



**Contents**

**ASSOCIATION NEWS**

APSA Members in Haiti,  
 SVP Saves Fossil Site,  
 ADEC's New Distance Learning,  
 AUTM, ISSCR International  
 Outreach,  
 Setting Meetings in '09

**WELCOME TEAM MEMBERS**

Debbie Trueblood, CAE, Beth  
 Kampner, PMP, Tonya Cabrera,  
 Kasia Chalko, Brian McGowan,  
 Chet Farley, Marisol Sukhu,  
 Andrew Massengill, Melanie  
 Prasol, PhD, Pam Boea, Robin  
 Lewis, Heidi Diederich

**NEW CLIENTS AT SHERWOOD**

Society for Adolescent Health &  
 Medicine, American Association for  
 Public Opinion Research,  
 Association for School Business  
 Officials International, The  
 American Academy of  
 Periodontology Foundation

**SHERWOOD LEADERSHIP**

In Print and at Industry Meetings,  
 Awards, Sherwood Staff  
 Assessment



**SHERWOOD ASSOCIATION NEWS**

**American Pediatric Surgical Association Members Help Injured in Haiti**

After the January 12 earthquake in Haiti left thousands of victims in its wake, some 17 members of the American Pediatric Surgical Association (APSA) put their lives on hold to travel to Haiti to help its youngest victims. APSA provided its members with information and access to facilitate their travel to Haiti. With an estimated 40% of the population of Haiti being under the age of 16, many of the injured were children in need of specialized surgical care.

“The first 4 days of our mission, we were operating 22 hours per day, and being



Tent Surgery in Haiti. Photo courtesy Steven Stylianos, MD, Chief, Dept of Pediatric Surgery, Miami Children's Hospital

ordered to lay down for two hours. It was truly chaos,” said Dr. Shawn Safford, of Bethesda, MD, who deployed with the U.S. Naval Ship Comfort to Haiti. “The most difficult part...of the mission was the inability to treat all of the patients, and patients that you had to make expectant would not have been expectant in a less chaotic situation,” said Dr. Colin Knight. “By presenting with an entire team we were able to have a coordinated approach to provide care to the children,” he added.

The chaos, austere operating conditions, lack of surgical tools and general anesthesia proved challenging for the medical personnel. Noting the vast difference in standards of care between the United States and the post-earthquake conditions in Haiti, Dr. John Lawrence of Seattle, WA, noted, “The experience has been very challenging, but also very rewarding.” Dr. Lawrence spent the month of February in a Port au Prince, Haiti hospital run by Doctors Without Borders. “I’ve worked with both children and adults with lots of amputation revisions, basic open wound management, skin grafting and helping with complex orthopedic work...It is also a testimony to our specialty and the people who have provided training in it to others, for the breadth of experience which APSA has long emphasized as being necessary in becoming a pediatric surgeon...,” he added.

As far as Haiti’s medical needs in the future, Dr. Safford says the biggest impact on that community and difficulty in treating the patients is the dire future need for prosthetics. “I encourage all to contact their respective aid agencies and let them know that prostheses are critical to the future survival of these children,” he urged. APSA members are now working to form a pediatric surgical volunteer rotation to ensure that the specialized care that pediatric surgeons can provide

continues in Haiti.

### **Society of Vertebrate Paleontology Campaign Preserves Arctic Fossil Site**

When a proposed coal mining exploration project threatened some of the world's most significant fossil sites on Ellesmere Island in Canada's eastern High Arctic, the Society of Vertebrate Paleontology (SVP), launched a multifaceted campaign to urge the Nunavut Impact Review Board (NIRB) to protect the sites. Fossil sites like those on Ellesmere Island are invaluable to understanding and predicting the effects of future climate change in high-latitude regions.

Supported by its Sherwood staff, SVP contacted the board directly, engaged its membership in a letter writing program, posted a statement on its Web site and issued a press release that received broad coverage. SVP leaders responded to interview requests and provided images used in local media coverage from the Canadian Broadcasting Centre (CBC), Nunatsiq News and Canwest News Service. As a result of the coordinated effort, a representative from the coal mining project expressed interest in working with paleontologists at the site. On February 22, the NIRB filed a recommendation with the federal government that the project be "modified or abandoned." The decision was hailed as a victory of fossil science over fossil fuel by the Society of Vertebrate Paleontology, which had described the proposed Weststar Resources Corp., coal project as a threat to "some of the most significant sites in the world" for fossil researchers.

### **Association for Death Education Launches Distance Education Program**

When a major provider of continuing education serving the field of thanatology announced that it was for sale, the Association for Death Education (ADEC) recognized an opportunity to expand its reach and services. A large commercial concern outbid ADEC for the company, leaving ADEC in a potentially vulnerable competitive position. ADEC volunteer leaders and Sherwood staff quickly developed a bold proposal to leverage ADEC assets and create its own a multifaceted distance education program, including a series of live and recorded Webinars, recordings of key presentations from ADEC's annual conference and online programs created from ADEC publications. The program has already surpassed expectations: two of the first five Webinars sold out and ADEC has a valuable new program for its members and the thanatology community.



