2012 ISAE Annual Convention a Hit!

Evaluations are in and ISAE members had many positive things to say about the 2012 ISAE Annual Convention & Trade Show held on Tuesday, February 7, 2012 at the Hilton Springfield. Some dare to say this was the best convention presented in years. Timely educational programming, a sold-out trade show floor, opportunities to network with colleagues, and great attendance all played a vital role in the success of our event. Thank you to everyone who participated, volunteered, and sponsored the convention!

More photos and highlights on pages 4 through 7.

ISAE Awards Presented at 2012 Annual Convention

After careful consideration and deliberation, the ISAE awards committee abstained from the presentation of ISAE’s Awards of Excellence at this year’s convention. The committee is working hard to evaluate and revamp all aspects of ISAE awards, from categories and format to production of the ceremony. The formal program will be reinstated at the 2013 Annual Convention & Trade Show.

Instead, the committee developed alternative categories and presented several ISAE members with awards based on participation and contribution to ISAE during the closing reception of Annual Convention. Congratulations to the following recipients:

Stanley S. Zielinski Volunteer Service Award
Amy O’Neal, Director of Sales
Eastland Suites Hotel & Conference Center, Bloomington

Association Member Participation Award
Sharah Garrett, Senior Administrative Assistant and Meeting Planner
American Council of Engineer Companies of Illinois

Industry Partner Participation Award
Megan Rolfs, Convention Marketing Manager
Bloomington-Normal Area Convention & Visitors Bureau

ISAE Scholarship Fund Outstanding Contributor Award
Molly Hall, Executive Director
Energy Education Council
Already I see my final year with ISAE passing by very quickly…and as promised, it will be a year of fun! I do hope you all enjoyed Annual Convention & Trade Show as much as I did. Who knew – an ISAE Flash Mob?! (See the video on the website). As also promised, we have kicked off 2012 with a technology focus. I hope you were able to attend the great workshops offered at ACTS…and recently a group of 20 of us met to exchange information on how we are using our iPads and tablets (see listing of favorite “apps” on page 12).

Of course there has to be something to keep the fun under control and the ISAE Legislative Committee is there watching out for all of our associations! Several pieces of legislation have already resulted in testimony. Just this week Randy Witter testified on HB 3940 on Not-For-Profit Nepotism. ISAE joined representatives from the Donor’s Forum and the Jewish Federation to present opposition to its current wording. We are approaching Rep. Jakobsson to offer our assistance in working out the issues.

Also on our watch list is SB3773. ISAE signed on to the Donor’s Forum list of talking points (see page 9) and encourages all members to do the same. Associations are already the most transparent organizations in the legislative process and we don’t need more regulation!

Finally, Randy and I also met recently with the Illinois Secretary of State Lobbyist Advisory Committee. Once again I brought forward the issue around these onerous reporting requirements. Armed with a list of questions, I approached the SOS staff seeking reports from all the data being collected. They willingly took my list and recently called for clarification. They are trying to get me data. Of note were several statistics that they shared:

• There is a 93% compliance rate on reporting; and
• 80% of the entities are reporting NO EXPENDITURES!
Executive Director’s Message... Continued from page 2

Once I have data in hand, the Legislative Committee will decide what our next steps should be toward getting some amendments to this reporting regulation. More soon!

Please mark your calendars for the ISAE monthly luncheons as the Education Committee has lined up some great speakers on timely topics. In May, ISAE will once again welcome Ed McMillan – nationally known financial guru – to keep us up on association financial accounting changes, audits and regulations! Ed will present at lunch and at a special afternoon seminar.

On June 28th ISAE and the Decatur CVB will host a “fun” day with golf, other activities of interest and good food, fun and fellowship! Be sure to save this date!

So onward! I hope you are also having a productive and “fun” year!

