

CROSSROADS
TURNING POINT
OPPORTUNITY
INSPIRATION
ACTION
COLLABORATION
DEDICATION
COMMITMENT
COMPETENCE

What is an association management company?

An Association Management Company (AMC) is a professional service firm of skilled professionals who provide association expertise, guidance and specialized administrative and management services. Currently, association management companies serve as strategic partners and headquarter resources to thousands of international, national, regional, state and local organizations representing more than \$3.4 billion in annual activity.

Whether an association has 100,000 members or 10 members, the management structure is vital. Managing associations has become increasingly complex, and association management companies are able to handle the rapid changes taking place in professions, the economy, technology, legal issues, and government regulations. Employing individual staff also has become a professional liability for some stand-alone associations, and with an association management company, that liability falls back on the company.



ASSOCIATION MANAGEMENT LTD.

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CROSSROADS OPPORTUNITY

Occasionally we find ourselves at unexpected crossroads with more than one opportunity from which to choose.

We know associations have busy volunteer leaders who struggle to dedicate time to their professional organization while continuing to advance their careers. Association Management, Ltd. (AML) works exclusively with Boards of Directors who don't want the challenges of having their own association office, unnecessary overhead costs, computer equipment updates, performing day-to-day operations and staffing issues. That's where AML comes in — we provide solutions that unleash the potential of our clients' organizations, members and leaders.

Since 1976, AML has provided leadership and professional management services through experienced staff, best practices and shared resources. AML provides management solutions for international, national, regional, and state associations.





You've come to the right place. AML wants to understand what is important to you.

With unwavering commitment to relationships built on trust and strategic vision, AML is a professional association management company that leads organizations to a higher level.

AML is internationally accredited through the AMC Institute (international trade association of the association management company industry). AMC Institute accreditation is American National Standards Institute (ANSI) approved for standards of measurable performance practices, ensuring clients that AML operates with the highest level of professionalism and exceeds industry requirements.

ANSI requires an independent outside auditor to review measurable performance practices:

- Contract
- Service delivery
- Employee recruitment
- Training and professional development
- Financial management
- Internal controls and systems/processes

AML PROVIDES:

- Full-service association management
- Executive and board management
- Financial management
- Meetings and event planning
- Convention and trade show management
- Communications and publications services
- Membership management
- Website maintenance
- Legislative/government affairs support services
- Certification program management
- Advertising sales
- Graphic design
- Marketing and public relations
- Relationships with professional vendors
- Legal compliance
- State-of-the-art technology
- A “human approach” to customer service





COLLABORATION COMMITMENT COMPETENCE

AML manages a diverse group of association clients.

FEDERATION OF EXCHANGE ACCOMMODATORS (FEA), established in 1989, is the only national trade association organized to represent professionals who conduct like-kind exchanges under Internal Revenue Code §1031. Members include Qualified Intermediaries (QIs), their primary tax and legal counsel, and affiliated industries (TIC sponsors, banks, real estate brokers, title companies, settlement/escrow agents, etc.). FEA offers federal and state advocacy, regulatory monitoring, education/training.

IOWA DEFENSE COUNSEL ASSOCIATION (IDCA) was founded in 1964 with the express purpose of improving our civil justice system. This encompasses efforts to support proposals within the legislature and the court system which are designed to maintain a fair balance between plaintiffs and defendants, and at the same time avoid excessive, unreasonable, and emotional verdicts that are costly to the public at large. IDCA members consist of defense lawyers in large/small law firms and insurance companies.

IOWA PUBLIC AIRPORTS ASSOCIATION (IPAA) is dedicated to providing service to all publicly-owned airports in the State of Iowa. Specifically, the association's purpose is to facilitate public information and the free exchange of information pertaining to airport facilities, infrastructure and activities. Airport membership in IPAA is open to public airports in Iowa, which are owned or operated by aviation authorities, commissions, governmental agencies or boards.



**Solutions that
make a difference.**



INTERNATIONAL ASSOCIATION OF LIGHTING MANAGEMENT COMPANIES (NALMCO) represents the lighting management industry by providing an industry-wide forum for the exchange of ideas and experience. NALMCO is a trade association made up of lighting management companies and lighting professionals dedicated to delivering services, information and industry relationships for the benefit of its members and their customers. NALMCO's member companies benefit from an annual convention and trade show, a quarterly member magazine, an annual membership directory and nationally recognized certification programs.

