



Maximizing Technology to Enhance Affiliate Communication

Michael Taylor, C.P.M.

Goals?

What would you like to get out of this session?

**My
Action
Item List**



Purpose and Objectives

- Discuss communication needs
- Explore technology solutions
- Share successes
- Discuss management issues

Challenges?

- Adding value for our members
- Networking without face-to-face meetings
- Disparate member demographics
 - ❖ ~36% of members started working before the internet was invented
- Information flowing at a faster rate
- Less available “eye time”
- Encourage distribution to colleagues
- Less time for affiliate management

Communication Options!

- Video conferencing & virtual meetings
 - ❖ Skype, Windows Live, ooVoo
- Social media to keep in touch
 - ❖ LinkedIn, Twitter, Facebook
- Recordings to educate & advertise
 - ❖ Podcasts , YouTube (the ISM video channel)
- Surveys & Feedback
 - ❖ Survey Monkey & Constant Contact

- Home
- Groups
 - Certified Purchasing Managers
 - Eagle's Nest--Eagle Scout...
 - Institute for Supply...
 - See all »
- Profile
 - Edit My Profile
 - View My Profile
 - Recommendations
- Contacts
- Inbox
 - Compose Message
 - Received
 - Sent
 - Archived

Groups



ISM - Institute for Supply Management

- Overview
- Discussions
- News
- Jobs
- Updates
- Members
- Settings

Job

Back

Follow



Jason Heyboer
jheyboer@kforce.com
Account Manager at KForce
616-632-2311
[See all Jason Heyboer's discussions »](#)

Seeking a Director of Purchasing

Seeking a Director of Purchasing for a non-automotive, privately held company in West Michigan. Approx sales of \$200M. Looking for someone with previous leadership at this level. Ideal candidate will have helped develop and organize them into commodity management roles. If interested, please email me with your resume.

Jason Heyboer
616-632-2311
jheyboer@kforce.com

From: messages-noreply@bounce.linkedin.com on behalf of ISM - Institute for Supply Management Group Members [group-digests@linkedin.com] Sent: Tue 3/31/2009 9:59 AM
To: Michael Taylor, C.P.M.
Cc:
Subject: From David A. Schutzman and other ISM - Institute for Supply Management group members on LinkedIn

LinkedIn Groups

March 31, 2009

ISM - Institute for Supply Management

This Week's Activity: [4 discussions](#) | [4 news articles](#)

Discussions

[COST SAVINGS SHIFT: Nearly three out of four ISM members identify cost savings opportunities in the current market](#) to [0 comments »](#)

Started by David A. Schutzman, Chief Marketing Officer

Email updates
from my
LinkedIn Groups

[Searching for a quality freight / trucking vendor](#) [0 comments »](#)

Started by Steven Morse, Experienced procurement and marketing / PR professional

[I'm looking for reliable payroll processing provider that can service employees in the United States, India, and Pakistan.](#) [1 comment »](#)

Started by David Saunders, Experienced Procurement Professional (C.P.M.) with IT Emphasis

[Seeking a Director of Purchasing](#) [0 comments »](#)

Started by Jason Heyboer jheyboer@kforce.com, Account Manager at KForce 616-632-2311

Latest News

Web Tools

- Blogs
 - ❖ Affiliate member blogs
 - ❖ Links to other blogs/Web sites of interest
- Affiliate Web site Content
- Newsletters
 - ❖ printed, posted, electronic
- Web seminars & recorded presentations
 - ❖ Camtasia Studio
- FreeForums.org

Call-in Number: (347) 326-9234

Upcoming Show: 4/9/2009 9:30 AM

SHARE

Host Name: Jon Hansen

Show Name: Is The Traditional Association Model Dead?

TWEET THIS

Length: 30 min

Description:

Traditional membership models for m become somewhat stagnate in that they are not effectively aligned with the emerging [Web .0](#) world of dynamic engagement between stakeholders sharing the same interests and goals. For this reason, association's need to be more than a mere collection of names in which member count alone is the defining measurement of success. To be effective, the modern day council (or association, institute) needs to create and facilitate an environment in which an "active" and "timely" collaboration of ideas and ideals are the cornerstone of a relevant program of service. In this segment, PI Window on Business brings together a panel of professionals to discuss and perhaps even debate the structure of the new association model and its relevancy in the emerging globalized [businessity](#). Guests: Tim McCarthy, David Clevenger, Cindy Allen-Murphy and Charles Dominick (Bio Link: <http://www.linkedin.com/groups?>

blogtalkradio

Is The Traditional Association Model Dead?