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2012 ISAE Annual Convention a Hit!
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**Lunch Centerpieces**
- Having a Ball Productions

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- Bloomington-Normal Area CVB

**Opening General Session**
- Capitol City Speakers Bureau
- Quad Cities Convention & Visitors Bureau

**Education Sessions**
- Association Central, Inc.
- Capitol City Speakers Bureau
- SGMP Heart of Illinois Chapter
- Woodfield Chicago Northwest Convention Bureau

**Reception Dessert Sponsor**
- Hilton Springfield

**Grand Prize Giveaway**
- President Abraham Lincoln Hotel

### 2012 ISAE Annual Convention & Trade Show Exhibitors

- Abraham Lincoln Presidential Library & Museum
- Affiniscape, Inc.
- Aurora Area Convention & Visitors Bureau
- Bank of Springfield
- Best Expo, Inc.
- Best Western Ashland House
- Bloomington-Normal Area Convention & Visitors Bureau
- Bloomington-Normal Marriott Hotel & Conference Center
- Caesar’s Entertainment, Inc. - Harrah’s Metropolis
- Capitol City Speakers Bureau
- Champaign County Convention & Visitors Bureau
- Chicago Marriott Naperville
- Chicago Southland Convention & Visitors Bureau
- Chicago’s North Shore Convention & Visitors Bureau
- ClubExpress
- Constant Contact
- Crowne Plaza Chicago O’Hare
- Crowne Plaza Glen Ellyn-Lombard
- DoubleTree by Hilton Arlington Heights
- DoubleTree Hotel Chicago-Oak Brook
- DuPage Convention & Visitors Bureau
- Eaglewood Resort & Spa
- Embassy Suites Hotel & Conference Center
- Erin’s Pavilion at Southwind Park
- Excel Decorators
- Four Points by Sheraton
- Grand Geneva Resort & Spa
- Greater St. Charles Convention & Visitors Bureau
- Hampton Inn
- Hilton Family Hotels
- Hilton Garden Inn O’Fallon & The Regency Conference Center
- Hilton Garden Inn’s Riverstone Conference Center
- Hilton Indian Lakes Resort
- Hilton Springfield
- Holiday Inn Crystal Lake
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- Marriott International
- McHenry County Convention & Visitors Bureau
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- Naperville Convention & Visitors Bureau
- Northern Illinois University Association Resource Center
- Par-A-Dice Hotel Casino
- Parke Hotel & Conference Center
- Peoria Area Convention & Visitors Bureau
- Peoria Civic Center
- Peoria Flag & Decorating Company, Inc.
- Quad Cities Convention & Visitors Bureau
- Rockford Area Convention & Visitors Bureau
- Sikich LLP
- Snyder Hotels Bloomington
- Sofitel Chicago
- Southern Illinois University Carbondale
- Springfield Convention & Visitors Bureau
- Town and Country Inn & Suites, Quincy
- Weblink International
- Westin Lombard
- Woodfield Chicago Northwest Convention Bureau
- Wyndham Blake Chicago
RFP Initiative Winners announced!
Several years ago at the Annual Convention and Trade Show, ISAE launched the RFP (Request for Proposals) initiative. Designed as a way to help keep business within the ISAE family, there was another perk to this initiative. The name of each attendee who submitted a RFP was entered into a drawing to win one complimentary pass to each Monthly Luncheon that year. Likewise, the name of each vendor that collected a RFP was put in into a separate drawing to also win one complimentary pass to each Monthly Luncheon that year. In keeping with the initiative, we would like to congratulate this year’s winners who were announced during the closing reception at the convention:

Association Representative:
Jodie Brooks, Member Services Coordinator
Grain & Feed Association of Illinois

Supplier Representative:
Megan Rolfs, Convention Marketing Manager
Bloomington-Normal Area Convention & Visitors Bureau

Battle of the Booths
Each year attendees are asked to partake in the Battle of the Booths contest – a contest which in which attendees vote on booths that best represent the overall theme of the convention. This year the winning vote went to the Champaign County Convention & Visitors Bureau. Congratulations to Cory Hatfield and his team who will receive a complimentary booth at the 2013 Annual Convention & Trade Show.

Grand Prize Winner Leaves Annual Convention with iPad in Tow
Congratulations to Molly Hall, Executive Director of the Energy Education Council, winner of this year’s grand prize giveaway – an 8 GB Wi-Fi enabled Apple iPad. The winner was selected from a list of pre-registered attendees and awarded the prize during the closing reception.

Special thanks to Lisa Nardi and the President Abraham Lincoln Hotel for sponsoring this giveaway!

