smith Moore & Associates in 2007, she worked in the Communications Office of the California Department of Alcohol and Drug Programs where she served as the assistant to the Public Information Officer. Since then, she has incorporated the knowledge and experience gained there into her varied positions throughout the years with Smith Moore & Associates. Elizabeth is now responsible for all aspects of her clients' operations, including board governance, administration, budget development and membership recruitment and retention. She is also responsible for the planning and execution of all meetings and conferences for her clients including site selection, on-site management, hotel relations, program development, sponsorship generation and financial tracking. In her spare time, Liz can be found painting hidden Mickeys around the SMA office.

Elizabeth has a bachelor's degree in interpersonal communications from California State University, Sacramento. In 2012, Elizabeth received the Certified Meeting Professional (CMP) designation from the Events Industry Council (EIC).



CARMEN BERRY

Carmen Berry is an account manager for Smith Moore & Associates. Carmen has provided years of high-level service to a multitude of nonprofit organizations since joining the Smith Moore & Associates team in 2014. Her extensive background in association management brings organization, direction, and strategy to the clients of Smith, Moore, and Associates.

Thoughtful and thorough, Carmen has become the go-to expert by association leaders and is renowned for her attention to detail and professional work product. Forward-thinking, Carmen keeps a creative eye on future opportunities for growth and rewarding challenges for both clients and herself.

Prior to her work in association management, Carmen learned the ins and outs of the California State Legislature as a staff member while earning her Associate degree from American River College.

SARAH ERCK, CMP

Sarah Erck, CMP is an account executive for Smith Moore & Associates. Sarah joined Smith Moore & Associates in 2013 as a temporary employee to help with workload and quickly transitioned to a permanent member of the team.

Prior to coming to work for Smith Moore & Associates, Sarah was co-owner of a local family business, where she handled product and service contract negotiations, branding, employee management and human resources, as well as oversaw customer service and vendor relationships. Sarah also represented the company at tradeshow and professional association events.

Sarah is now responsible for all aspects of her clients' operations, including board governance, administration and budget development. She is also responsible for the planning and execution of all meetings and conferences for her clients including site selection, on-site management, hotel relations, budget management, sponsorship generation and overall event logistics. In 2017 Sarah earned the Certified Meeting Professional (CMP) designation from the Events Industry Council (EIC)

Sarah graduated from Diablo Valley College with an associate's degree in liberal studies, and later earned a paralegal certification from St. Mary's College of California.

YELENA MARTYNOVSKAYA

Yelena Martynovskaya is an account manager for Smith Moore & Associates. Yelena is responsible for accounts receivable processing, data entry, updating membership databases, preparing deposits for client bookkeepers and day-to-day accounts receivable support. Yelena joined Smith Moore & Associates shortly after its inception and has grown with the company. Yelena graduated from California State University, Sacramento, with a master's degree in art studio, and is an accomplished artist who has exhibited through the Sacramento Center for Contemporary Art and The Verge Gallery in Sacramento, California.

SANDY GOREE

Sandy Goree is the controller for Smith Moore & Associates. She is responsible for GAAP compliance, accounting procedures, creation of financial reports and budgets, tax and audit oversight, and investment policies. Prior to joining Smith Moore & Associates, Sandy owned a successful financial consulting company that specialized in nonprofit accounting.

AMELIA CLARKE

Amelia Clarke is the latest member of the accounting team at Smith Moore and Associates. She brings over 23 years of accounting and management, all in a variety of industries, from banking, insurance to non-profits. Amelia has also owned successful businesses which broadens her knowledge comprehensively for an organization as a whole.

JOANIE BOCKUS

Joanie Bockus is an accountant at SMA. With over 35 years of experience, Joanie is who SMA's clients count on for timely and thorough financials. From 1987 to 2013 Joanie climbed the Disability Rights California ladder from Accounts Receivable to Staff Accountant underneath the Finance Director. Seeking exciting work in a fast-paced and energizing environment, SMA was fortunate enough to bring her on board and the rest is history.