Jon Hansen

REMIND ME

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YouTube ISM Channel

The screenshot shows a web browser window displaying the YouTube channel page for 'Institute4SupplyMgt'. The browser's address bar shows the URL 'http://www.youtube.com/Institute4SupplyMgt'. The page features the YouTube logo, navigation links, and a search bar. The channel's profile information is visible on the left, including the ISM logo, channel name, and a description of the organization. The main content area displays a video player with a list of bullet points: 'Search an expansive articles database', 'Request pre-made packets of information on a specific topic', 'Network through online discussion boards', and 'Look for a job at popular Online Career Center'. The video player shows a progress bar at 0:00 / 5:54. Below the video player, there are links for 'Videos (4)' and 'Subscribe to Institute4SupplyMgt's videos'.

YouTube - Institute4SupplyMgt's Channel - Internet Explorer provided by Dell

http://www.youtube.com/Institute4SupplyMgt

File Edit View Favorites Tools Help

Links: Google Customize Links Unclesam - Google Search MLTWEB Home Page

RoboForm Search Logins (passwords) Mtk Michael Taylor Save Generate

YouTube - Institute4SupplyMgt's Channel

English Sign Up Quickstart Help Sign In

Videos | Channels | Community | Upload

Videos | Favorites | Playlists | Groups | Friends | Subscribers | Subscriptions

Institute4SupplyMgt [Subscribe](#)

ISM
Institute for Supply Management

Institute4SupplyMgt
Joined November 15, 2007
Last Sign In 4 months ago
Videos Watched 35
Subscribers 7
Channel Views 367

Founded in 1915, the Institute for Supply Management™ (ISM) is the first and largest supply management association in the world as well as one of the most respected. ISM's mission is to lead the supply management profession through its standards of excellence, research, promotional activities, and education. ISM's membership base includes more than 40,000 supply management professionals with a network of domestic and international affiliated associations. ISM is a not-for-profit association that provides opportunities for the promotion of the profession and the expansion of professional skills and knowledge.

Name: ISM
Age: 94
City: Tempe, AZ
Country: United States
Occupation: Supply Management
Website: http://www.ism.org

Tap on profile image to rotate

- Search an expansive articles database
- Request pre-made packets of information on a specific topic
- Network through online discussion boards
- Look for a job at popular Online Career Center

Institute for Supply Management (ISM)
From Institute4SupplyMgt
Views: 1,349

Videos (4) [Subscribe to Institute4SupplyMgt's videos](#)

Done Internet | Protected Mode: On 100%

ISM Tools

- ISM online membership reporting
- Membership information update
 - ❖ Making it automatic vs manual
- ISM Discussion Groups as a program enhancement
- 10 things every member should know about the ISM web site
www.mltweb.com/seminars/ISM_web_site_10.doc



**Institute for
supply management**

ISM FORUMS

Forums

Welcome, [mltaylor](#).
You last visited: 03-14-2011 at 01:22 PM

[User CP](#) [Blogs](#) [FAQ](#) [Members List](#) [Calendar](#) [New Posts](#) [Search](#) [Quick Links](#) [Log Out](#)

Forum	Last Post	Threads	Posts
ISM Discussion Area			
General Supply Management Discussions	Supplier Qualification by amphenol-borisch 04-13-2011 08:40 PM	102	182
Academics Discussions	Cost Savings to Sales Revenue... by 77866 04-14-2011 12:26 PM	12	21
Commodities Discussions	guidelines for adding vendors... by 355045 04-05-2011 02:35 PM	25	50
Credentials Discussions	CPSM Bridge Exam by ilene 04-13-2011 09:20 PM	21	62
Services Purchasing Discussions (1 Viewing)	What would you do?? by 000000300385 04-04-2011 01:33 PM	34	51
Annual International Supply Management Conference Discussions	Monday Keynote Speaker by 000000103816 05-10-2010 03:00 PM	5	7
Mark Forums Read View Forum Leaders			

What's Going On?

Currently Active Users: 9 (1 members and 8 guests)

Most users ever online was 74, 02-25-2010 at 05:15 AM.
[mltaylor](#)

Forums Statistics

Threads: 199, Posts: 373, Members: 54,964, Active Members: 6,424
Welcome to our newest member, [quartets](#)

ML Taylor, C.P.M.