ISAE GOLF TOURNAMENT
Thursday, June 28, 2012
Scovill Golf Club
Decatur, Illinois

With ISAE Summer Session on hold until 2013, ISAE is planning a golf outing in Decatur on June 28th.

For non-golfers, other activities are being explored. We are looking to end the day with a cookout/reception at the Decatur Conference Center & Hotel which will likely offer a discounted rate for anyone wishing to stay over.

Mark your calendar now and watch for complete details coming soon!

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Innovative Education
By Ross Ament, CAE

Education as in providing insight, training, and related solutions is as close to the core mission for most associations as is monitoring the wild ride of local, state and national government. In the not too distant past, designing an annual educational program of work and budget was built on meeting evaluations.

However, no big news flash, but as with everything else, times have changed. Members have choices as to where to go for their education and information which are only a few clicks away. Or there is probably an app for that, as the saying goes. And they want it to be interactive and interesting!

So what is new and innovative in the realm of how associations keep their members engaged as adult learners? Dana Saal recently attended the 2013 Professional Convention Management Association (PCMA) “Convening Leaders” Annual Meeting which attracted over 4700 international members. Dana attended to gather and soak up new ideas not only in meeting planning but also how to better exceed the expectations of the adult learner. The meeting exceeded her expectations by trying innovative formats, schedules, speakers and methods to co-mingle planners and industry partners without a traditional trade show.

Dana says that attracting and engaging the adult learner or member still goes back to the basics: 1) know your audience, 2) what are your objectives, and 3) what is your potential audience. The real essence of these three factors is to stay in close communication with your entire market. That means not only conducting informative meeting evaluations, but also trying every method possible to ask people what they need in education, how they want to receive it and how does this become sustainable for them. It is crucial to uncover the educational needs of the members (or non-members) that are not attending the traditional meetings to discover their best educational environment.

Then, Dana says, the technology, creativity and innovation enhance, not drive the learner outcomes. In one PCMA session, the participants were divided into groups. Instead of using flipcharts to record their discussion, each place had an electronic tablet (iPad) that recorded their responses. These were compiled and bounced back for further input from each person and group. In this case, the technology enhanced the interaction of all people in the room. Another creative learning format was the Learning Lounge, a large room with four “hubs” or gather areas. Attendees could move from a place demonstrating mobile applications to digital demonstrations and talks to the Big Ideas Pavilion with speakers and discussions. The Lounge was available throughout the conference. Instead of the usual pipe and drape, the Learning Lounge encouraged interaction of all members at anytime. Another workshop encouraged team building by utilizing LEGO Serious Play as a means of group story-telling.

Marie Bass, Director of Education with the Healthcare Financial Management Association, also attended PCMA. Marie benefited from the meeting co-location of PCMA and Virtual Edge Institute, an organization for the virtual education sector, another innovative concept. She agrees with Dana in that HFMA has made a dedicated effort to provide solution oriented programs by surveying their members. They blend the in-person experience to the virtual by recording the sessions to their website, available on demand later for those that cannot attend. Or sessions are broadcast in real time to virtual registrants. HFMA uses webinars extensively, but have found they needed to be complimentary in order to attract attendees. The sessions are now sponsored to cover costs. Variety of educational delivery, available when the member wants it, is important to HFMA according to Marie.

Both Dana and Marie stress the importance of engaging the adult learner. In order to do that, innovative education needs to be member vested education, providing solutions to the participant, in a format and time that works for them.
NO on SB 3773
(Sandoval-Garrett-Landek)

SB 3773 represents an undue and unnecessary burden on nonprofits

What SB 3773 does:

- Expands the definition of "public body" to include nonprofit, or charity, organizations that receive state funding.

Why Donors Forum opposes it:

- The receipt of government dollars through contracts or grants does not convert private, independent nonprofit organizations into governmental instrumentalities, or 'public bodies'.
  - Like for-profit business with contracts with the state, nonprofits retain our private independent rights.
- The nonprofit relationship with the state is not 'publicly supported'.
  - Any and all contracts or grants received by a nonprofit organization are for services performed on behalf of the state for the ultimate benefit of the people.
  - Currently, nonprofits are still waiting for payment for services rendered on behalf of the state.
- This bill makes current FOIA law redundant and adds an additional reporting burden (which rightfully belongs to the state) to nonprofits who are already waiting payment for their services from the state.
  - If there is interest in discovering or monitoring the contractual relationship between nonprofits and state agencies, these activities are available through regularly mandated reporting, which can be accessed through a FOIA request to the relevant state agency.
- It is impractical to enforce, even if merely to respond to queries about state funding.
  - The compliance cost to nonprofits (who are still unpaid by the state) is prohibitive and extraordinary.
- The rationale behind this bill remains unclear; if the concern represented through this bill pertains to questions of nonprofit operations and transparency, such issues are already addressed by other laws, and are also addressed in forms such as the 990.

