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## Association and Society Management International 2015 Service Growth Follows Successful 2014

**March 6, 2015 (Falls Church, Va.)** – Association and Society Management International, Inc. (ASMI), Chairman Harry Buzzerd, Jr., CAE, commended staff and client leadership partners for successes in 2014. “After working strenuously to document policies and practices and achieving *AMC Institute Accreditation* in late 2013, our staff didn’t slow down in 2014,” stated Buzzerd. “In early February, several team members began working on a Qualified Association Specialist certificate, while at the same time working with member leaders to increase visibility and the success of client programs. In late 2014, ASMI enhanced its staff with new hires, and is strategically situated for new client growth and to assist current clients deliver additional association programs and services in 2015.”

In August, ASMI was the proud recipient of the *2014 Best in Falls Church Award* in the Business Organizations category. Each year, the Falls Church (Virginia) Awards Program identifies companies that have achieved exceptional marketing success in the local community and business category. ASMI was honored for enhancing the positive image of a small business through service to its customers and the local community. The award was based on information gathered from multiple sources and focused on quality.

### Client Success

ASMI staff partners with volunteer leaders to generate successful programs for client associations. “The association leadership creates policies and programs and ASMI partner staff executes the plan to make the magic happen,” explained ASMI President Elizabeth Armstrong, MAM, CAE, QAS. “This year, the magic happened in a big way for many of ASMI’s clients.”

- The United States Council of the International Association of Emergency Managers (IAEM) more than doubled its membership through a membership campaign, Operation Invite-a-Friend. The joint effort between members and staff increased membership by 4,149 new members, to total more than 8,000. IAEM also grew globally and added its eighth council in November with the chartering of IAEM-Latin America and Caribbean.
- The Process Equipment Manufacturers’ Association saw 70% of its members attend Fall Meeting – an attendance statistic that is rarely seen in most non-profit organizations. Attendee surveys drive the programs and the meeting planning. These activities, accomplished through a member leadership-staff partnership, continually result in almost perfect ratings. This attendance percentage is steady for most PEMA® events.
- The National Association of State Emergency Medical Services Officials released national model EMS clinical guidelines developed to help state EMS systems ensure a more standardized approach to the practice of pre-hospital patient care and to encompass evidence-based guidelines as they are developed. NASEMSO’s Board also approved an EMS Domestic Preparedness Improvement Strategy to successfully solve the most significant and persistent gaps in EMS preparedness including goals in four interdependent categories: (1) Development and Promulgation of EMS Strategy; (2) Creation of EMS Preparedness and Response Guidelines; (3) EMS Preparedness and Response Data, Assessments and Analysis; (4) EMS Preparedness Organizational Relationships, Responsibilities and Structures.

- In late 2014 NASEMSO announced a cooperative agreement with the National Highway Traffic Safety Administration (NHTSA) to develop a comprehensive set of EMS performance measures. The two-year project, funded by NHTSA, will engage a wide range of EMS stakeholders to develop measures that are relevant to EMS agencies, regulators and patients. The measures will be based on the latest National EMS Information System (NEMSIS) version data and will allow local and state EMS agencies to use their own data meaningfully.
- The National Association of Government Communicators released a 2014 Trends and Salary Survey Report. Interesting highlights: three out of every five government communicators are female; more government communicators have post-graduate degrees than they did in 2008; 37% work more than 45 hours per week. See more information at <http://www.nagconline.org/AboutNAGC/NAGC-Trends-and-Salary-Survey-Report-2014.asp>
- Despite the severe downturn of the U.S. textiles industry, The American Textiles Machinery Association (ATMA) survives and is a force in machinery exhibitions globally, including its ATME-I, delivered every-other-year. Mr. Buzzard began service to ATMA in 1977.
- IAEM's staff and member team successfully moved the internationally recognized Certified Emergency Manager program to an online application system. In 2015, the certification exam will become available online, finishing a project that took much joint member/staff effort. The CEM®/AEM is a prized designation for success in this profession with only 1,684 individuals that currently have attained the designation (1,507 CEM® and 177 AEM).

### **Staff Excellence**

In the 2013 Accreditation process, Accreditation Reviewer Bill Barnes commended ASMI, noting particular strength in the area of staff training and education. "I received the best feedback from ASMI's workforce in this area, out of all AMCs I have reviewed," stated Barnes. ASMI continued its staff educational programs in 2014. "A well trained and motivated staff is ASMI's best asset," stated Armstrong. "I am very proud that 14 on ASMI's staff completed a 12-module series to earn the Qualified Association Specialist designation from the Florida Society of Association Executives. ASMI has the largest cohort of QASs of any organization in the world." In addition, in 2014 staff participated in 79 training opportunities, from webinars to multi-day training events.

Kate McClimans, IOM, QAS completed the four-year Institute of Organizational Management program in 2014 and is one of two staff planning to complete the ASAE Certified Association Executive (CAE) in 2015, which will bring the total number of CAEs at ASMI to five. Additionally, Dawn Shiley, QAS, recertified under The Social Media Business Equation certification program offered by Social Media Delivered. And, Michelle Savoie, CMP, QAS, continued education in meeting production and planning on the road to recertification as a certified meeting professional.

In the third quarter, ASMI welcomed two employees with talents to advance association client efforts. Jennifer Walsh joined ASMI as assistant program manager, and Member Relations Coordinator Andrea Alder works primarily for the American Trauma Society (ATS). Jennifer spent seven years in the luxury hospitality service, beginning her career at the Mandarin Oriental in Washington, D.C., where she was promoted to executive meetings manager. Prior to coming to ASMI, since 2010 she was event services manager at the Park Hyatt Washington where she handled every aspect of a client's program. She holds a Bachelor of Business Administration from James Madison University. Jennifer's talents enhance ASMI's exhibit management and event coordination team.

Andrea joined ASMI from the Falls Church Chamber of Commerce where she was the director/marketing coordinator since March 2009. She directed all organizational and member support efforts for the 280 member organization, including designing, developing and managing all print and online marketing materials. Andrea was responsible for identifying and implementing strategies for increasing member retention rates and new member growth. She is a 1991 graduate of Virginia Tech. Besides strategically managing the growth and programs of ATS, she is an important member of the ASMI marketing and membership team.

*ASMI was founded in 1983 and is known for its delivery of superior customer service in the development and management of trade associations, professional societies, political action committees, advocacy groups and other not-for-profit organizations. ASMI helps organizations position themselves to optimally serve members of their profession, industry or cause. Learn more at [www.asmii.com](http://www.asmii.com).*