All-In-One Solutions

- Chapter Manager
- Association Runner
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Set up an affiliate web site, manage membership, prepare newsletters, register for events and much more

Chapter Manager

www.newlinear.com

THE NEWLINEAR GROUP
CREATIVE ONLINE DEVELOPMENT AND MANAGEMENT

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**Stuck?
Let us help.**

NAPM-Indianapolis chooses ChapterManager™

The Indianapolis affiliate of the Institute for Supply Management (ISM) has selected ChapterManager to manage its memberships, events and to deliver new services and communication opportunities...

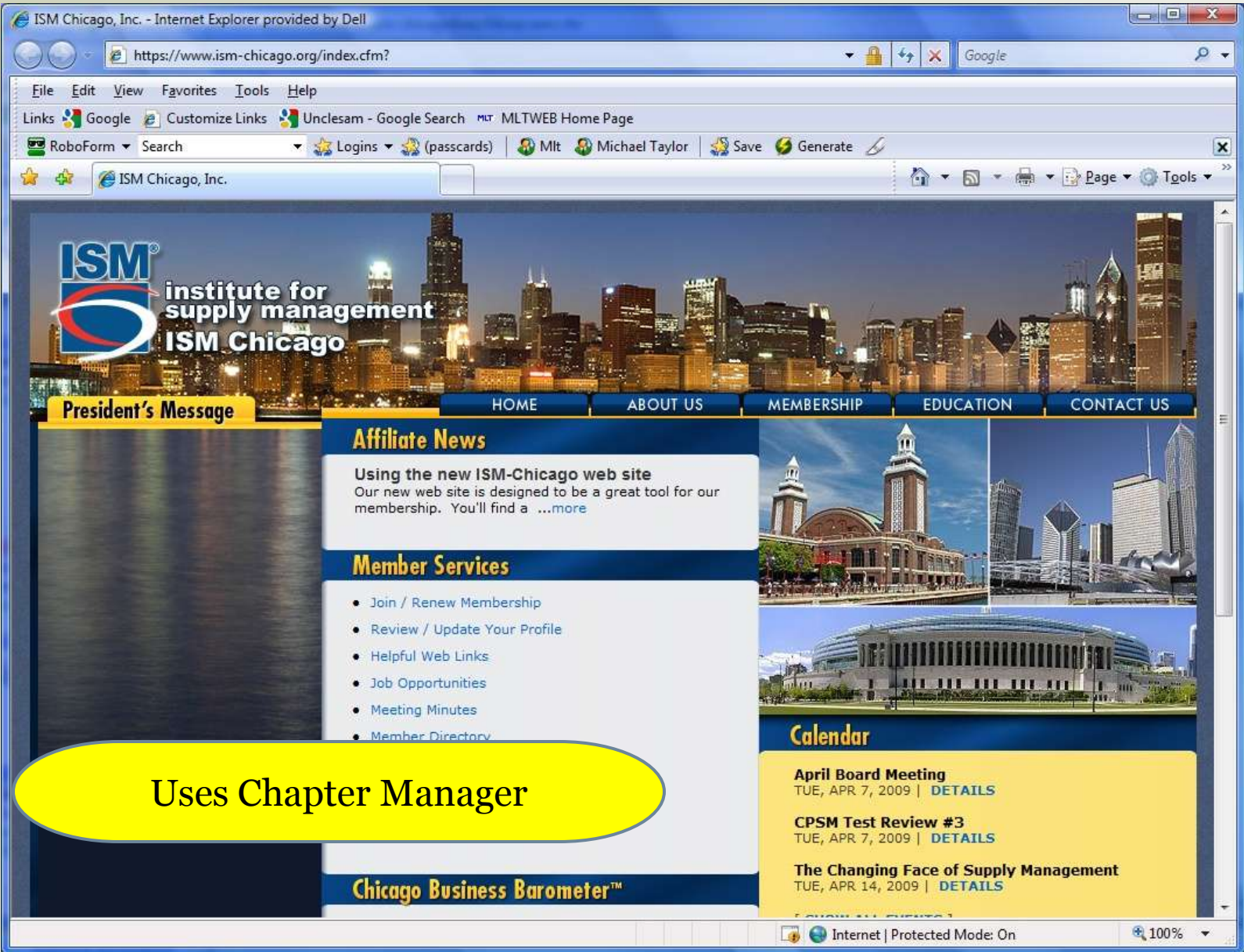
[MORE](#)

Hilasal USA chooses NLG for new site

One of America's leading manufacturers and distributors of promotional textiles has launched its new online presence, produced by The NewLinear Group, and featuring bold graphics and colors, Flash™ animated elements and a back-office system to manage all content...

[MORE](#)

Done Internet 100%



Uses Chapter Manager



The features you need to manage associations with ease!

