



Tip of Value

Operational Boards versus Strategic Boards



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Director of Association Management

In these times of post pandemic assessment, Association Boards have been reevaluating their operational strategies. One of the major topics many Associations have been grappling with is the transition from being a Working Board to a Governing Board.

There are many schools of thought on this topic, and determining the most effective approach requires careful consideration. Finding the balance is crucial to ensuring the success of this shift for both the organization and its members. Explore the following articles to gain insights into navigating this transition successfully.

[3 Key Differences Between a Working and Governance Board for a Nonprofit — NMBL Strategies](#)

[5 Steps to Shifting Board Oversight from Operations and Risk to Strategy — Strategic Decision Solutions](#)

[How to Move from an Operational to a Governance Board in 5 “Easy” Steps — Karen Eber Davis Consulting](#)

Team Member Highlight



Sarah Witt

Association Manager

Sarah is an accomplished association, event, and project management professional with over a decade of experience. With a passion for helping others, she understands the hard work and integrity it takes to help organizations succeed.

She prides herself on exceptional communication, interpersonal, analytical, problem-solving, and leadership skills and welcomes challenges head-on. Sarah lives in the suburbs of Chicago with her partner and two cats. In her free time, she enjoys crafting, photography, antiquing, and finding unique places to visit. Connect with Sarah on [LinkedIn](#).

“What I like to do is try to make a difference with the work I do.” David Bowie

CAM-Unity Winter Webinar Recap



CAM-UNITY WINTER WEBINAR

UNLOCKING VALUE: THE DYNAMICS OF PARTNERING WITH AMC'S TO BOOST YOUR ASSOCIATION'S ROI

Discover the transformative power of collaboration with AMCs by watching our recent webinar, "Unlocking Value: The Dynamics of Partnering with AMC's to Boost Your Association's ROI"



**MISS THE WEBINAR?
WATCH THE RECORDING ON
OUR YOUTUBE CHANNEL!**

WATCH NOW!

Unlocking Value: The Dynamics of Partnering With AMC's to Boost Your Association's ROI

Watch CAM-Unity's Winter Webinar, a thought-provoking session with Bill Grusich, CMP-Fellow, FASAE-Emeritus, where he imparts strategic insights and practical wisdom drawn from his extensive career. Uncover the ways in which aligning with AMCs can profoundly enhance the success of an association.

[Watch Recording](#)

Stay tuned for the next CAM-Unity Webinar in spring or summer of 2024.
Follow us on Social Media for the latest updates!



CAM Services

Explore the array of services we offer to cater to your needs and elevate your experience with us. We are committed to delivering excellence in every aspect. Discover how we can make a difference for you!

Executive Level Services

Implement and support association policies, assist with strategic planning, provide guidance and leadership, and develop program design and production.

Office Based Services

Serve as a national or local association office, providing a fully functional office with a member call-in number, and conducting daily business along with handling related correspondence.

Meeting & Event Planning

Manage trade show solicitation, oversee production, handle online and onsite registration, consult on venue selection, support sponsorship outreach, prepare and distribute board meeting materials, actively participate in board meetings, and coordinate continuing

Financial Oriented Services

Manage financial reporting, assist in developing the annual budget, conduct cost analysis and review, handle professional bookkeeping, process reimbursements and travel expenses, and oversee member billing and dues collection.

education credits.

Membership Services

Ensure members receive membership benefits, communicate with members and association leaders, offer prompt email or phone responses within 24 hours, support member recruitment and retention, track and report applications and renewals, conduct membership surveys, oversee listserv management, and maintain membership lists with related updates.

Marketing & Communication

Support the organization's marketing and public relations efforts, assist in newsletter creation and distribution, handle social media management, maintain association handbooks and procedural manuals, oversee website design, hosting, and management, manage databases, host webinars, and prepare email marketing campaigns.

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Creative Juice Blog: [Spotlight on Ed Graziano and Corporate Event Interactive](#)

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