

July 2, 2004 - #1455

In this issue

Straightforward


Top Stories

Commentary

News & Changes

Classifieds

Association Jobs

 [Print issue](#)

Top Stories

ASAE-GWSAE merger goes through

The Greater Washington Society of Assn Executives voted last night to dissolve, clearing the way for the merger of GWSAE, the Center for Assn Leadership - GWSAE'S educational arm - and the foundation of the American Society of Assn Executives.

As GWSAE chairman Greg Balestrero, CAE, read the final tally, a polite roar came from the sizable crowd who stayed for the announcement of the results at the in-person ballot meeting, held at the Center yesterday afternoon. The measure carried by a vote of 573 to dissolve, well above the needed 483 or two-thirds of the 733 total votes; 674 of the votes were by absentee ballots.

"Eighty-percent, that to me is a mandate," said Susan Sarfati, CAE, CEO of the surviving Center for Assn Leadership, and CEO of the now former GWSAE.

The honeymoon is short-lived. ASAE CEO John Graham IV, CAE, said the new sr. management team - made up of existing management of both ASAE and GWSAE - already had been apprised of their new responsibilities, and several would start in those roles today.

While titles will be determined in the next few months, the sr. team and their responsibilities consists of Dixie Arthur, ASAE Services; Anne Blouin, CAE, learning; Jim Clarke, CAE, government relations/public policy; Lori Derkay, CAE, GWSAEnetwork/governance; Reggie Henry, IT; Malcolm Karl, CAE, finance/administration; Greta Kotler, CAE, learning; Michelle Mason, CAE, strategic research; Ron McNally, CAE, membership/marketing, Brent Mundt, development; Susan Robertson, marketing/communications/*Association Management* magazine; Heidi Robey, controller; Debra Sher, ASAE Services; Robert Skelton, human resources; Scott Steen, content/strategy; Sarah Varner, CAE, strategy/industry research; Liz Ware-Whittemore, sponsorship/development/*Executive Update* magazine; and a vacant position for meetings/exposition. A staff meeting is scheduled for today.

Upgrading office technology is a matter of understanding needs

Ask the Coach:
How to e-mail it in

123 assn pros earn CAE accreditation

Historic bowling merger made official

DeLay anticipates Republican victories this November

The new boards of ASAE and the Center will be honored at a joint installation ceremony at the ASAE annual meeting in Minneapolis in Aug.

Graham said the next 2 months will be spent defining the goals and objectives of ASAE and the Center, and a period called "The First 100 Days" is slated to start Sept. 1.

Fighting back tears, Sarfati called the day "bittersweet" and full of nostalgia, but is looking toward the future. She said she hoped "other assns would look at us as a model of collaboration and not competition."

Derkay received a rousing applause when she was announced as the head of GWSAEnetwork, the program that was created during the due diligence period to maintain a sense of a Washington-area assn community. Derkay recently celebrated her 26th anniversary with GWSAE, where she has spent her entire professional career. For her, the day also was nostalgic, but she believes the two staffs working together will make both ASAE and the Center stronger. The first GWSAEnetwork event will be July 20, a kickoff networking celebration.

Reaction in the crowd was supportive.

Former GWSAE CEO and frequent *TRENDS* contributor Steve Carey, CAE, said, "The key is that the new organization lives up to what it promised in due diligence in regards to GWSAEnetwork. If it can deliver this, it will be fine."

Former GWSAE chairman Paul Greeley, CAE, believes GWSAEnetwork will fill the void. "This is a major step forward. We'll work together better rather than apart," paraphrasing the slogan used throughout the merger campaign.

As a surprise, Carey sent over a commemorative cake, with the names of the current GWSAE staff in the frosting. After the ceremonial cake-cutting by Sarfati, Derkay and Carey, staff cut out pieces on which their names appeared.

ASAE will maintain its current headquarters on I Street in Northwest Washington, while the Center will remain in the Reagan Building, near the White House.