Starting at
\$150
a Month

join NOW!

Sign-up your association for online event registration, membership dues, & more!

▷ **Contact Us**

▷ **Demo**

▷ **Resellers**

▷ **Features**

▷ **More Info**

▷ **Help**

A Service Of

ActionLogic
Internet Solutions

--- New Feature: Online Elections and Surveys! ---

Automate your association - choose Association Runner.

Association Runner empowers your association to post all your events online, take online registrations, accept membership dues, sign-up new members, promote online discussions, and enhance the overall value of being a member.

-Association Presidents-

- Improve Your Association's Image
- Increase Your Membership
- Provide Members More Value
- Leave a Lasting Legacy
- Choose a Proven Solution
- Improve Communication
- Enhance Member Participation & Retention

▷ **Assoc. Presidents**

-Association Managers-

- Save Time & Reduce Costs
- Provide More Value to Clients
- Increase Profits as a Reseller
- Easy to Use Interface
- Exports to Existing Systems
- Securely Access Membership Information from Anywhere
- Simplify Event Registration, Dues Collection, and More

▷ **Assoc. Managers**

Can Association Runner help your association? Please [contact us](#), or take a closer look at [our features](#), or [our demo](#).

Association Runner
www.associationrunner.com/

Internet

100%

Member Login

Login:

Password:

Go

Support OMFOA

- [Become a Member](#)
- [Renew Membership](#)

Any Questions?

- [Contact OMFOA](#)
Please Contact Us

Oregon Municipal Finance Officers

Overview

OMFOA was organized in 1940 and promotes professionalism and excellence in public financial management. In pursuit of our mission, OMFOA is committed to:

- Fostering individual professional growth.
- Advancing the profession.
- Furthering standards and policies for the benefit of our communities and our members.
- Monitoring and reviewing legislative and judicial activities as they relate to our membership.

Mentoring Program

Are you looking for a mentor? Someone to help answer questions in your area of finance? We have developed an informal mentoring program that we hope will be an added benefit to your membership. After logging in please go to the Programs and Publication section.

Join OMFOA

Membership in OMFOA includes many personal benefits and it also benefits your employer by giving you opportunities to increase your expertise, knowledge, and networking resources. Sign-up today.

Your 2008-09 Board of Directors



RED FLAGS

If your government operates a utility (water, sewer, electric, gas, etc.) you are subject to the new FTC rules which require implementation of a "Red Flags" Identity Theft program by May 1, 2009. The Bank of America has provided this link to a Municipal Utilities (government-owned) website that has a set of guidance documents and a template you can use to help create your policy:

<http://www.mmua.org/>

What's Hot

Mark Your Calendar for the 2009 NWGFI (Fall Conference)...
October 26-28, 2009
Benson Hotel, Portland OR

[Join OMFOA](#)

Quick Links

- [Latest Events](#)
Check out the upcoming events.
- [Join the OMFOA](#)
Get all the benefits of membership.
- [Membership App](#)
Apply Online Today!

Using Association Runner

ML Taylor, C.P.M.



No matter what your organization's size you will reduce effort, streamline processing and simplify processes when you accept reservations on-line in real-time.

Testimonials

I almost forgot to share my experience at the last PDM with you. I was asked to talk about the new iChapter web site and answer questions for the attendees. After giving a very brief overview of the new web site...

[Read more...](#)

we received a rousing round of applause. Everyone I talked with was very positive about the new site and the added functionality...

[Read more...](#)

Recent News

APICS - Mar 22, 2009

iChapter network releases the latest version of the APICS Template, Rel 4.3. If your chapter is interested in implementing or upgrading your chapters web to support this release, contact [WMS Merchant Services](#) for all the details.

APICS - Feb 25, 2009

APICS Philadelphia Area Network

Welcome to iChapter Network

Web-Based Solutions for Membership and Reservations Management supporting Non-Profits! Automatically supports recognition pages for your certified members!

Less than 50 cents a day will get your chapter started!
(applies to smaller chapters and affiliates)

Request your [informational CD today!](#)

Now available!

[APICS Template](#) (blue)
[APICS Template](#) (orange)
[ISM Template](#)

also available with an image collage in the header, see [APICS Atlanta](#) or [APICS Twin Cities](#) as examples

So you run a large non-profit organization? Do you have a web site? How much work does your web site do? A little? A lot? Or could it do more?

iChapter Features

iChapter clients get unlimited membership space and maps for free!

- > Membership management
- > Event management
- > Reservations management
- > Location/Map management
- > Document Storage
- > eMail-Blast! (mass emailing)
- > Real-Time Reservations (at event)
- > On-Line Credit Cards
- > and much, much more....