SMA STAFF CONTINUED

AMANDA RAE SMITH

Amanda Rae Smith is the IT Coordinator at SMA. Her past work at an independently owned physical fitness center has given her excellent customer service skills and her work with children has given her amazing creativity. Amanda is a quick study with a can-do attitude. She works on the project management and development of client websites, databases and digital tools that help organizations accomplish their mission.

KRISTY SCHRIMSHER

Kristy Schrimsher is an Account Coordinator for SMA. Kristy's experience in coordination, planning, and support of daily operational functions have made her an asset to the SMA team. In her last job as an Education Evaluation Specialist, she worked intimately with the Director of Education and Director of Governmental Affairs where she evaluated transcripts, determined qualifying certifications and oversaw the communication between Directors and Registrars of schools. Her experience in professional management and coordination is why you want Kristy on your team.

VANESSA HENDERSON

Vanessa Henderson is an Account Coordinator for Smith Moore & Associates, she brings a great deal of enthusiasm and passion to her position at SMA. She hit the ground running immediately helping handle client member inquiries, event support and communications. She is responsible for maintaining membership databases, event registration, event marketing and onsite support. Her past work for Lexus of Sacramento has prepared her to support any team at the highest level of excellence as well as delivery of exceptional customer service skills. Vanessa graduated from California State University, Sacramento where she earned her Bachelor's degree in Communication Studies with an emphasis in Mass Communications and a minor in Journalism.

ANGELIQUE GRELLUS

Angelique Grellus is an Account Coordinator for Smith Moore & Associates. She has a bachelor's degree in Psychology from California State University, Sacramento, and an extensive background in customer service and communications. Angelique has proven to be exceptional at handling complicated projects and stressful situations with patience and determination, making her a strong asset to any team.

ABI HAGUE

Abi Hague is an Account Assistant for Smith Moore & Associates. Abi's background working as a Member Services Representative with the California Special Districts Association (CSDA) makes her an invaluable asset to the team. She comes to us with extensive knowledge of working with a nonprofit association that was responsible for providing member resources and putting on multiple conferences throughout the year those of which hosted a large volume of members and business partners from all over the state. Abi's role in Member Services has prepared her for dealing with obstacles quickly and efficiently while maintaining customer satisfaction as a top priority. Abi understands the difficulties that can present themselves during high stress and time sensitive matters while managing the daily functions and details.

ZACHARY SEALS

Zach is an account assistant at SMA. His responsibilities include database and member account management, communications, event assistance, and committee support. With a background in both customer service and administrative roles, He can handle anything that comes His way. Zach ensures that client members are delighted with the service they receive and is here to help in anyway possible.

ALENCIA MONIQUE CAMARGO

Alencia Monique Camargo is a receptionist at Smith Moore & Associates. Her responsibilities at SMA are answering phone calls, depositing checks, handling financials in QuickBooks, assisting account coordinators with tasks, and managing office supplies orders. With her previous job as a waitress she has gained excellent customer service skills, communication skills, and the ability to manage multiple tasks in high stress level environments. Her past work has prepared her to take on any task to help the SMA team to achieve professional excellence. Alencia is currently attending Sacramento State University full-time to obtain a Bachelor's degree in Communications. Her estimated graduation year is 2022.



