

**AMR** | MANAGEMENT  
SERVICES  
TURNING VISION INTO **action**™

Executive & Administrative Management  
Event Management  
Technology Services  
Marketing & Graphic Design





Running an association is more challenging than ever, especially in today's fast-moving business climate. AMR Management Services (AMR) can help associations like yours stay on

top of emerging trends and stay in touch with your members.

Our team delivers broad-reaching expertise in all aspects of association management to organizations across the nation—including executive and administrative management, advocacy, public relations, marketing, conference and event management, committee oversight, research, membership recruitment and retention, fundraising, and strategic planning.

Whether you require **full-scale** association management services or a single **a la carte** service to accomplish your goals, AMR's complete line of services can be

custom-tailored to fit your organization. We have the know-how and experience to help you effectively manage projects of all sizes, from big-picture planning to the smallest detail of strategy implementation.

Many of our senior staff members have achieved advanced certifications in their specialized areas and AMR has been designated as one of only five charter-accredited firms by the AMC Institute.

Because AMR is a mid-sized association management firm, your organization will benefit from our scale of operations, while retaining the personalized service that you expect from a trusted partner.

Let AMR take on the challenges of running your organization, so that you and your members can focus on the issues that brought you together in the first place.

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# Executive & Administrative Management

AMR explores the culture, policies and history of our clients to ensure that we fully understand their needs. We use that knowledge to help transform long range goals into a cohesive action plan that fits. AMR's proven track record in financial management and diversification of funding sources offers peace of mind and provides a stable foundation for growing organizations. Our professional support for activities such as membership development, fundraising, and issues management leaves your members free to focus on their core competencies. Government and public relations services are also available, as AMR offers an extensive, established network of contacts to address your key issues.

We understand the many facets of managing an association, and at AMR, we use that expertise to help our client-partners reach higher levels of professionalism and efficiency. **Each of these services is available on a full-service and a la carte basis.**

## Executive Director

Association management from AMR often begins with an Executive Director, who provides high-level leadership and representation for your organization; alternate leadership arrangements are also supported. For clients who prefer to work on a project-by-project basis, or do not need external staff representation, our Senior Managers oversee daily operations or manage details of specialized tasks.

- Policy Development and Implementation
- Executive-Level Representation
- Strategic Planning and Development
- Operations Management

## Strategic Planning

We specialize in helping our client-partners turn broad visions into a clear blueprint for conducting business in the most effective manner. AMR can help your organization develop a clear sense of direction and a tangible means of gauging success.

- Formal Strategic Planning Facilitation
- Business and Tactical Plan Development
- Budget Development and Resource Allocation Review
- Committee and Leadership Development

## Membership Development

Personal involvement and innovative marketing techniques are the basis for AMR's membership development success. AMR can maximize the potential for increased participation and growth, and we have

"AMR has truly been NASCIO's partner in advancing our organization for state information technology policy. Their staff expanded our research and advocacy efforts, through issue briefs. What's more—AMR stays on the cutting edge of developments in

— Thomas Jarrett, Secretary of the Department of Technology/CIO, State of Delaware

the experience to guide your organization in its ongoing efforts to strategically address this issue.

- Current Membership Base Analysis
- Growth and Renewal Rate Analysis
- Benefit Structure Review
- Membership Development, Including Non-Dues Revenue Campaigns
- Membership Retention and Involvement

## Board/Committee Support

AMR recognizes the need for appropriate and timely board and committee support. Your organization's leaders are free to spend their time on relevant issues while our staff is on hand to assist with tasks like planning and meeting coordination. Our executive professionals identify and meet objectives set by boards and committees through a leadership partnership—elected leaders and staff liaisons.

- Board Development
- Goal Setting
- Project Planning
- Board and Committee Member Recruitment
- Project and Committee Performance Evaluation
- Partnership Development
- Meeting and Conference Call Planning
- Records and Archives Maintenance

## Fundraising

Funding source diversity is an increasingly important issue for professional associations. AMR addresses this need by offering a complete range of fundraising and development services to effectively coordinate diversification efforts with your specific interests in mind.

- Coordination of Sponsorships, Grants and Appropriations
- Management of Relationships with Funding Organizations and Sponsors
- Funding Compliance Oversight
- Coordination of Administrative and Accounting Controls
- Proactive Industry and Legislative Monitoring
- Regular Progress Reports

## Financial Management

AMR's financial management service has a proven record of exceptional performance. Our experienced team is poised to help your organization reach new

strategic goal of becoming the “go-to”  
’s knowledge of our issues has significantly  
fs, white papers and Congressional testimony.  
n our rapidly changing field.”

ware and past president, NASCIO

levels of stability through a complete range of long- and short-term planning, reporting and oversight capabilities.