[Read more](#)

iChapter Builds

- > NAPM Indianapolis
- > ISM Dallas
- > ISM Tulsa
- > APICS Austin Chapter
- > APICS East Texas
- > APICS Fox River
- > APICS ...



Advancing Productivity, Innovation, and Competitive Success

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Fundamentals

Inventory

Lean Manufacturing

Theory of
Constraints



About APICS

APICS is a not-for-profit, international educational organization respected throughout the world for its education and professional certification programs. With more than 70,000 individual and corporate members in 20,000 companies worldwide, APICS is dedicated to using education to improve the business bottom line.

[Learn More](#)

CSCP Classes

The Certified Supply Chain Professional (CSCP) program is a new industry educational and certification program created to meet the rapidly changing needs of the supply chain management field.

[Read more](#)

CPIM Review Classes

Classes are

Join APICS Today!

[Click here to become a member.](#)

Events Calendar

Listed below are **11** events and announcements happening in the next **45** days for the APICS North Texas. See the full [Calendar](#) for more events. To register for any event, click on the **event title link** below.

April 2009

[Tech Session](#)

Date: 2nd, Thu, 5:45p

Description: Kathy Petty: Speed Networking

Location: [Crowne Plaza](#)

[PDM \(Dinner Meeting\)](#)

Date: 2nd, Thu, 5:45p

Time: 6:45 PM -- What's

Uses iChapter

Staying in Touch

- Newsletters
- Program Notices
- Survey requests
- Question: *Are affiliate newsletters and notices a member benefit or a marketing and advertising tool?*

Look what you can do today! With Email Marketing & Online Surveys.

Whether you're looking to **send** an [email newsletter](#), a high-impact [email promotion](#), an [email event invitation](#), an [online survey](#), or [build your email list](#), discover how Constant Contact can help you get it done.

[Email Marketing](#) and [Online Surveys](#) from Constant Contact make it easy and affordable for you to connect with your customers or members.

TAKE A TOUR

Email Marketing or Survey

FREE 60-DAY TRIAL

No credit card required



SpeakUp! Email Marketing

- ▶ [See Email Marketing in action!](#)
Join our daily demos, held at Mon-Fri 2pm Eastern Time. Plus, Tues & Thurs 11am Eastern Time
- ▶ [Email Marketing Templates](#)
More than 300 email marketing templates.
- ▶ [Tools to Build Your Email Lists](#)
Easily build a thriving permission-based list.

ListenUp! Online Surveys

- ▶ [Meet Online Survey](#)
Check out the weekly demo of Online Survey. Tuesdays, 2pm Eastern Time
- ▶ [Online Survey Templates](#)
More than 40 online surveys templates.
- ▶ [Getting Started with Online Surveys](#)
Free online resources – live and on demand – to help you plan and interpret your online surveys.



Free Personal Coaching

We're here to help: 1-866-876-8464

Solutions designed for your business:

Select Your Business Type

▶ [Constant Contact SEMINARS](#)

Find a seminar in your local area

▶ [Partner Programs](#)

Add email marketing and online surveys to

HTML Email Templates

Over 300 Email Templates gives you many reasons to contact them



Your Company Newsletter
NEWSLETTER SUBTITLE

In This Issue

- Featured Article
- Article headline
- Article headline

Quick Links

- Register Now
- Last month's newsletter
- More about us
- Our contacts

Dear Sarah,

Your offer(s) should cover the basics - name of the product or service, price, terms of payment, time limit, any incentives or guarantees and of course, how to get it.

Article Headline

Know your target audience, who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your



[View Email Newsletters](#)



Special deals from Your Company

Location Title
123 New St
12345
Albany, Massachusetts
02140
(999)999-7777

Promotion Name

To please our awesome customers, clearance, unstocked, reduced rates, buy 1 get 1 free, most popular, you deserve it, and don't miss out. Come back to your site by providing a "bonus" to your readers, with a link to your site to get full details.



Old Price: \$
Old Price:



[View Email Promotions](#)



Thank you from Your Company!
Customers like you make doing business a real pleasure.

Message Title

Your customers are waiting to hear from you. Just look how easy it is to create email newsletters, promotions and announcements that help you reach out to your customers and prospects - in minutes!

By collecting email addresses and permission on your



[View Email Cards](#)



Your Company
Upcoming Schedule of Events



Planning your company's calendar of events, seminars, conferences, workshops, and other activities is a critical part of your business strategy. Our calendar software makes it so easy to create, manage, and promote your events.

