

Marketing Clients

- **National Community Pharmacists Association** 2020 restructured membership and conducted intensive mail/digital/phone campaign
- **American Mental Health Counselors of America (AMHCA)** Managed a 4-year membership acquisition program for four years, conducted two membership surveys: a diversity survey and a clinical practices survey, and managed their conference promotions.
- **American Association for the Advancement of Science (AAAS)** Conducting three surveys of recent, former, and never attendees for 2010 AAAS Annual Meeting.
- **American Legion Auxiliary** Conducted membership mailings to solicit donations as part of a two-year fundraising program.
- **Cancer Recovery Foundation (CRF)** Donor Database Integration. Developed a single donor database and analytical system by combining numerous donor files from various vendors into a single large file of donors and transactions with more than one million total records. Converted to a standard donor management system.
- **Society for Science and the Public (*Science News*)** Assessed potential member model with large scientific publisher and performed secondary research and survey and interviews among perspective members.
- **Electronic Retailing Association (ERA)** Collaborated with marketing agency in process of renaming and changing logo, conducted in depth interviews with association officer and other members, and responsible for altering dues levels for all members.
- **National Flea Market Association (NFMA)** Conducted assessment of potential non-dues revenue program creation and management.
- **National Rural Electric Cooperative Association (NRECA)** Conducted systematic analysis of *Rural Electrification* magazine subscription/circulation model with marketing and publishing recommendations.
- **Association of Molecular Pathology**
- **Global Business Travel Association**
- **Harford County Transit**
- **International Association for Financial Planning**
- **Population Reference Bureau**
- **Society for Human Resource Management**
- **SVU**
- **United Federation of Teachers**

Membership Engagements

- **American Law Institute (ALI)** Conducted extensive interviews and surveys of members and nonmembers in a membership audit and evaluation to plan a transformative diversity initiative.
- **American Congress of Surveying and Mapping (ACSM)** Conducted operational survey of state associations and surveys among active/former members of four affiliated associations to help guide a restructure.
- **American College of Rheumatology (ACR)** Conducted studies among physicians measuring clinical quality, public awareness, and needs for future PR on behalf of rheumatologists, focus groups among non-attendees to plan conference activities.
- **CPCU Society** Research driving a restructure of the organization's dues structure.
- **International Sign Association (ISA)** Conducted three membership acquisition campaigns, launched "Member Get a Member Program", conducted two active member surveys and a survey for lapsed

and prospective members, conducted dues and pricing structure review, revised and revamped dues categories, reviewed/recommended changes to member renewals.

- **Association of American Railroads (AAR)** Associate Member Program Analysis. Developed strategic program review of associate member benefits and possible future structural changes that will increase participation and membership.
- **International Association of Assessing Officers (IAAO)** Conducted a full review of association membership and overall business model.
- **Mathematical Association of America (MAA)** Conducted survey evaluating potential joint membership with two competing associations.
- **National Council for Community Behavioral Healthcare (NCCBH)** Conducted organizational assessment to determine possible dissolution of individual membership category.
- **Promotional Products Association International (PPAI)** Assisted national organization in evaluating conversion to hybrid membership structure from long standing trade structure.
- **U.S. Chamber of Commerce** Conducted extensive interviews with headquarters staff, regional executive directors, and current, former, and prospective members to assess and identify refinements for a new mid-level membership program.
- **Academy of Managed Care Pharmacy**
- **Air Conditioning Contractors of America**
- **Airline Owners and Pilots Association (AOPA)**
- **American Case Management Association**
- **American Immigration Law Association**
- **American Institute of Aeronautics and Astronautics (AIAA)**
- **American Osteopathic Association**
- **American Physical Therapy Association**
- **American Society of Appraisers (ASA)**
- **California Special District Association**
- **Consumer Electronics Association**
- **Geological Society of America**
- **Grant Professionals Association**
- **National Association for the Self-Employed**
- **National Investor Relations Institute (NIRI)**
- **National Treasury Employees Union (NTEU)**
- **New York (The Coalition)**
- **Pennsylvania Association for Justice**
- **Population Association of America**
- **Society for Industrial and Office Realtors (SIOR)**
- **Society of Business Development Professionals**
- **Society of Corporate Secretaries and Governance Professionals**
- **The Honor Society of Phi Kappa Phi**

Survey Design

- **Minnesota Bar Association** Performed quick review of existing new member survey process, recommended refinement to process and design.
- **Medical Society of New Jersey** Advised/reviewed their annual member survey for administration in their in-house software.
- **Council of Undergraduate Research**

Industry Analyses

- **New Jersey Business & Industry Association (NJBIA)** Conducted three annual health insurance cost studies among New Jersey employers, conducted two annual business outlook studies, conducted systematic analysis of web traffic and guided redesign with a two-step survey process.
- **National Ornamental and Miscellaneous Metals Association (NOMMA)** Conducted extensive ergonomics literature search and/or primary research for code-making bodies regarding the probable role and liability of railings in child falls and death.
- **Roller Skating Association International (RSAI)** Conducted industry wide study of finances and operational practices.
- **American Orthopedic Association**
- **IDSA Northlands**
- **American Psychoanalytic Association**
- **Association of Writers and Writing Programs**
- **Society of Independent Gasoline Marketers**

Other Consulting Clients

- **Air Safety Foundation** Conducted review of the fundraising, finances, and programming provided by this group.