For further information, contact Delia Coleman, Director, Public Policy, Donors Forum: dcoleman@donorsforum.org, 312.327.8946
The Rockford region rocks when it comes to hosting meetings, seminars, conventions and conferences. With unique meeting spaces that include Nicolas Conservatory, Coronado Theater, Khlem Arboretum, Anderson Japanese Gardens, Prairie Street Brew hause (to name a few) Rockford is positioned to make your attendees experience unique, inviting and memorable.

With more than 3,000 hotel rooms available at Radisson, Marriott, Hilton Garden Inn, Fairfield and other top-notch hotels, your attendees will be well-taken care of by staff that delivers exceptional hospitality. Our experienced Convention and Visitors Bureau staff support your success with everything you need: pre-event social media and traditional mailers, welcome signage and bags, transportation information, tour guide referral services, press/media contact support and coordination, local official liaison support, VIP welcome bags and registration assistance. It’s no wonder our team won a national award from the Association for Convention Operations Management.

Rockford is located 60 minutes from O’Hare International Airport and convenient to major Midwestern cities. Rockford has been recognized twice by America in Bloom as “most beautiful community” with a population of 100,000+.

The Rockford Area Convention & Visitors Bureau has been a member of ISAE for five years. Cheryl Burggraf, Sales Manager, enjoys and is dedicated to helping each and every client exceed the goals of their event. She wants to make sure that each guest has a Great Day in Rockford.

Please give Cheryl a call if you are looking for a city that embraces its guests with hospitality, support and a Real. Original. Rockford Experience.

Cheryl Burggraf, Meeting Sales Manager
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New Members
ISAE is pleased to welcome the following individuals to the Illinois Society of Association Executives!

Kathleen Alcorn
Illinois Chamber of Commerce Employment Law Council

Lynne Davis
Illinois State Bar Association

John Dusablon
Vice President
Hannah News Service

Dawn Ewing
Sales Manager
Holiday Inn Crystal Lake

Sherry Feagans
Owner
J. Gooch & Associates

Layla Hesse
Illinois Chiropractic Society

Jane Koenig, DMCP
Director, National Accounts
Global Cynergies LLC

Amy Noll
Sales Specialist
Lincolnshire Marriott Resort

Michael Wallace
Senior Business Analyst
Sofitel Chicago Water Tower

Allie Williams, IOM
Membership Management Specialist
WebLink International
The Business of Associations: Advanced Strategy Program

With today’s unrelenting pace of change and competition, clear strategic thinking is more important than ever. Association executives must form the correct strategy and effectively implement it.

If advancing your education and organization is still on your “to do” list of New Year’s resolutions, then register now for The Advanced Strategy Program: Building and Implementing Growth Strategies the second program in The Business of Associations executive education series that Association Forum of Chicagoland created in conjunction with the prestigious University of Chicago’s Booth School of Business.

This program, led by University of Chicago’s Adjunct Professor of Entrepreneurship Gregory D. Bunch, will be held on March 29-30 at the Gleacher Center, and conveniently located in downtown Chicago. You will learn how to:

• Create the correct strategy and implement it effectively to grow your association
• Identify your competitors’ strategies
• Focus organizational efforts
• Use data to help form new strategies

Similar executive programs offered directly through University of Chicago typically run $4,770 each. Register for this session for only $2,495. If you join Association Forum today, you’ll save an additional $500 ($1,995).

ISAE 50th Anniversary Celebration

Mark your calendar and plan to join ISAE as we celebrate the 50th anniversary of our founding!