This Week
MONTH/YEAR

Event Day - Event Name, Event Description
Event Day - Event Name, Event Description
Event Day - Event Name, Event Description

Scheduled Events
This Week
Last Week
and Beyond...

Contact Information

[View Email Event Invitations](#)

The Competition

- www.constantcontact.com
- www.icontact.com
- www.campaignmonitor.com
- www.internetmailmanager.com
- www.netatlantic.com/
 - ❖ Newsletter Tips & Tricks
 - www.netatlantic.com/resources/articles/
 - Newsletter list Comparison
 - ❖ <http://mashable.com/2007/08/10/email-newsletters/>

Management Tips

- Don't pay for search-list services
- Allocate time for weekly maintenance
- Purchase domain name on multi-year basis
- Ensure content ownership and keep a current backup copy
- Store **passwords, access codes** and **expiration dates** in a place where affiliate BOD can get to it if needed
- Include web site as an asset in annual finance audit

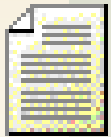
Design Mantra

- Professional – not cute
- Keywords (*images are not searchable*)
- Graphics & images only if adding value
- Value added links–
 - ❖ not everything under the sun (*e.g. not the local weather*)
- You have 5 seconds to capture a reader's interest, so be concise and to the point.
- Test it: Google affiliate name search

The Don'ts

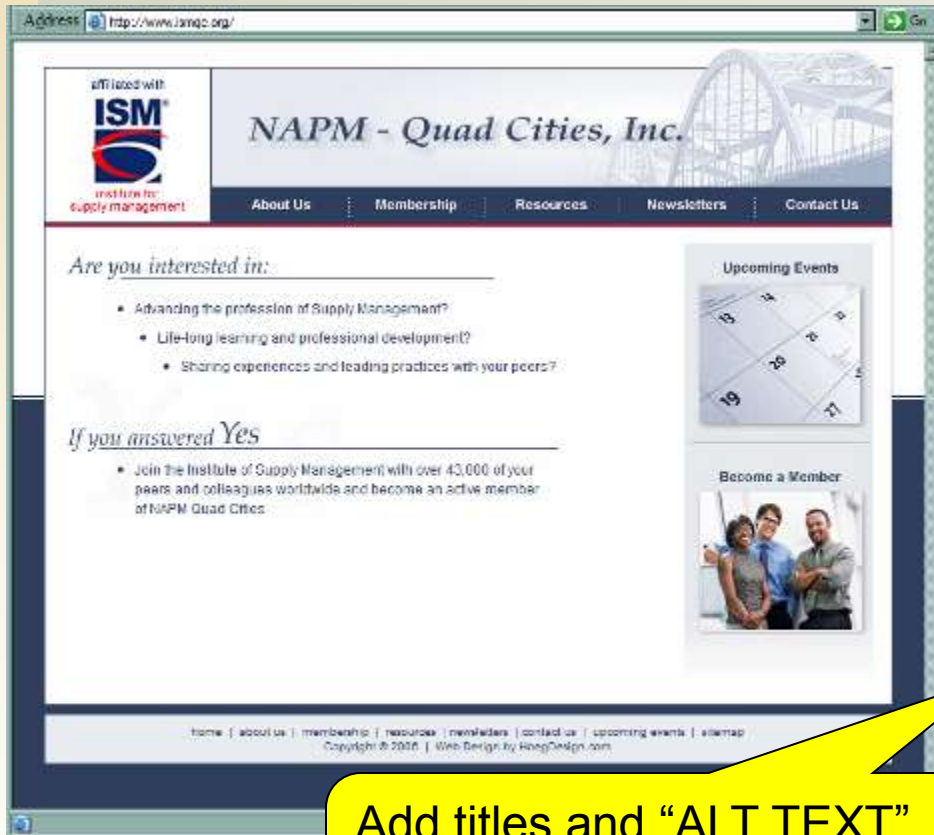


- Make it too wordy
 - ❖ You have 5 sec., for a viewer to decide if they are going to continue to read before they surf somewhere else.....
- Limit access to 'sighted' users
 - ❖ Use ADA design guidelines
- Spel badly
- Use a color scheme that won't print
- Overuse graphics and animations
- Play background music or sounds

