

Q You have questions
about association management ...

A We have answers
about Association Management, Ltd.

What We Can Do For You

We manage the details of the association's daily activities so you can concentrate on its vision and mission.

We take care of your association business so you are able to focus on the purpose of your association and enhance the professional development and industry opportunities available to your members.

Your volunteers—from Board members to committees—will reallocate time and gain increased personal satisfaction when they work with us.

What We Provide

- Executive and Board Management
- Financial Management
- Membership Development
- Marketing and Public Relations
- Meetings and Event Planning
- Communications and Publications
- Web Site Management
- Strategic Direction
- Member Education
- Office Administration
- Certification Program Management
- Advertising Sales
- Graphic Design
- Government Affairs
- Order Fulfillment
- Relationships with Professional Service Providers, including Attorneys and CPAs
- Legal Compliance
- State-of-the-Art Technology
- A "Human Approach"

Who We Are

- Over 35 years in business
- Professional staff with over 100 combined years of experience
- Certified Association Executives (CAEs) on staff
- Staff expertise in:
 - Board Governance
 - Membership Management
 - Technology
 - Meetings and Event Planning
 - Communications
 - Finance
 - Certification Programs
- Internationally accredited association management company and active member of the AMC Institute
- Recipient of the Best Workplace Environment Award presented by the Greater Des Moines Partnership



AML Mission: AML manages the business of your association so you can achieve your organization's mission and vision.

To learn more about AML, visit us online at www.aml.org.

What You Want To Know

How do we create a Request for Proposal (RFP)?

Begin by asking two important questions:

1. What situation is your association is facing?
2. What is the reason for change?

Perhaps your association has an existing staff? Maybe you are working with an association management company?

You may be a volunteer driven association taking the first step to hire a management solution provider.

Your next step is to go to www.aml.org and click Contact Us to review a few key RFP documents to get your wheels turning and help you answer other essential questions.

How much will it cost our association to partner with AML?

There are several factors that go into pricing.

We recommend that you identify specifically what the association needs and quantify your activities, for example: six Webinars, one annual meeting, quarterly 12-page printed newsletter.

What other factors are taken into consideration?

Go to www.aml.org and find out.

How quickly can you get us a proposal?

It generally takes 30 – 60 days for the AML management team to thoroughly research your association and prepare a proposal that meets your needs.

What goes into our research? **You may be surprised!**

See www.aml.org for details.

Why do business in Iowa?

- *Forbes Magazine* (2007) ranked Des Moines the Fourth Best Place to do Business and have a Career.
- According to *Economy.com* (2005), Iowa's ranking is among the top 10 for its low cost of doing business.
- Des Moines is one of "America's 50 Hottest Cities" according to a recent annual poll by *Penton's Expansion Management Magazine* (2007). The city was ranked by factors such as business environment, work force quality and training programs and operating costs.
- Ranked the "Hippest City in America," *Fast Company Magazine* (2003).

Do you have more questions?

See us at www.aml.org for complete information on what you want to know!

How We Can Partner Together **Contact AML today!**



Association Management, Ltd.

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Who Are Our Association Partners

Association of Image Consultants International (AICI)
www.aici.org

International Association of Lighting Management Companies (NALMCO™)
www.nalmco.org

Iowa Defense Counsel Association (IDCA)
www.iowadefensescounsel.org

Iowa Taxpayers Association (ITA)
www.iowataxpayers.org

Iowa Water Well Association (IWWA)
www.iwwa.org

Midwest Association of Colleges and Employers (Midwest ACE)
www.mwace.org

National Rural Economic Developers Association (NREDA)
www.nreda.org

Professional Developers of Iowa (PDI)
www.pdiowa.com

What Our Clients

Say About Us

Defining value in dollars and cents is easy when working with Association Management, Ltd. They were able to negotiate a \$23,000 savings for Midwest ACE by asking the hotel to donate the food and beverage for our annual banquet to compensate for the inconveniences we experienced during our event. Additionally, each conference attendee received two free beverage coupons and a written letter of apology. This aided in increasing the net profit for the conference, and – more importantly – led to increased attendee satisfaction onsite. Cost savings, increased revenues: a direct result of working with Association Management, Ltd.

- O. Ray Angle, Past President,
Midwest Association of Colleges and Employers

AML is a solid partner of the Association of Image Consultants International and has brought many best practices to AICI. While AML handles the day-to-day operations flawlessly, the AICI Board of Directors is able to focus on the goal of increasing financial reserves and maintaining a profitable bottom line. Our members continually tell us of the positive member service they receive from our Executive Director and staff when they call AICI headquarters. AICI's membership has grown 43% since joining AML in 2005 and they have handled the growth with skill. Whenever we need expert advice outside of AML's management expertise, they arrange professional and vendor resources to assist AICI in making the best decisions possible. I know we are in the right hands with AML.

- Marion Gellatly, AICI CIM, Past President,
Association of Image Consultants International

To read these testimonials and others in full, go to www.aml.org.