AUDIE WHITT

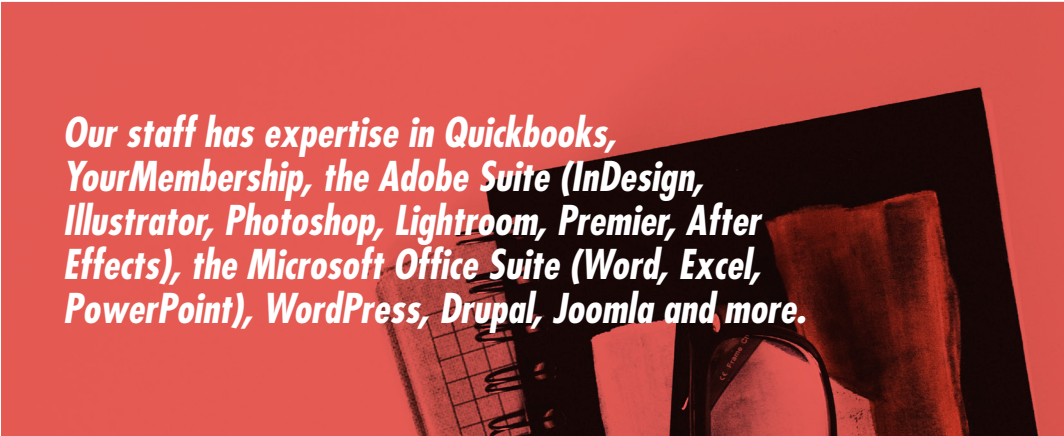
Audie Whitt is the communications director for Smith and Moore & Associates. With an eye for art and experience in graphic and web design, Audie is responsible for providing clients with innovative publication design and website updates. He acts as the liaison between the communications and IT departments to provide a cohesive brand for each client. Prior to joining Smith Moore & Associates, Audie served as a technical recruiter for a local recruiting firm, where he placed candidates with high profile companies such as Apple. Audie commissioned as an officer in the Army National Guard after graduating from California State University, Sacramento, where he earned a bachelor’s degree in art studio. He continues to serve in the Army National Guard as the communications officer for the 223rd Military Intelligence Unit, where he is responsible for managing the Battalion’s communications and newsletter.

DAYNA ELIZABETH DIXON

At Smith Moore & Associates, Dayna is part of the Launch team as a graphic designer. Working in marketing and communications for events and conferences, educations materials, newsletters, and associations branding, Dayna works closely with clients to create consistent branding and engaging print and web collateral that properly represents their message and quality. With a background in video production and illustration, she brings a unique view to her design training while having a wide portfolio in layout design that creates a good mix of structure and modern flair. Dayna is currently studying at the Art Institute of California, completing a bachelor’s degree in graphic and web design.

DAVID BLUE GARRISON

David Blue Garrison is the creative director for Smith Moore & Associates. He is responsible for the layout and design of the marketing and communication materials for conferences, education events and overall association branding. He assures the vision of the client is realized in the execution of design and properly represents the caliber of quality our clients exhibit. With a background in Editorial Design, David has ten years of working in the freelance world creating over 60 publications and marketing materials for various art organizations in Sacramento, as well as the occasional save-the-date and wedding invite. David is also a professional photographer and videographer working in portrait, commercial and event.



SMA REFERENCES**Steve Kovacs, Past President/President*****Fire Districts Association of California/Employment Benefits Authority***

Scotts Valley Fire Protection District and

Branciforte Fire Protection District

7 Erba Ln.

Scotts Valley, CA 95066-4199

831-438-0211 Office

831-438-0383 Fax

831-201-2787 Mobile

skovacs@scottsvalleyfire.com

Membership Size: 125 agency members

Drew Corbett, Past President***California Society of Municipal Finance Officers***

City of San Mateo

330 W 20th Avenue

San Mateo, CA 94403

650-522-7102

dcorbett@cityofsanmateo.org

Membership Size: 2100 individual members

Renée N. G. Stackhouse, Past President***California Women Lawyers***

STACKHOUSE, APC

950 Vista Villa Dr

Vista, CA 92084

760-224-5226

Renee@StackhouseAPC.com

Membership Size: 495 individual members



Since its inception, SMA has grown to nineteen (19) organizational clients on retainer, with twenty (20) staff members.