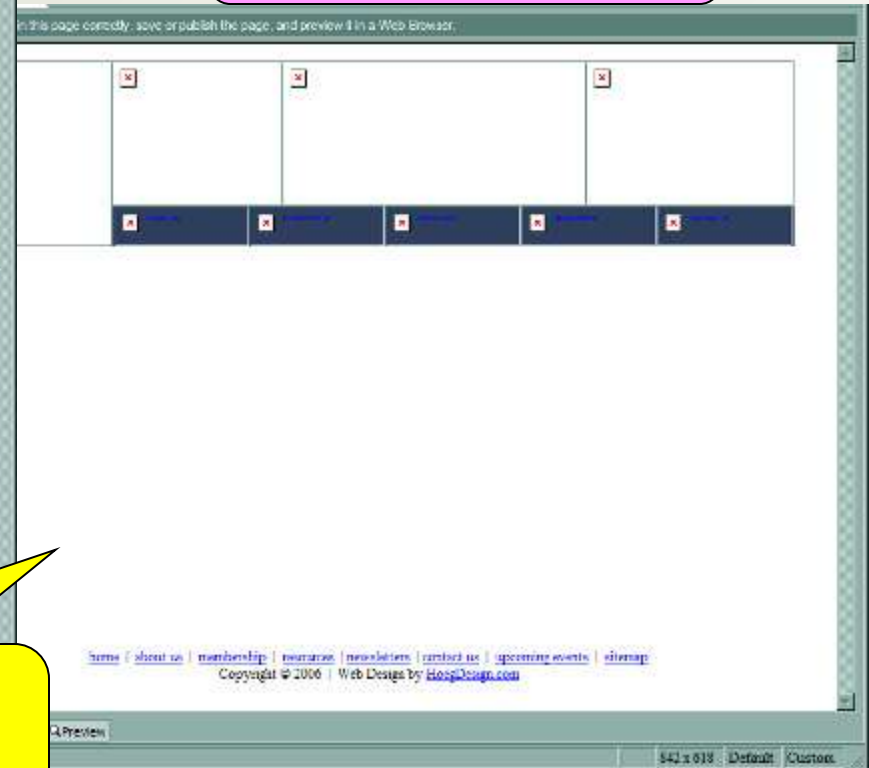


Q: How does this page look to a search engine?

A: Very Blank



Add titles and "ALT TEXT" for graphics



WARNING

Do NOT let any application connect directly to Outlook, Gmail, etc. ...
Upload manually and only if you have to!
e.g. Twitter, Facebook

Sensitive Information

Privacy and Your Medical Records



A Consumer Action Publication

Import your email list

- Import email addresses from a spreadsheet or directly from Microsoft® Outlook® or Microsoft® Outlook Express®



Control Access and limit use.

Just because it's easy to send surveys doesn't justify a 10 page questionnaire nor a new survey every 3 weeks



Linked In as a Tool

ISM—Alabama, Inc. Uses LinkedIn as a Communication/Recruitment Tool

- Created a group for its members in mid-2010
- 63 members use it for networking, job notices and professional development activities
- Used advanced search feature to seek out supply chain professionals with key words
- Limiting the search to a 100-mile radius
- Plans to do this at least once a year to locate potential members.

Process Improvement Opportunity

ISM No Longer Processes Affiliate Credit Card Transactions

- Result: Affiliate Paypal account
- Members pay affiliate dues online using their personal credit cards. Receipts transferred directly to affiliate bank account
- Report and processing in real time instead of weeks
- Create a Paypal account: no charge and about 30 minutes
- Input Bank account routing and account numbers then process confirming transactions of <\$1 to validate accuracy. (3 days)
- Submit copy of incorporation document to request lower nonprofit rate, confirm organization identify and identify Tax ID number (scanned copy, about 3 days)
- Publicize link for members and start receiving payments.
- Potential drawback in withdrawals if you haven't gotten the Tax ID information correct

History

Balance
\$223.26 USD

[Recent Activity](#) | [All activity](#) | [Find a transaction](#)

[View demo](#)

Last Three Months to

All activity | [All activity \(with balance\)](#) | [Payments received](#) | [Payments sent](#) | [More filters](#)

All activity Last Three Months - Jan 1, 2011 to Mar 31, 2011 [Print](#) | Download: [CSV](#) | [More](#)

[Move to Recent Activity](#)

[What's this](#)

[Payment status glossary](#)