- Develop and Implement Internal Controls to Safeguard Client Assets
- Budgeting and Planning
- Investment Strategy Development and Implementation
- Long-Term Goal Analysis
- Monthly Financial Statements and Custom Reporting
- IRS Compliance and Reporting
- Annual Audit and Independent Third Party CPA Reviews
- Insurance Policy Oversight

### Issues Management

No one knows an organization better than its members, which is why AMR makes tapping into existing knowledge bases such a high priority. We take information about your industry and integrate it into the way we do business for you. We even recruit professionals with specific issue experience for clients needing enhanced levels of research and knowledge. By organizing available resources, we offer streamlined, information-oriented tools for use by and on behalf of your members.

- Knowledge Sharing Methodologies
- Facilitation of Member Research, Case Studies, Position Papers
- Proactive Information Gathering and Presentation

### Government and Public Relations

Whether you need to update members on current issues or deliver a specific communication to a target audience, AMR can use its network of contacts to convey your message. Our relationships with trusted industry and media personnel mean that we can gain immediate exposure for your issues in Washington, D.C., state capitals and around the country.

- Issue Identification and Tracking
- Strategy and Position Statement Development
- Government and Trade Briefings
- Coordination of Government Affairs and Lobbying Activities
- Development of Partnerships with Affiliated Organizations and Groups
- Coordination of Media Relations

## Conference & Event Management

The conference and event management team at AMR offers comprehensive service and industry expertise that ensures a successful event for any organization. We seamlessly coordinate every phase of our clients' events and provide access to detail-oriented logistical support from the earliest project stages to post-conference review. Our staff utilizes an extensive network of industry contacts to negotiate contracts with hotels, vendors and ancillary services providers so we offer the best pricing up front. Experienced meeting planners work with clients to establish content, production requirements and conference structure. Event management professionals oversee a wide range of areas including vendor research, registration and housing, on- and off-site logistical management and additional services like guest tours, transportation and amenities.

### Conference Logistics

Detail-driven logistical support is the cornerstone of AMR's service package, and our representatives will oversee every aspect of your function from beginning to end. Close consultation with on- and off-site contacts and associated vendors ensures that any adjustments are transparent to your attendees.

- Conference Details
- Program Content and Layout
- Speaker Recommendations
- Menu Design and Selection
- Room Diagramming and Layout

### Contract Management

AMR is an industry leader in the area of contract management, focusing on delivering maximum client value and minimizing financial risk for all involved parties. Our hotel contract terms and conditions have been accepted by several national hotel chains, and we can develop event-specific contract addendums for all vendors.

- Contract Negotiations
- Contract Implementation
- Risk Management

### Marketing & Promotion

Our creative services team works with clients to develop and implement every element of a conference marketing plan, including print and online promotional material, timelines and media coordination. If needed, we also work with your conference committee to determine major conference themes and platforms.

- Conference Marketing Campaign Creation
- Material Design, Layout and Production
- Material Distribution

## Technology Services

Websites and email are the quickest, most cost-effective way an organization can communicate with its members. AMR can host your website on our secure web servers, with staff in place to maintain the day-to-day updates and upgrades your site needs to stay current. Targeted email blasts can be used to notify members of breaking news.

We can also assist with other specialized technology concerns, including custom Listserv creation to allow your members a private forum to network and share ideas, online surveys to poll membership on hot topics and trends, and database creation and management to keep all of your membership contact information up-to-date and accessible.

- Technology Planning & Consulting
- Website Hosting
- Listserv & E-mail Management
- Survey & Analysis Tools
- Database Development & Internet Integration
- Standards-Based Backup & Recovery

## Marketing & Graphic Design

AMR uses knowledge-driven, innovative thinking to craft marketing and communication strategies. Our staff specializes in conveying on-target messages for professional associations and corporate groups.

AMR's creative team is adept at designing both hard-copy printed pieces and online marketing initiatives. We can build your organization's brand from the ground up, incorporating logo design, stationery and collateral materials, and website design and construction. AMR can also handle every stage of development for printed promotional materials—including planning, design, printing coordination, and distribution.

- Marketing & Public Relations
- Print Publication Production
- Website Design

"We chose AMR for their proven track record and excellent value. AMR's size and experience allows them to understand and meet our unique requirements as a coalition representing nearly 70 nursing associations."

—Karen A. Clark, RN, MS, Lead Coordinator, Nursing Organizations Alliance



## Message from the CEO

*At AMR, we believe that the following values are central to our success and that of our clients: Excellence, Integrity, Accountability, Dedication, and Respect. My team and I are dedicated to building long-term partnerships, founded on a collaborative spirit and forged with a promise to exceed every client's expectations. Organizations contract with AMR by choice and we must earn their business every day by delivering quality service and ensuring trust.*

Contact us and find out how we can help you **turn your vision into action.**

John A. Ruffin, CAE  
President and CEO  
AMR Management Services

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Since 1997, **AMR Management Services** has been helping associations of all sizes realize their potential. Find out more about the services we offer by visiting [www.AMRms.com](http://www.AMRms.com).

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