NATIONAL ASSOCIATION OF SPORTING GOODS WHOLESALERS (NASGW) was incorporated in 1954. The Association was originally identified as the Sporting Goods Jobbers Association. In 1962 the name was officially changed, and manufacturers and reps were invited to join as Associate members. The NASGW is the organizer and sponsor of the industry's former Hunting Show, now known as the NASGW Annual Meeting/Expo Event. This annual event provides an unmatched educational, marketing and communications opportunity for the hunting and shooting sports wholesaler, manufacturer and sales professional. The NASGW serves as a liaison with other sporting goods associations, including the National Sporting Goods Association (NSGA), The National Shooting Sports Foundation (NSSF), The Congressional Sportsmen's Foundation (CSF), The National Rifle Association (NRA), The National Assembly of Sportsmen's Caucuses, and is also a member of The National Association of Wholesaler-Distributors (NAW).

NATIONAL RURAL ECONOMIC DEVELOPERS ASSOCIATION (NREDA) was organized in 1988. The primary purpose for the Association is professional development and networking of people in economic development. Their mission is to provide education, advocacy, and networking opportunities to rural and suburban utilities and affiliated organizations. NREDA has an annual conference, hot topic webinars, a bi-monthly newsletter and an educational focus on rural development.

PROFESSIONAL DEVELOPERS OF IOWA (PDI) was established in 1973. Members include economic development professionals working to grow and develop Iowa's economic base. PDI's members come from a variety of disciplines: county and regional developers, community developers, utilities, legal and financial firms, universities, community colleges, engineering and construction firms, and railroads. PDI members benefit from networking, education and numerous publications.

**AML CLIENT
PARTNERS SINCE:**

FEA – 2013

IDCA – 2001

IPAA – 2000

NALMCO – 1998

NASGW – 2017

NREDA – 1995

PDI – 2003



Our goal is to provide solutions that unleash the potential of our clients' organizations, members and leaders.



ACTION DEDICATION

Developing an Effective Request for Proposal:

Before an organization begins to develop a Request for Proposal (RFP), it is important to step back and assess where it has been, where it is going, the needs of its members, and where it sees itself in their industry or profession. A self-auditing process helps to determine core member services and areas that need enhancement.

This practice will determine a “needs” list versus a “wants” list. The outcome of this exercise should also be considered when looking at the current staffing structure (independent staff or volunteers) and researching the benefits of an association management company (AMC). Keep in mind that AMCs provide a wealth of association management experience through proven best practices and shared resources. Because AMCs manage more than one association, their skills and knowledge base are broad and substantial. AML can be the best route to take an organization to the next level.

What Does Accreditation Mean to AML's Association Partners?

Associations are assured that AML operates with the highest level of professionalism, responsibility, and consistently meets or exceeds all industry requirements. For information on accreditation, visit www.AMCInstitute.org.



AML'S PROVEN TRACK RECORD:

Quality – AML is internationally accredited.

Mutual trust and respect between AML and our association client leaders.

Technology – AML provides strategic leadership for client-specific technology needs and initiatives. AML uses state-of-the-art association management databases with sound security and remote access.

Demonstrated growth of association client partners' for their increased fiscal stability.

Personal customer service for members.

Business longevity since 1976.

Clients' longevity and staff longevity.

Professional development – Certified Association Executives (CAEs), Certified Public Accountants (CPAs) and Certified Meeting Professionals (CMPs).

Industry involvement – staff is active in our association industry at state and national levels, as speakers, authors and volunteer elected leaders serving on boards of directors.

Company awards – Recognized as a positive workplace environment and successful Iowa business.

Staff awards – Association Professional of the Year, leadership and involvement awards.

Business referrals come from satisfied, existing AML association client volunteer leaders and other AMCs who know that AML delivers on our promises.

Centrally located in U.S. – Headquarters in Iowa, providing affordable cost of business, business values, integrity, strong work ethic and ample in-house meeting space.