<input type="checkbox"/>	Date	Type	Name/Email	Payment status	Details	Order status/Actions	Gross	Fee	Net amount
<input type="checkbox"/>	Mar 8, 2011	Transfer To	Bank Account	Completed	Details		-\$500.00	\$0.00	-\$500.00 USD
<input type="checkbox"/>	Feb 7, 2011	Payment From	Sydney Swain	Completed	Details	<input type="button" value="Print shipping label"/>	\$135.00	-\$4.22	\$130.78 USD
<input type="checkbox"/>	Feb 7, 2011	Payment From	Sydney Swain	Completed	Details	<input type="button" value="Print shipping label"/>	\$135.00	-\$4.22	\$130.78 USD
<input type="checkbox"/>	Feb 7, 2011	Payment From	Sydney Swain	Completed	Details	<input type="button" value="Print shipping label"/>	\$135.00	-\$4.22	\$130.78 USD
<input type="checkbox"/>	Feb 7, 2011	Payment From	Sydney Swain	Completed	Details	<input type="button" value="Print shipping label"/>	\$135.00	-\$4.22	\$130.78 USD
<input type="checkbox"/>	Feb 7, 2011	Payment From	Sydney Swain	Completed	Details	<input type="button" value="Print shipping label"/>	\$135.00	-\$4.22	\$130.78 USD
<input type="checkbox"/>	Feb 3, 2011	Payment From	Stuart Thompson	Completed	Details	<input type="button" value="Print shipping label"/>	\$135.00	-\$4.22	\$130.78 USD
<input type="checkbox"/>	Feb 1, 2011	Transfer To	Bank Account	Completed	Details		-\$500.00	\$0.00	-\$500.00 USD
<input type="checkbox"/>	Feb 1, 2011	Payment From	Durinda Fries	Completed	Details	<input type="button" value="Print shipping label"/>	\$135.00	-\$4.22	\$130.78 USD

Napm Hawaii (2) - Internet Explorer provided by Dell

http://www.facebook.com/#/profile.php?id=100001944919627

File Edit View Favorites Tools Help

RoboForm Search Logins Facebook - 1 (+1) Mlt Michael Taylor Save Generate

Favorites Suggested Sites Google GovtGoogle MLTWEB Home Page Web Slice Gallery

Napm Hawaii (2)

facebook 2

Search Home Profile Find Friends Account

Napm Hawaii

Purchasing manager at The Gas Company Hawaii Lives in Honolulu, Hawaii Born on June 8, 1968

Send Message Poke Suggest Friends

Share: Post Photo Link Video

Write something...

Wall

Info Photos Friends

Friends (11)

Richard Ho

Lome Toluono
BYU Hawaii

Russell Winkelman
ASU

Michael Taylor

Michael Taylor
Hello NAPM Hawaii - Great to see you all again - wish it were in person!
March 10 at 6:14pm · Like · Comment · See Friendship

RECENT ACTIVITY

Napm is now friends with Misi Fiu and 10 other people. · Suggest Friends for Napm

Napm Hawaii
Entrance to The Gas Company's Barge Harbor.

The Gas Company Tour

February 20 at 1:48pm · Like · Comment · Share

Sponsored Create an Ad

Lookup Your Class
theclassof1969.com

Look Up profiles from your high school class now. Reconnect with friends from high school today.

Green Wellness

Seattle / Spokane / Olympia GREEN Doctors. Get your CARD today. Get qualified and set your appointment online. Free Eval.

Faithful Men Wanted
landing.singlesnet.com

Local single women are looking for faithful men. Browse Singles Net for faithful and devoted women. These women need male attention now

Re-elect Ob Chat (0)

Internet | Protected Mode: Off 125%

Features to look for

- Cost basis – per member, volume, usage
 - ❖ Remember; web sites are also marketing tools
- Templates are flexible and easy to use
- Upload pictures and articles
- Import lists and data
- Email error handling
- Stats and reports

Don't forget all the other stuff you would expect of any vendor!

Selection Process

- Demographic Needs
 - ❖ What format do members prefer
- Contact Method, timing
- Newsletter tools
- Security
- mailing list/database
- Cost, startup, expertise & training

Selecting the Right Tool

- WRITE A SPEC!
 - ❖ Sample SOW - handout
- Survey other associations – not just ISM
- Get the people who will have to use the application involved
- Insist on live demonstrations
- Keep options open to change products
- Conduct a structured evaluation & selection

More Criteria

- Spam policy & email notices
 - ❖ Identify source, Voluntary
 - ❖ For mass marketing – if members decide to opt out of the mailing list – do you care?
- Privacy Policy & Protection
- Membership information protection
- Portability & transfer to new officers
- What every webmaster must know!
 - ❖ article at mltweb.com

Discussion

- Finance (e.g. Quick Books)
- Electronic invoicing & dues?
- Newsletters & notices
 - ❖ How do you evaluate effectiveness & ROI?
- Training new members & feedback?
- Recourse & Remedies?

References

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