Thursday Evening
September 13, 2012

HG’s Steakhouse
602 S First St
Springfield, IL

Watch for complete details coming soon!
**Report From ISAE Roundtable**

**Favorite Apps!**

In February over 20 ISAE members attended a roundtable with the intention of learning how to use their iPad or Tablet more efficiently. An article on using the iPad to accomplish real work was distributed that talked about how it is used as a worker training tool, for distribution of employee handbooks, doing presentations, accepting point of sale payments, managing contacts, reading industry materials, and just working from anywhere without taking your computer. But finally, the discussion got around to just sharing favorite Apps. Here is a list that may have some solutions for you.

The group is still looking for an iPad App similar to Motocast (a syncing app for DROID), please share it with ISAE if you found one!

- CloudOn (productivity) - create, view and edit files directly in MSWord, Excel & PowerPoint
- PDF Reader Lite (utility) - highlight, underline, strikeout text in pdf files
- Around Me (travel) – what’s nearby (friends, wiki, events, etc)
- Dragon Dictation – (business) easy-to-use voice recognition applications that translates voice into text
- Motocast – a syncing app for DROID tablets
- Toodledo (productivity) - keep multiple “to do” lists
- iAnnotatePDF (productivity) – most extensive collection of customizable PDF markup tools available
- Ibrainstorm (productivity) – a tool to capture and share your inner creative genious – a multi-devise collaboration tool
- Yelp (travel) – search for places to eat, drink, relax and play
- iDashboards (productivity) – for licensed users of iDashboards Enterpise Software or Cloud, this is the application for the iPad and iPhone
- Flipboard (news) – creates a personalized magazine out of shared items
- Bump (social networking) – use it to share information and photos by bumping two phones together.
- Hootsuite for Twitter (social networking) – manage your social media profiles from anywhere
- Opentable (travel) – make free restaurant reservations to more than 20,000 restaurants
- StumbleUpon (entertainment) – discover new and interesting things from across the Web. Simply tap the “stumble” button to discover items recommended by people sharing similar interests.

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**Wall of Wines adds to ISAE Fun and FUND!**

The ISAE Scholarship Committee wants to thank all of our great members who donated wonderful bottles of wine, as well as the more than 50 people who purchased and are enjoying them! Several people also took advantage of the related fundraiser at It’s All About Wine in Springfield, which donated 10% of ISAE member purchases over the course of a week in late January into February.

The result is that $1056.41 has been added to the ISAE Scholarship Fund!

Even better is that more ISAE members are using the Scholarship Fund.

So far this year, three scholarships have been awarded and the Scholarship Committee urges all members interested in ISAE professional development and/or those seeking CAE and CMP certification to apply. A scholarship of up to 50% can make a big difference for those who’ve seen their organizations’ continuing education dollars tighten.

Keep in mind the majority of ISAE educational programming can be valuable to anyone regardless of their position or nature of their work. For example, those who’ve gone through the Leadership Institute strongly agree the knowledge gained is useful not just in the workplace but in life.

Scholarship forms are available on the ISAE website (www.isae.com).
2012 ISAE-NIU Leadership Series
The 28th Annual Springfield St. Patrick’s Day Parade will be held on March 17 at 12 noon in downtown Springfield. All individuals, commercial and non-commercial organizations, political candidates and other organizations can apply now for entry in the parade by downloading an online application form at www.SpringfieldIrish.org.

Applications are now being accepted and processed for the 28th Annual Springfield St. Patrick’s Day Parade. This year, those wishing to enter the parade will be required to complete and sign an application form, pay a minimal fee and mail in their application to join the parade. Although the parade is a not for profit organization, it is a very costly event. In 2011 the city of Springfield began charging the parade to hold its annual event which now registers over 100 entries with several hundred participants and attracts many thousands of spectators along the parade route. The Parade does not receive funding from any governmental agency and remains dependent upon local business and individual sponsors.

“2011 was the first year in our 28 year history that the parade was required to pay the city to cover some city costs related to hosting the parade,” said Jim McDonough, spokesperson for the Parade Committee. “Nearly everyone we have talked to who has been a part of the parade for years understands the need for an entry fee and a signed application. There are significant costs and liability in sponsoring such a widely popular event on the streets of Springfield. We appreciate everyone’s understanding.”