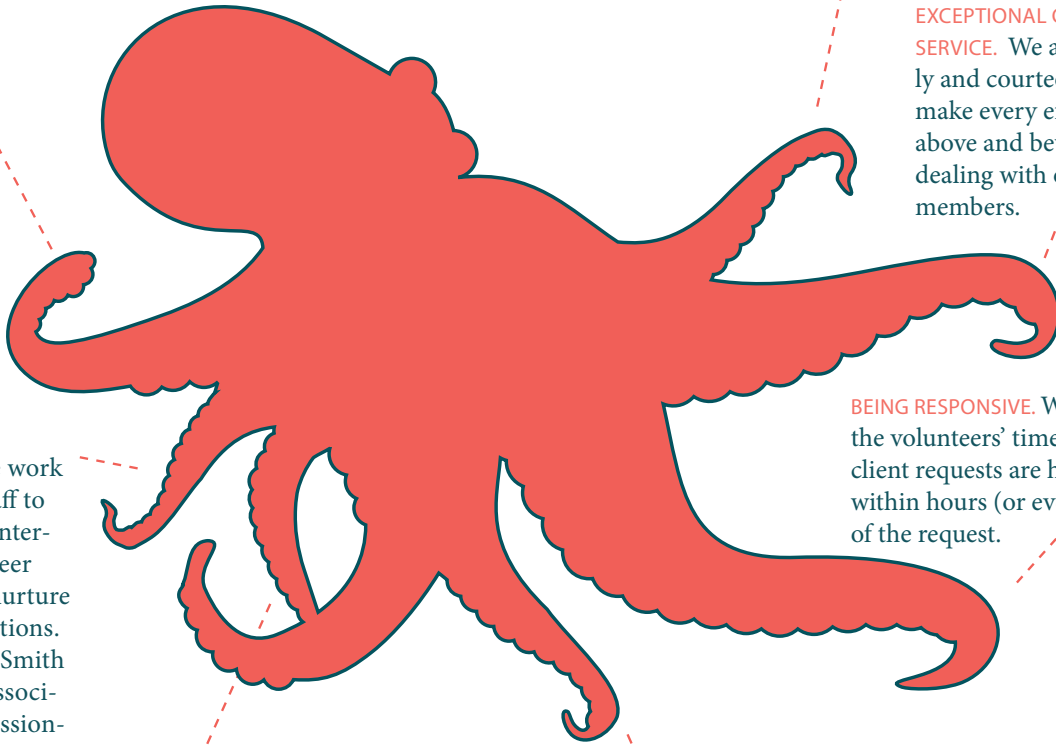




BEING THE RESOURCE. We are professionals and as professionals, we recognize that the volunteer leadership are the decision makers of the association. We offer our expertise and professional opinions to support the leadership as they guide the association.

TEAMWORK. We help each other whenever and how-ever necessary, regardless of job titles or responsibilities.

EXCEPTIONAL CUSTOMER SERVICE. We are friendly and courteous, and make every effort to go above and beyond when dealing with our clients' members.



CULTIVATING CAREERS. We work with our staff to determine interests and career goals, and nurture these aspirations. Working at Smith Moore & Associates is professionally and personally rewarding.

BEING RESPONSIVE. We value the volunteers' time. Most client requests are handled within hours (or even minutes) of the request.

BEING A PARTNER. We are our clients' staff. Our office is their office. Client leadership should forget that they are working with an association management company, and client members should never be able to tell the difference.

ATTENTION TO DETAIL. When dealing with our clients and their members, we not only answer a request as presented, but we determine the intent of the request and respond accordingly.

Smith Moore & Associates' goal is to provide our clients with unmatched services and expertise in administration, governance, accounting, meeting planning, strategic planning and communications services, going above and beyond our clients' expectations. All of our services are tailored to the specific needs of each of our nonprofit association clients, ensuring the association's leadership can focus on the vision of the organization while remaining confident its day-to-day operations are running smoothly. We strive to realize the growth potential of each of our organizations, working closely with volunteer leaders to assess the needs of the membership and embrace its goals and mission.



Smith Moore & Associates has heard wonderful things about CBBS from its current administrator, and look forward to discussing how our services may align with your needs.