Compensation Survey Clients

- **American College of Emergency Physicians**
- **Digital Analysts Association**
- **California Homebuilding Foundation**
- **Alabama Head Start Association**
- **American Fire Sprinkler Association**
- **American Society of Electroneurodiagnostic Technicians (ASET)**
- **APMP Australia/New Zealand**
- **Association of Otolaryngology Administrators**
- **Association of Proposal Management Professionals**
- **AUVSI-Association for Unmanned Vehicle Systems International**
- **California Association of Community Managers**
- **California Head Start Association**
- **Florida Head Start Association**
- **FSCI-The Americas**
- **Institute for Credentialing Excellence**
- **Massachusetts Society of Certified Public Accountants**
- **National Federation for Paralegal Associations (NFPA)**
- **Oregon Association of Relief Nurses**
- **Oregon Head Start Association**
- **PATH International**
- **Pennsylvania Head Start Association**
- **South Carolina Economic Development Association**
- **Tennessee Head Start Association**
- **Texas Society of Professional Surveyors**
- **Virginia Society of Certified Public Accountants**

- **Washington State Head Start and ECEAP Association**

Finance/Operations Survey Clients

- **AMC Institute** Compensation and financial performance surveys.
- **National Parking Association (NPA)** Conducting two annual Parking In America Studies documenting cost of doing business, revenue, and pricing rates for parking facilities in North America.
- **National Association of Chain Drug Stores (NACDS)** Annual HR Practices Research Consortium. Designed and built a data collection and reporting system to deliver human resources data now used to guide the benefits, compensation, and policies covering 800,000 employees.
- **Community Managers International Association**
- **TechServe Alliance**
- **Refrigerated Foods Association**

Education/Content Research

- **Automotive Oil Change Association (AOCA)** Conducted analysis of learning styles and education needs for trade association.
- **American Association of Child and Adolescent Psychiatrists** Preliminary study for LMS and revised curriculum.
- **American Pharmaceutical Association (APhA)** Annual Conference audit of attendance, marketing, and trends.
- **Howard Community College (HCC)** Industry Certification Program Survey.
- **Organization for Safety and Asepsis Procedures (OSAP)** Conference Evaluations and analysis.
- **ISDA Northern Chapter** Study of the profession and future developments.
- **New York State Society of Certified Public Accountants (NYSSCPA)** Educational needs assessment for foundation among members and nonmembers.
- **Odyssey Networks/FaithStreams** Conducted focus group and personal interview in support of media organizations new web services initiative and conducted focus groups for new mobile based services.
- **Association of Clinical Research Professionals**
- **Institute of Food Technologists (IFT)**
- **National Association of Home Builders (NAHB)**
- **Society for General Internal Medicine**
- **Society for Neuroscience**

General Needs Assessment Surveys

- **American Public Transit Association**
- **American Society of Consultant Pharmacists**
- **American Society for Cataract and Refractive Surgery**
- **AOCS**
- **American Culinary Federation**
- **American Society of Parenteral and Enteral Nutrition**
- **American Short Line & Regional Railroad Association**
- **Arms Control Association**
- **Apartment Association of Philadelphia**
- **Association of Donor Relations Professionals**
- **Association for Childhood Education International (ACEI)**

- Association of Strategic Alliance Professionals
- California Grocers Association
- NIUG: iMIS Users Group
- National Quality Forum
- National Spa and Pool Institute (NSPI)
- NAHB Remodelers Council
- NAHB Sales and Marketing Council
- Academy of Integrated Health & Medicine
- AKA Direct
- American Association of Diabetes Educators
- American College of Healthcare Executives
- American Land Title Association
- American Society of Clinical Oncologists
- American Society of Health-System Pharmacists (ASHP)
- American Wind Energy Association
- AORN (Association of periOperative Nurses)
- Association of perioperative Nurses (AORN)
- California Mortgage Bankers Association
- Certification Board of Perioperative Nursing
- Commission for Certification in Geriatric Pharmacy
- Cosmetic Executive Women
- Council for Urban Economic Development (CUED)
- Council of Residential Specialists
- Covenant House
- Duane Reade
- Employee Benefit Research Institute
- Employee Relocation Council
- Federation of State Boards of Physical Therapy
- Financial Services Institute
- Food & Drug Law Institute
- GAMA International
- Heart Rhythm Society
- Human Resources Leadership Forum
- Independent Electrical Contractors Inc.
- Institute for Professionals in Taxation (IPT)
- International Facility Management Association
- International Public Management Association
- IPC
- Massachusetts Medical Society
- National Association for Female Executives
- National Association of Catering Executives
- National Association of Criminal Defense Lawyers
- National Association of Pediatric Nurse Practitioners
- National Association of Recording Merchandisers
- National Association of Social Workers
- National Chimney Sweep Guild