The theme for the 2012 Parade is “Celebrating our Ancient Families Wearing the Green.” As in past years, the parade will include competitions for local marching bands and best themed floats. This year the Parade will also introduce a new event geared at attracting Irish and Celtic Families to march in the parade. Details for the competitions can be viewed on the parade website.

The Grand Marshal for this year’s parade will be the St. Andrew’s Society of Central Illinois which celebrates its Silver Anniversary, providing 25 years of Celtic Tradition throughout our area and beyond.

“We encourage everyone to join us as a participant or spectator on March 17 in downtown Springfield,” said McDonough. “Our goal is to provide the people of Springfield with the best parade in Illinois between Chicago and St. Louis. If the last few years have been any indication, the 2012 will be our biggest and best yet.”

The Springfield St. Patrick’s Day Parade was first incorporated in 1985 as a not for profit to provide the people of Springfield with a family-oriented, community event to help attract area residents to visit the downtown shopping district. Since the revitalization of the downtown district over the past two decades, the parade has become an important annual staple for local businesses in the downtown area.

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**asae university**

Exceptional Learning for Association Professionals

**2012 Annual Association Law Symposium**

Mark your calendar for the 2012 Annual Association Law Symposium in Chicago taking place on Wednesday, May 16.

This symposium is designed for association and nonprofit attorneys, CEOs, and COOs who are seeking detailed and essential information on all aspects of association law, including the effects on day-to-day operations and strategic planning. In the space of a day, you’ll get expert presentations and discussion, written proceedings, and networking. It will provide essential value to anyone interested in association law and keeping up with the constantly changing times.

ISAE members are invited to register at the ASAE member rate of $595.00.
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TAX RULE COULD DELAY DECISION ON HEALTH CARE

The Supreme Court in late February added additional time for oral arguments in March to decide whether the individual mandate in the landmark health care reform law is constitutional.

One of the key issues to be considered is whether the court can make a ruling before the mandate requiring most Americans to purchase insurance takes effect in 2014. An existing federal law, known as the Tax Anti-Injunction Act, prevents lawsuits over new taxes until the taxes have taken effect. Should the court deem the individual mandate a tax and not a penalty, individuals would have to pay the tax when it takes effect and seek a refund before challenging the provision. That could delay a decision on the constitutionality of the law until well after the November elections and probably until 2015.

Twenty-six states and the National Federation of Independent Business (NFIB) have asked the courts to overturn the 2010 health care law. Last December, the Supreme Court scheduled arguments for March 26-28 to decide the constitutionality of the health care reform law.

Attorneys for those challenging the health care law say the Tax Anti-Injunction Act should not apply to the penalty for not complying with the individual mandate. “The challenge here is to the mandate, and not the penalty that enforces it,” Paul Clement, who represents the 26 states, said in a Feb. 21 USA TODAY article.

Despite the possibility of seeing its signature legislative achievement overturned in an election year, the Obama administration has said it wants the constitutionality question answered sooner than later so that implementation of the law can move forward. The health care law requires states to approve a plan for implementing a health care Exchange by Jan. 1, 2013, a year before all Exchanges have to be up and running – or the federal government will step in with its own Exchange. Many states have been waiting to see what the Supreme Court decides before moving ahead.

In a complaint filed in the U.S. District Court for the District of Columbia, six lobbyists argue that the administration’s ban on lobbyists serving on advisory committees violates the First Amendment. A lawyer quoted by The Hill said the plaintiffs are “interested in vindicating their legal rights but not interested in making this a public relations campaign.”

President Obama first suggested that federal agencies not appoint or re-appoint registered lobbyists to advisory boards or commissions in September 2009, and the policy took effect last November. To avoid any disruption in the ongoing work of various boards and commissions, the registered lobbyists who were already serving were permitted to serve out the remainder of their terms, but were not to be reappointed as long as they remain registered lobbyists. Individuals who previously served as a federally registered lobbyist can be appointed or reappointed if they de-register or are de-listed by their employer as an active lobbyist and do not appear on a quarterly lobbying report for three consecutive quarters.

ASAE opposed the policy change when it was first announced, pointing out that many association professionals serve on agency advisory boards because they have expertise in a subject area that can lead to the development of informed, effective policies.

