

ASSOCIATION ASSOCIATES, INC.

What if your association
could fulfill its potential?

Turn to the partner that leads.™

Headquarters Service

Financial Management

Membership Recruitment
and Retention

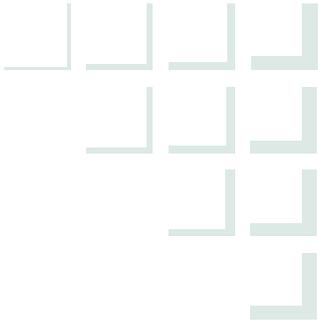
Lobbying and Government
Affairs

Public Relations and
Communications

Special Events Planning

Certification Management





AAI is *The Partner That Leads*™

because at every step we provide vision, leadership and strategic management. Our client relationships are partnerships forged with respect and trust, and are based on mutual goals of quality, success and financial stability.

Live the possibilities.

IMAGINE ALL YOUR ASSOCIATION WILL ACCOMPLISH with an experienced guide and trusted administrator. Our primary goal is to free you and your association volunteers to focus on your mission rather than the routine duties of managing the organization.

Since 1992, Association Associates, Inc. (AAI) has been providing comprehensive association management services to trade and professional associations. Whether your association would benefit from a little help or total support, you'll find the very best is within easy reach – management, financial services, meeting planning, membership retention and recruitment, creative services and more.

What if you could empower your volunteers?

While we provide seamless administrative support and deploy all the everyday operational requirements of association management, it is our ability to empower your volunteers to truly “lead” your association that makes the difference. We believe in the future of your organization. And, we give you the tools to fully realize your association’s potential. We mentor, guide and pilot our clients through the establishment, management and growth of their own organization. It’s no wonder our clients know us as *The Partner That Leads*™.

What if you could strengthen your focus?

At AAI we help our clients anticipate and meet challenges through deep resources of techniques and tools that have effectively helped other associations overcome similar obstacles and achieve greater successes.

With AAI’s management services supporting them, our clients often report a renewed commitment to their association’s mission, and, more dramatically, an invigorated approach to meeting goals. We credit the AAI team’s greatest assets: excellent communication, outstanding organizational skills, solid leadership, cost-consciousness and management experience.



What if you could partner with an experienced leader?

When selecting a management company to empower your association, you've got a lot to consider – not the least of which is how the company compares to others offering similar services. Two organizations help to take some of the guesswork out of comparison-shopping, the AMC Institute (AMCI) and the American Society of Association Executives (ASAE). These highly regarded organizations award accreditation only after a rigorous review process ensuring that the management company delivers the highest level of professionalism. AMCI accreditation requires an independent audit of the company to verify that its processes and procedures meet or exceed the baseline requirements established by the AMCI ANSI Standard.

AAI holds the distinction of being among the very few companies worldwide that are Charter Accredited by both AMCI and ASAE.

Yes, you might say that our team members are driven by results...your results. Every day we work to ensure that your organization recognizes and capitalizes on opportunities. What if your association could fulfill its potential? Let's answer that question together.

Leadership, vision and strategic planning

Our association professionals think like strategists and lead like natural guides and mentors. Association Associates, Inc. (AAI) works alongside your volunteers to gauge your current status, set goals and move forward toward meeting them.

Headquarters service

This service affords our clients a suburban headquarters office location with all the professional advantages you'd expect from a state-of-the-art facility – from wireless networking to a fully equipped meeting facility accommodating up to 70 on our site.

Financial management

We know how critical it is to manage your financial resources. We place a premium on ensuring that tight financial controls are in place, that your investment dollars are maximized within prudent boundaries, and that financial reporting is accurate and regular. AAI also offers expertise in grant writing and management.

Membership recruitment and retention

Developing and conducting satisfaction surveys, and creating and implementing telemarketing campaigns are just the beginning. We also help our clients focus on the membership benefits that ensure both member attraction and renewal.

Meeting, trade show and special event planning

An experienced meeting planning staff orchestrates all types of large and small events including membership and board meetings, trade shows, exhibit sales, seminars, multi-day conferences, golf outings, dinner dances and other special events ranging in size from 6 to 6,000.

Public relations, communication and promotion

Services include web site development and management, newsletter and brochure development, and public relations campaigns.

Lobbying and government affairs

Through our partnership with the Princeton Public Affairs Group and other experienced lobbyists, our clients can benefit from the lobbying and government relations expertise at the local, state and federal levels of the most prestigious and successful lobbying firm in New Jersey. Clients may take advantage of bill tracking, regulatory monitoring, advocacy and strategy assistance.



AAI

Association Associates, Inc.

The Partner That Leads™

1 AAA Drive, Suite 102 ■ Trenton, NJ 08691
609.890.9207 ■ Fax 609.581.8244 ■ www.hq4u.com



CHARTER
ACCREDITED ASSOCIATION MANAGEMENT COMPANY

asae | american society of
association executives