

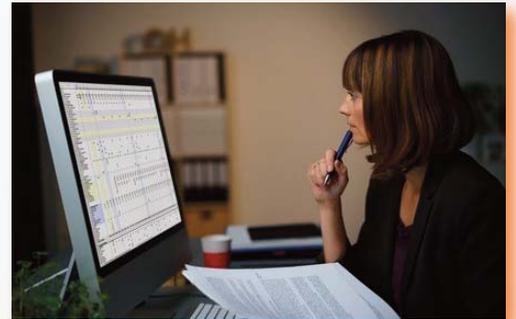
ASSOCIATION MANAGEMENT

Bobrow Associates, Inc. is an association management and meetings company, providing professional and experienced management to both profit and nonprofit organizations in a cost-effective manner. Our commitment and expertise are the foundation upon which we build relationships with our clients. Our goal is not to simply maintain your organization at its current level but also, working in partnership with you, to infuse it with quality growth.

We partner with clients to deliver personalized solutions for their most significant issues, while crafting competitive advantages in their marketplaces. Our clients are unique and, as such, we adapt our staff and services to meet their changing needs.

Key Services

- 911 Services
- HQ and Administration
- Board and Leadership
- Certification and Professional Development
- Consulting and Planning
- Financial Management
- Membership Management
- Meetings and Event Management
- Exhibition Management
- Marketing and Communication Services
- Government Relations
- Speaking and Facilitating
- Strategic Partnerships
- Website and AMS Content Management



Capabilities

Our expertise and capabilities cover a broad spectrum of association management services. We offer both full-service and project-based management services, customized to meet your needs. Only those services that do not have their own web page are showcased on these pages. The following services each has its own tab on the navigation bar and a downloadable PDF for that service. Please click on the individual services on the home/landing page and download or print the PDF.

- 911 Services
- Membership
- Meetings and Events
- Exhibitions (aka Trade Shows)
- Government Relations
- Speaking & Facilitation

ASSOCIATION MANAGEMENT

Headquarters (HQ) and Administration

Whatever your needs for daily administrative duties – answering phones, responding to email messages, filing, to name just a few – our firm exists to serve the needs of your organization. We organize and maintain your critical documents, using redundant document retention servers that protect vital documents and other necessary materials, while minimizing storage needs by eliminating unnecessary paper documents and files. Our telephone, voice mail, fax and e-mail systems, provides our clients and their members with prompt and informative responses to their requests.

In addition,

- Our physical office serves as your association's headquarters office
- Our physical plant has complimentary limited onsite storage and we also provide reasonable offsite storage for clients up to the capacity of our offsite storage space
- Maintain association documents – both paper and electronic
- Our firm is proficient with many AMS systems, including YourMembership.com and MemberClicks
- Our firm's software is updated on a regular basis. Our software includes the Microsoft Suite, The Adobe Creative Cloud Suite, including InDesign, and Adobe Photoshop, Quark Xpress 2016, QuickBooks Pro2016, and others.

Board and Leadership

A thriving organization has strong leadership at its helm. Let Bobrow Associates, Inc. assist your Board of Directors in leading your organization to greater success by not only facilitating your strategic and long range planning processes but also ensuring implementation by developing action plans to incorporate into your regularly scheduled board and committee meetings. For more information on our strategic planning and other facilitation services, select the Speaking and Facilitating tab from our menu.



Key Services

- Board and other leadership meetings
- Site selection
- Assist in development of Board meeting agenda
- Prepare and distribute meeting notices, agendas and board packets/books
- Travel arrangements
- Prepare and distribute meeting minutes and action items; follow-up as necessary
- Teleconferencing support
- Provide guidance and counsel to the Board

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Board and Leadership (continued)

- Develop, execute and facilitate strategic planning session
- Assist Board in development of annual business and/or operational plans
- Planning and Policy Development
- Staffing of Board and Committee meetings
- Policy Manual Development and Maintenance
- Executive Management
- Management Consulting
- Succession Planning



Capabilities

Bobrow Associates, Inc. is experienced at organizing, facilitating, and staffing association board, committee, and other meetings. Our work ensures that the board and its committees can focus on the policymaking issues before it, rather than administrative and implementation tasks. We can help your association's board be a more productive and futuristic governing body.

Certification and Professional Development

Offering a certification program helps associations boost member value, while increasing revenue and membership. Bobrow Associates, Inc. assists its clients in the development and maintenance of certification programs to ensure clarity of what is being offered (certification, accreditation, knowledge/skill-based certificate or curriculum based programs).

We also work with clients in developing educational services and professional development seminars, with topic suitable for their members and other target audience. We manage continuing education provider programs, including the following of best practices and the successful completion of provider audits.

