

Presented by

R. Douglas Marsh, Principal & CEO



A consultant to business advocacy organizations and economic development corporations since 1986, Doug's practice focuses on governance and board development, strategic planning, operations benchmarking, and mergers and other strategic alliances. He also directs executive search engagements. He has undertaken nearly 200 assignments in the U.S., and assignments for the U.S. State Department in six developing countries.

He worked for five years as the U.S. Chamber's point person for state and metro chambers. In that capacity he helped shape legislative strategy and mobilize these elements of the Chamber's federation of on national issues. He provided technical assistance to state and metro chambers, brokered information on state and urban issues amongst them, and assisted volunteer committees in undertaking searches for executive leadership.

Doug also brings the experience of 20 years in governance roles with the regional water utility serving 430,000 residents and businesses in Greater New Haven, CT.

Early in his career Doug worked in business retention with the Greater Cleveland Growth Association, then headed up government affairs for the Greater Cincinnati Chamber of Commerce. Later, as CEO, he led turnarounds for the Greater New Haven (CT) and Grant County (IN) Chambers of Commerce.

He taught for ten years as an instructor at the Institute for Organization Management, developing courses in government relations, lobbying and grass roots action, strategic planning, organization development, and community analysis. Doug has been active in professional societies related to chamber of commerce and association executives. Over the years he conducted more than 100 local and state chamber accreditation evaluations on behalf of the U.S. Chamber.

www.nesae.org

New England Society of Association Executives

6 Boston Road, Suite 201
Chelmsford, MA 01824
Phone: 978-250-9847, Fax: 978-250-1117

www.nesae.org

ne/sae

NEW ENGLAND SOCIETY OF
ASSOCIATION EXECUTIVES

46 Ways to \$ave Money and 17 Ways to Generate More

TUESDAY, MAY 10, 2011

11:00 AM – 1:30 PM

MANCHESTER, NEW HAMPSHIRE

Sponsored by: 

RADISSON HOTEL MANCHESTER

When: Tuesday, May 10, 2011
Agenda: Lunch and Learn
Program: 11:00 AM – 12:30 PM
Lunch: 12:30 PM – 1:30 PM
Where: Radisson Hotel Manchester
 700 Elm Street
 Manchester, NH 03101

46 Ways to \$ave Money and 17 Ways to Generate More

As association members face new challenges and opportunities, association leaders must consider a range of scenarios that will influence their business models and lines of revenue. Join us on May 10th as we focus on generating new ideas (and revisiting some tried and true) for reducing expenses and improving revenues. In this hands-on workshop you will work through your own tally sheet using your association's budget numbers as Doug Marsh addresses savings opportunities large and small, then turns your attention to revenue generation. See for yourself how relatively modest actions can add up to big savings and significant new income. The net gain will allow you to free up cash for other purposes – or simply help you stay “in the black.” You will also be given a Product Evaluation Worksheet – a tool you can adapt to guide staff and board assessments regarding the value of – and the future of – association programs and products.

Registration Form

Please fill out this form and mail or fax back with your payment before May 1st.

Name: _____ Title: _____
 Organization: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ E-mail: _____

Early Registration Fee: *(by May 1, 2011)* **\$35** for NE/SAE members, **\$50** for nonmembers
After May 1st: **\$45** for NE/SAE members, **\$60** for nonmembers

Checks payable to New England Society of Association Executives and mailed to:
 NE/SAE, 6 Boston Road, Suite 201, Chelmsford, MA 01824
 or pay by credit card and fax to: 978-250-1117

Card #: _____ Exp. Date: _____

Signature: _____

I authorize NE/SAE to charge my card \$____ for this program

- Check here if you have a disability and may require accommodations to fully participate.
- Check here if you do not want your information published on the attendance list.

1.5 CAE Professional Development Hours.

Sorry no refunds after May 1, 2011.



Directions:

http://www.radissondestinationguide.com/locationMap.process/OID_EB39EA2D/?hotelCode=NHMANCH

Radisson Hotel Manchester
 700 Elm Street
 Manchester, NH 03101