The policy has caused many members of federal advisory committees to de-register as lobbyists under the Lobbying Disclosure Act (LDA), according to The Hill report. A review by the newspaper earlier this month showed that at least 58 of the more than 300 individuals serving on 16 Industry Trade Advisory Committees (ITACs) were registered to lobby at one time. The number of de-registrations is likely much larger given that there are roughly 1,000 advisory committees in the federal government, according to the General Services Administration.

LOBBIESTS SUE OVER ADVISORY BOARD BAN

Registered lobbyists who were kicked off of federal advisory boards and committees by the Obama administration are suing the government to change the practice, according to The Hill newspaper.

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WHITE HOUSE PUSHING ONLINE PRIVACY BILL

The White House recently unveiled a “Consumer Privacy Bill of Rights” as a blueprint for Congress to introduce legislation protecting consumers’ privacy when they’re online.

The blueprint is intended to guide legislative efforts to give consumers more control over how their personal information is collected and used on the Internet and to help businesses maintain public trust in the digital environment. The White House also said search engines like Google, Yahoo and
Microsoft have agreed to support Do-Not-Track technology in most browsers to make it easier for users to safeguard their privacy.

“American consumers can’t wait any longer for clear rules of the road that ensure their personal information is safe online,” said President Obama. “As the Internet evolves, consumer trust is essential for the continued growth of the digital economy...By following this blueprint, companies, consumer advocates and policymakers can protect consumers and ensure the Internet remains a platform for innovation and economic growth.”

The Consumer Privacy Bill of Rights outlined by the White House provides a baseline of clear protections for consumers and greater certainty for businesses. These rights include the right to control how data is used, the right to avoid having information collected in one context and then used for an unrelated purpose, the right to have information handled securely, and the right to easily understandable information about businesses' privacy and security practices.

The White House has asked the Commerce Department to convene with Internet companies and consumer advocates to develop codes of conduct that comply with the Consumer Privacy Bill of Rights and that are enforceable by the Federal Trade Commission (FTC). Commerce Secretary John Bryson said online retail sales have jumped from about $20 billion in the U.S. in 2000 to nearly $200 billion now. “The Internet has become an engine of innovation, business growth and job creation, so we need a strong foundation of clear protections for consumers, and a set of basic principles to help businesses guide their privacy and policy decisions,” Bryson said.

To learn about issues and to take action, visit ASAE’s Advocacy site at http://capwiz.com/asae/home
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Washington, DC 20005-1103
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e-mail: publicpolicy@asaenet.org
Website: www.asaenet.org

ISAE Offers Scholarships for IOM

The Illinois Society of Association Executives is proud to partner with Institute for Organization Management, the U.S. Chamber's professional development program for non-profit executives, and offer two $500 partial tuition scholarships to one of Institute's 2012 sites. The two scholarships, available to any of ISAE's members, will be awarded to students attending Institute for the first time to assist with enrollment fees and cannot be combined with any other Institute scholarships.

For 90 years, Institute has educated association and chamber leaders across the country through its national program, highly rated curriculum and high caliber instructors. Thousands of executives have attended Institute sites across the country to strengthen their management skills, learn industry best practices, and gain a broad national perspective from peers. Institute has helped them build stronger organizations, become strong business advocates and better serve their members. In addition, you can earn up to 96 credit hours toward your CAE certification as Institute's curriculum is directly tied to the CAE's body of knowledge.

Upon completion of the Institute program, graduates receive the IOM recognition which allows them to use the letters “IOM” in public mention and professional correspondence. The IOM recognition signifies the completion of 96 hours of course instruction in nonprofit management and commitment to the industry.

If you are interested in this scholarship opportunity, contact Pam Tolson (pam@isae.com) by March 16th.

Early registration deadline for Midwest and Southeast is April 30th and for West and Northeast Institutes is June 1st.

For more information about Institute’s curriculum, sites, and dates, visit the Institute Web site: www.uschamber.com and review Institute's digital catalog and Prospective Student Toolkit to help you gain insight into the program.

At the 2012 ASAE Annual Meeting & Exposition, the possibilities are endless. You’ll engage with thought-provoking speakers, experience innovative session formats, enjoy world-class networking events, and much more.

ASAE Annual Meeting & Exposition, August 11-14, Dallas, TX.
Register today. asaecenter.org/annualmeeting.