Consulting and Planning

At some point in an association's life cycle, there is a need to reach beyond its own volunteers and staff for a fresh viewpoint on consultation and planning. Our firm provides organizations with the tools needed to achieve greater success, whether it is through consulting, strategic planning/facilitation, or other processes. We identify, suggest, and implement plans and processes and then monitor the effectiveness of the plans and processes. See too our "911" Services, our Board and Leadership, and our Speaking and Facilitation pages for additional information.

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Consulting and Planning (continued)

Key Services

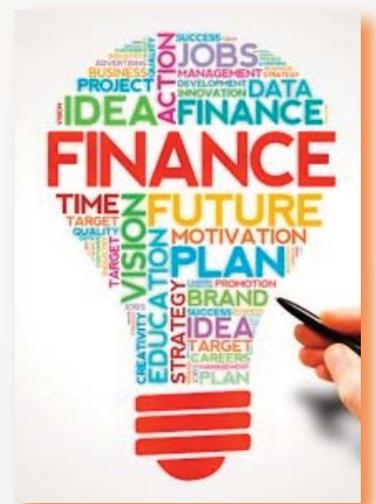
- Strategic plan creation and implementation
- Strategic governance
- Leadership development
- Needs assessments and appreciative inquiries

Financial Management

There is no service Bobrow Associates, Inc. provides its clients than sound financial management. Nonprofits are increasingly under scrutiny and must adhere to strict accounting standards and meet transparency tests. Our team provides both oversight and expertise to help ensure accountability.

Key Services

- Budget development
- Bookkeeping
- Accounts payable and accounts receivable
- Maintain bank accounts; reconcile bank accounts
- Maintain financial records, journals and ledgers
- Dues invoicing and collection
- Preparation and distribution of detailed financial statements and budget comparisons
- Preparation and distribution of standard and customized financial reports, including
 - Statement of Financial Position (Balance Sheet)
 - Statement of Activities (Profit and Loss Statement)
 - Statement of Cash Flows
 - Budget versus Actual
- Maintains records and retention program, consistent with IRS guidelines
- Development of investment program and policies consistent with direction from Board of Directors
- Works closely with independent certified public accountant for preparation of income tax returns, financials reviews and audits



Capabilities

Bobrow Associates, Inc. provides financial services for its clients in an efficient and timely manner. We work closely with legal counsel, certified public accountants, outside bookkeepers and, if needed, with IRS auditors. Bobrow Associates, Inc. administers accounts payable and receivable, income and expense

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Financial Management (continued)

reporting (including detail) with an ethical attention to detail.

With ever-changing tax codes and legislation, non-profit organizations are under increasing scrutiny and must maintain strict accounting standards. Bobrow Associates, Inc. can provide the oversight and expertise needed to help guarantee this accountability.

From boosting revenue to analyzing membership costs and discovering new price strategies, we can help ensure your association's financial stability for years to come. With Bobrow Associates, Inc., you are also relieved of the burden of employment-related liability because all employees are employees of Bobrow Associates, Inc.

Marketing and Communication

Bobrow Associates, Inc. provides marketing and communications services for its full service and project-based clients. Bobrow Associates, Inc. offers a full range of marketing, communications, publications and public relations services.

Key Services

- Public Relations and Communications
- Liaise with related/allied associations
- Act as organization spokesperson
- Press Releases
- Key messaging
- Collateral Development and Distribution, including
 - Conference Programs
 - Conference Brochures
 - Event-related programs
 - Scientific and scholarly proceedings
 - Newsletters
 - Syllabi
 - Journals
 - Membership Directories
- Strategic Marketing Planning
- Social Media Marketing



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Strategic Partnerships

Whether it is a conference or an exhibition (trade show) being planned, the word Sponsorship always creeps into the conversation and time is spent developing collateral materials to show the various items that one can 'sponsor' at an upcoming event.

At Bobrow Associates, we think it is time to eliminate the word sponsorship from our vocabulary and substitute the phrase Strategic Partnerships. The days when a company just gave money to support the association are gone, replaced by a need on both sides to demonstrate return on investment or objectives to their stakeholders. This means rethinking the partnership approach, building both programs and relationships that meet both organizations' needs, and validate goal achievement.



At Bobrow Associates, we work with our clients to develop and manage potential opportunities, communicate possible benefits, manage the payment process and demonstrate return on investment to the strategic partner. In the end, establishing relationships and driving long-term partnership begins with demonstrating value.

Website and AMS Content Management

One of the first places people look to learn about an organization is its website, making the freshness and accuracy of the content mission critical.

Key Services

- Content updates are timely and regular
- Easy navigation of website, without broken links
- No ripple effect – all pages affected by change are identified and updated
- Content personalized to match the needs and interests of your web visitors
- Ensure accuracy, dependability, and PCI compliance for any registration/e-commerce component added to the website.