### **Association for University Technology Managers Executive Director at UAE Summit**

Vicki Loise, executive director of the Association of University Technology Managers, visited Dubai and Ras al Khaimah (RAK) in the United Arab Emirates as a member of the

steering committee for Technology Transfer Today 2010, a two-day meeting to be held in the UAE in October 2010.

The T3 Forum will be an annual event and an exclusive marketplace for thought

leadership, cutting-edge technology transfer and deal flow, connecting university technology transfer offices to investors, capital and key industry representatives. Loise is shown above (front row, 3rd from left) with the steering committee and other local delegates as guests of His Highness Sheikh Saud bin Saqr Al Qasimi, Crown Prince and Deputy Ruler of Ras al Khaimah (center)

### **ISSCR Executive Director Represents Stem Cell Community in Argentina**



The International Symposium on Stem Cell Research, organized by the Argentine Ministry of Science Technology and Innovation and sponsored by the International Society for Stem Cell Research (ISSCR), is part of the initiatives developed by the Ministry to promote research in regenerative

medicine and use of stem cells in Argentina. ISSCR executive director Nancy Witt represented the ISSCR at the meeting in Buenos Aires, Argentina, in November 2009.

Pictured here during a private meeting with Argentina's president are (from left): Gustavo Sevlever, FLENI (meeting co-organizer); Lino Barañao, Minister of Science, Technology and Productive Innovation of Argentina CFK; Argentine President Cristina Fernandez de Kirchner; Fernando Goldbaum, executive director of the Leloir Institute; George Q. Daley, ISSCR past president; Irving Weissman, current ISSCR president; and Nancy Witt.

### **Successes in 2009: More Meetings that Couldn't be Missed**

Despite the tough economic climate, numerous Sherwood Group associations had record participation at their 2009 annual meetings. Excellent programming and an increased focus on local marketing, internet marketing and social media use contributed to the meetings' success. The following meetings set attendance records in 2009. ...

#### **International Society for Stem Cell Research (Barcelona)**

2009: 3,144 attendees, 2008: 2,769

#### **Association for Death Education and Counseling (Dallas)**

2009: 580 attendees, 2008: 497

#### **American Society of Dermatopathology (Chicago)**

2009: 887 attendees, 2008: 779

#### **Institute of Nuclear Materials Management (Tucson)**

2009: 1,073 attendees, 2008: 927

#### **Society of Vertebrate Paleontology (Bristol, UK)**

2009: 1,120 attendees, 2008: 1,089

#### **American Society of Tropical Medicine and Hygiene (Washington, DC)**

2009: 3,439 attendees, 2008: 3,178

## WELCOME NEW TEAM MEMBERS

**Debbie Trueblood, CAE**, joined The Sherwood Group as an account executive, serving as executive director for complementary organizations: the Society for Adolescent Health and Medicine and the Academy for Eating Disorders. Debbie is a social worker who has focused her career on working with associations that serve people and make a difference in the world. She came to Sherwood from the American Osteopathic Association, where she was responsible for nationwide government advocacy. She has also served as executive director of the International Association of Rehabilitation Professionals and as a registered lobbyist for homecare and hospice.

**Beth Kampner, PMP**, joined Sherwood as Director, Information Systems, to lead the company's information systems and Web development teams. Beth has extensive experience in planning, executing and controlling IS projects, training end users, directing project teams, leading organizational change, managing risks and administering budgets. She also has more than 15 years experience in association management technology and iMIS integration (iMIS is Sherwood's back-end membership management database system).

Also joining the Sherwood team in recent months: **Tonya Cabrera**, customer service and order processing specialist; **Kasia Chalko**, marketing communications manager and **Brian McGowan**, graphic designer (Brian is rejoining Sherwood after several years away from the firm); Web specialist **Chet Farley**; **Marisol Sukhu**, meetings administrator; **Andrew Massengill**, accountant; **Melanie Prasol, PhD**, scientific affairs manager for the International Society for Stem Cell Research; administrators **Pam Boea**, **Robin Lewis** and **Heidi Diederich**.

## NEW CLIENTS AT SHERWOOD

### **American Association for Public Opinion Research**

Sherwood was selected to provide complete staffing and headquarters solutions for AAPOR, the leading professional organization of public opinion and survey research professionals. AAPOR is a multidisciplinary social sciences organization, with members from academia, media, government, the non-profit sector and private industry. AAPOR promotes sound and ethical conduct and use of public opinion research, supported by the principle that public opinion research is essential to a healthy democracy, informed policymaking and giving voice to the nation's beliefs, attitudes and desires. Sherwood Group President John Waxman serves as transitional executive director, then consulting partner. A search is currently underway for a permanent AAPOR executive director.

### **Society for Adolescent Health and Medicine**

Sherwood was selected to provide complete staffing and headquarters solutions for the SAHM. One of Sherwood's first tasks was to help the organization change its name from Society for Adolescent Medicine, and expand its strategic focus to embrace a broad group of professionals with an interest in adolescent health.