- National Machinery and Tooling Association
- National Press Photographers Association
- North Carolina Dental Society
- Pharmacy Technician Certification Board
- PMMI
- Radiologic Business Management Association
- Society for Cable Telecommunications Engineers
- Society for Hospital Medicine
- Society of Fire Protection Engineers
- Society of Industrial and Office Realtors
- Society of Petroleum Engineers
- Supply Chain Management Association of Ontario
- The Apartment Association of Greater Orlando Inc.
- The Endocrine Society
- United Nations Association of the USA (UNA)
- USFN-America's Mortgage Attorneys
- Warehousing Education and Research Council
- ZERO TO THREE

Building Associations

- BIA of Greater Columbia
- BIA of Southern Arizona
- BIA of the Delta
- BIA of Whatcom County
- BIASC Builders Show
- Builders Association of Southeastern Michigan
- Building Industry Assn. (BIA) of Central Ohio
- Building Industry Consulting Service International
- Building Industry Show of Southern California
- California Apartment Association
- Central Minnesota Builders Association
- Collier Building Industry Association
- Commercial Builders Council
- Flagstaff Home Builders Association
- Greater Houston Builders Association
- HBA of Bucks & Montgomery Cos.
- HBA of Greater
- HBA of Greater Columbia
- HBA of Greater Houston
- HBA of Greater Tulsa
- HBA of Hickory-Catawba Valley
- HBA of Maryland
- HBA of Metro Portland
- HBA of Raleigh & Wake County
- Home Builders Association (HBA) of Central Florida
- Lancaster Builders Association

- Lee Building Industry Association
- Master Builders Association of King & Snohomish Counties
- Southern Tier Home Builders & Remodelers Association
- Suburban Maryland Building Industry Association
- Tidewater Builders Association
- Treasure Coast Builders Association Inc.
- Triad Home Builders Association

Insurance Associations

- Independent Insurance Agents & Brokers of New York
- Independent Insurance Agents and Brokers of Louisiana
- Independent Insurance Agents of Arizona
- Independent Insurance Agents of California
- Independent Insurance Agents of Connecticut
- Independent Insurance Agents of Georgia
- Independent Insurance Agents of Idaho
- Independent Insurance Agents of Iowa
- Independent Insurance Agents of Kentucky
- Independent Insurance Agents of Maryland
- Independent Insurance Agents of Massachusetts
- Independent Insurance Agents of Nebraska
- Independent Insurance Agents of New Jersey
- Independent Insurance Agents of New Mexico
- Independent Insurance Agents of North Dakota
- Independent Insurance Agents of Oklahoma
- Independent Insurance Agents of Pennsylvania
- Independent Insurance Agents of Rhode Island
- Independent Insurance Agents of Vermont
- Independent Insurance Agents of Virginia
- Independent Insurance Agents of West Virginia
- Maine Insurance Agents Association
- Michigan Association of Insurance Agents
- Missouri Association of Insurance Agents
- New Hampshire Association of Insurance Agents

Other Research Clients

- **California Society of Association Executives (CalSAE)** Performed major surveys of member and nonmembers concerning general needs, educational preferences and practices, and communications as part of a data driven decision-making initiative. Conducted interviews and gave multiple presentations to Board and education program attendees.
- **Direct Marketing Association Nonprofit Federation (DMANF)** Conduct online survey to identify the needs of direct marketers within philanthropic/charitable institutions and conference evaluations.
- **Council of Landscape Architectural Registration Boards (CLARB)** Conducted first survey in organization history of current and prospective candidates and certificate in North America.
- **American Land Title Association (ALTA)** Conducted member and nonmember surveys.

