

Association Finance and Operations Training Sample of Available Webinars

Nonprofit Financials: What your board needs to know - Make your next Board meeting a breakthrough. Quickly bring your Board up to speed on their fiduciary duties and on how to evaluate financial decisions and set the right course. Step by step, you will learn how to understand your organization's financial structure and assess the right fiscal and accounting strategies to protect and sustain your growth.

Speaker: Nat Bartholomew, CPA Partner, CliftonLarsonAllen LLP

Association and Nonprofit Mergers and Acquisitions: Risks, rewards, strategies and best practices – This session brings together a comprehensive view of how M&A's are being used by your peers, how to evaluate potential risks and rewards, and the steps involved in seeing your organization through every phase of the process.

Speakers: David Kushner, CAE, CEO, The Kushner Companies, and Eileen Johnson, Esq., Partner, Whiteford, Taylor & Preston.

Issues in Nonprofit Executive Compensation: Setting and defending pay rates - You'll learn what's putting nonprofit executive compensation in the spotlight, and how to reduce your risk of everything from personal monetary penalties to state penalties or IRS revocation of your tax-exempt status.

Speakers: Brian Vogel, Senior Principal at Quatt Associates, and Jeff Glassie, partner at Whiteford Taylor & Preston.

Tools for effective benchmarking - You'll come away from this 90-minute webinar with fresh, practical guidance on how to use the right metrics and analytics not just to measure where you are, but to set the smartest course for sustained growth and success.

Speakers: Nat Bartholomew, CPA Partner, CliftonLarsonAllen LLP; John Dripps, Director, Business Administration, National Association of Secondary School Principals

Association Marketing and Communications Training Sample of Available Webinars

Benchmarking & Best Practices in Association Social Media Use: How does your association measure up? - You'll use the results of the Association Social Media Survey to evaluate where your own social media program stands. Then you'll explore association best practices tips you can use right away to build your social media plan.

Speakers: Randy Miller, Founder and President, Qrisp LLC, and Richard Brassler, CEO, The Targeted Group

Setting & Enforcing Association Social Media Policies - Gain ready-to-use guidance for creating and enforcing a social media policy that navigates the fine-line legal developments shaping employers' and employees' rights and responsibilities involving the Internet.

Speakers: Frank Kenny, Founder and owner of Frank J. Kenny, LLC., Mark D. Alcorn, Founder, Alcorn Associates.

Hotel Meeting Contracts: Navigating legal issues for successful and profitable meetings - You'll learn how to take control of the legal issues associated with hotel contracts and how to reward your organization with smoother, more profitable meetings and events. Enjoy lower rates, greater flexibility, and contracts that actually represent your best interests.

Speaker: Barbara F. Dunn, Esq., attorney and partner at Howe & Hutton, Ltd.

Protecting Your Association's Intellectual Property - What does it take to safeguard your original content, and how can you prevent your association from being devalued or defamed? Here are the answers you'll need to protect your organization's IP assets.

Speakers: Mark L. Donahey, J.D., M.S., Associate Attorney at Erik M. Pelton & Associates, PLLC.

Meeting Membership Recruitment Goals: Strategies to maximize recruitment - Gain insight into how to analyze membership goals and promote the right motivators and messages to communicate your membership's ROI. You'll come away with ready-to-use ideas and best practices you can put into place immediately.

Speaker: Rick Whelan, President, MGI Inc.

Reenergizing Your Renewals: Taking your membership campaigns off autopilot – You'll learn how to promote your relevance and value in this difficult renewal climate. In addition to acquiring ready-to-use ideas and best practices, you'll gain insights into how to analyze membership goals and support the right motivators and messages to communicate your ROI.

Speaker: Rick Whelan, President of Marketing General Incorporated.

Boosting Your Association's Ad Revenue: Why your old sales model isn't working and what you can do about it – This session teaches you how to boost advertising and sponsorships by combining a new, consultative sales model with new advertising options, vehicles, and trends.

Speakers: Pamela Strother, Principal, Sponsorship Specialists, and Brent Mundt, Resources Development Director, Association of Governing Boards of Universities and Colleges.

More information at www.associationtrends.com/trainingpass.