SAHM's mission is to advance the health and well-being of adolescents through education, research, clinical services and advocacy activities. SAHM was founded in 1968 on the premise that health is more than the absence of disease. SAHM's international membership promotes positive youth development, illness prevention, achievement of individual potential and a sense of physical, mental and social well-being. Sherwood Group Vice President Greg Schultz served as transitional executive director, then consulting partner, following the selection of Debbie Trueblood, CAE, to serve as SAHM's permanent executive director. "Our goal is to help the board focus on those things that will grow the SAHM community while preserving those things that make a specialty organization like SAHM feel like home to members," Schultz said.

#### **American Academy of Periodontology Foundation**

The American Academy of Periodontology Foundation, headquartered in downtown Chicago, selected The Sherwood Group to provide financial reporting and accounting support to the organization. Bill Chandler serves as AAPF's Sherwood staff accountant. "Sherwood's flexible service structure allows nonprofit organizations to extend their in-house staff capabilities with our specialists in finance, information systems, education, meeting services and communications," said Scott Freeman, CPA, Sherwood's Chief Financial Officer.

#### **Association of School Business Officials International**

The Association of School Business Officials International (ASBO) selected Sherwood to provide an integrated financial management package, including financial oversight, accounting, payment processing, database management and technical support services. In March 2010, they turned over Web site management and hosting to Sherwood staff ([www.asbointl.org](http://www.asbointl.org)). Headquartered in Reston, Va., ASBO International is a 6,000-member professional association that provides programs and services to promote the highest standards of school business management practices, professional growth, and the effective use of educational resources. ASBO International members are the finance decision makers in school districts around the world. "Sherwood developed a creative, custom management package that allows ASBO to reduce costs and focus resources on core issues," said ASBO International Executive Director John Musso, CAE, RSBA.

### **SHERWOOD LEADERSHIP**

#### **Loise Serves as ASAE Panelist on "Economic Stress Relief..."**

Sherwood Group Account Executive Vicki Loise, CAE, served as a panelist for an educational pre-conference session at the ASAE & The Center's 2009 annual meeting in Toronto. The session, which also featured an attorney and an association board member, highlighted the ways associations and association management companies work together to maximize association resources for results, particularly in the current economic climate.

### **Communications Director Jill Hronek on Message Integration**

“Don’t let newsletter readers forget there’s a Web site, don’t let Web site users forget there are special interest group discussions going on, and don’t let meeting attendees forget that they can also get education year-round from Webinars or journals,” said Sherwood Communications & Marketing Director, Jill Hronek, whose comments were highlighted in a “Choice Ideas” feature of *Association Publishing* magazine (July/August 2009). “We’re keenly aware that our associations’ members have choices when it comes to spending money on membership fees,” Hronek said. “We need to deliver unique content they can’t get anywhere else. Integrating messages across media is critical to keeping members informed and engaged.”

### **Communications & Design Team Earns Awards**

Recent awards for client communications work:

**Gold Award for Publicity Campaign** for the **International Society for Stem Cell Research's PR for the Guidelines** for the Clinical Translation of Stem Cells and the Patient Handbook on Stem Cell Therapies, from the Association of Marketing and Communication Professionals.

**Honorable Mention for Web Site Home Page** for the **American Society of Tropical Medicine and Hygiene** redesigned Web site, [www.astmh.org](http://www.astmh.org), from the Association of Marketing and Communication Professionals.

**Gold Award for Newsletters - Column**, to Association for Death Education and Counseling volunteer contributor Dianne Gray for "The Continuing Bond of Cooking with Austin," her personal account of the bond she shared with her son in the association newsletter's "Death by Chocolate" issue, from the Society of National Association Publications.

### **Sherwood Vice President Greg Schultz on Marketing and Branding**

“Marketing is the scripted interactions you have with your members or customers,” Schultz said. “That includes the planned printed, electronic and personal contacts you have throughout the year. Branding is the promises you make in that material about what your organization stands for and what you will deliver. But you don’t control your brand; it only exists in the mind of the customer. It is calculated by observing the difference between the promises in your scripted interactions and your customers’ actual experiences in unscripted interactions – customer service, content and value.” Sherwood Group Vice President Greg Schultz serves as co-chair of the AMC Institute Market Expansion Task Force. He participated in several presentations at the AMCI meeting in San Antonio.

### **Sherwood Staff Participates in Company Assessment Survey**

The Sherwood Group partnered with InfoSource, **Marriott Hotels' corporate survey group** to conduct a comprehensive survey of Sherwood staff needs and perceptions. It was an opportunity for everyone to step back and answer – honestly and anonymously – questions about the workplace environment and opportunities for improvement internally and externally, including customer service, recognition, employee education and training, client relationships, and workplace structure and operations. “It was very refreshing to have the company reach out and pick our brains about these subjects instead of assuming they knew how we felt and what we needed,” said Kasia Chalko, a marketing communications manager who had recently joined Sherwood when the survey was conducted. Survey results were reviewed with staff, and four new internal task forces were created to recommend improvements in **Employee Orientation, Employee Training and Professional Development, Information & Knowledge Sharing** and **Employee Recognition**. The task forces have nearly completed their work and specific improvements will be in place later this year.

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