- **Heart Rhythm Society** Conducted extensive workforce analysis through surveys of electro-physiologists, basic researchers, allied health professionals, and manager of large institutions. Incorporated analysis of previous health care environmental studies, working with team of physician volunteers. Project resulting in academic journal publication.
- **Marine Technology Society (MTS)** Conducted quantitative and qualitative research among the members.
- **Independent Electrical Contractors Inc (IECI)** Conducted education and needs assessment survey among members of a federated trade association.
- **Independent Office Products and Furniture Dealers Association (IOPFDA)** Parallel membership surveys for OFDA and NOPA.
- **National Hospice and Palliative Care Organization (NHPCO)**
- **American Society of Consultant Pharmacists**

Environmental Scans/Secondary Research

- **International Communications Industries Association (INFOCOMM)** Analyzed series of membership surveys designed by their marketing agency.
- **Association of Corporate Counsel (ACC)** Conducted extensive qualitative interviews, member and nonmember domestic/international surveys.
- **Canadian Tourism Commission (CTC)** Conducted panel survey among members of six professional and trade association to determine appeal of forty-five possible convention locations in North America.
- **National Assn of Recording Merchandisers (NARM)** Conducted extensive environmental scan and marketing/communications analysis.
- **National Athletic Trainers Association (NATA)** Conducted analysis of Medicare regulations on member services and practice models.
- **Atlantic List Company**

Fundraising Consultation

- **Catholic Relief Services (CRS)** Performed six months of transition consulting for high volume direct response fundraising program included staff coaching, copyright and design review, strategy, and vendor screening.
- **Sacred Heart Missions** Performed fundraising program analysis, wrote copy and oversaw two years of donor activities for small charity.
- **AOPA Flight Safety Foundation**

ASAE Clients

- **Academy of Eating Disorders**
- **AIA Colorado**
- **American Association for Laboratory Animal Science**
- **American Association of Colleges of Pharmacy**
- **American Association of Medical Transcriptionists**
- **American Association of Neuromuscular and Electrodiagnostic Medicine**
- **American Health Information Management Association**
- **American School Counselor Association**
- **American Society of Civil Engineers**
- **American Society of Heating Refrigerating and Air-Conditioning Engineers Inc.**

- American Society of Plastic Surgeons
- American Society of Radiologic Technicians
- American Speech-Language Hearing Association
- Association of Fundraising Professionals
- Association of Nutrition & Foodservice Professionals
- Association of University Technology Managers
- California-Nevada Section AWWA
- Canadian Association of Petroleum Production Accounting
- Construction Specifications Institute
- FarmHouse International Fraternity & Foundation. Kansas City MO
- Grain Elevator and Processing Society
- Healthcare Businesswomen's Association
- Green Spa Network Inc.
- International Society of Automation
- Maryland Retired School Personnel Association
- Million Dollar Round Table
- Kentucky Coalition of Nurse Practitioners & Nurse Midwives
- Coastal Carolinas Association of REALTORS® Myrtle Beach SC
- MPI Minnesota
- National Association of Long-Term Care Administrator Boards
- National Association of Retired Federal Employees
- National Association of School Psychologists
- National Funeral Directors Association
- National Ground Water Association
- NIGP: The Institute for Public Procurement
- Oncology Nursing Society
- Ontario Real Estate Association
- Physician Assistant Education Association
- Plymouth and South Shore Assoc. of REALTORS
- Preventive Cardiovascular Nurses Association
- Salon & Spa Professional Association
- Sigma Theta Tau
- Society for Industrial and Organizational Psychology
- Society of American Florists
- Southern Gas Association
- Specialty Equipment Market Association
- TESOL International Association
- Texas Nurses Association
- The Obesity Society

ASA Associated Societies Alliance

- Alabama Council of Association Executives
- Arizona Society of Association Executives
- Arkansas Society of Association Executives
- Association Executives of North Carolina
- California Society of Association Executives

- Colorado Society of Association Executives
- Connecticut Society of Association Executives
- Empire State Society of Association Executives
- Florida Society of Association Executives
- Georgia Society of Association Executives
- Illinois Society of Association Executives
- Indiana Society of Association Executives
- Kansas Society of Association Executives
- Kentucky Society of Association Executives
- Louisiana Society of Association Executives
- Michigan Society of Association Executives
- Mid-Atlantic/Delaware Valley Society of Association Executives
- Midwest Society of Association Executives
- Mississippi Society of Association Executives
- New England Society of Association Executives
- New York Society of Association Executives
- Ohio Society of Association Executives
- Oklahoma Society of Association Executives
- Pennsylvania Society of Association Executives
- South Carolina Society of Association Executives
- Tennessee Society of Association Executives
- Texas Society of Association Executives (TSAE)
- Virginia Society of Association Executives
- Washington Society of Association Executives
- Wisconsin Society of Association Executives
- Wyoming Society of Association Executives

Qualitative Research

- National School Supply and Equipment Association (NSSEA) Conducted focus groups to evaluate conference quality and future changes and contract research for exhibitors.
- U.S. Dept. of Housing and Urban Development
- U.S. Department of Energy
- Apex Digital Systems
- DelCor Technology Solutions
- Oregon Medical Association
- Pfizer, Inc

Other Clients

- Midwestern Institute of Supply Chain Management
- Heritage Hills Community Association
- Kingstowne Residential Owners Corporation