



*AML is an internationally accredited professional services firm and provider of quality management services to non-profit trade associations and professional societies since 1976.*

## Managing the Business of Associations

- **What is an AMC?**
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Molly A. Lopez, CAE, President  
Association Management, Ltd. (AML)  
1255 SW Prairie Trail Parkway  
Ankeny, Iowa 50023  
Phone (515) 243-1558  
E-mail: [aml@aml.org](mailto:aml@aml.org)  
Website: [www.aml.org](http://www.aml.org)

## What is an Association Management Company?

An association management company (AMC) is a professional service firm of skilled professionals who provide association expertise, guidance and specialized administrative and management services. Currently, association management companies serve as strategic partners and headquarters resources to thousands of international, national, regional, state and local organizations representing more than \$3.4 billion in annual activity.

Whether an association has 100,000 members or 10 members, the management structure can make or break it. Managing associations has become increasingly complex, and association management companies are able to handle the rapid changes taking place in professions, the economy, technology, legal issues, and government regulations. Employing individual staff also has become a professional liability for some stand-alone associations, and with an association management company, that liability falls back on the company.

## Who We Are:

We know that associations have busy volunteer leaders who struggle to dedicate time to their professional organization while continuing to advance their careers. Association Management, Ltd. (AML) works exclusively with Boards of Directors who don't want the challenges of having their own association office, unnecessary overhead costs, computer equipment updates, performing day-to-day operations and staffing issues.

We also know that there are paid Executive Directors with their own association office and staff team, who may want to outsource a portion of their association's services (financial management, meeting planning, etc.). AML works with those associations to determine solutions that reduce time and stress at their office and fit into their association's budget.

AML helps these volunteer leaders grow their associations by handling the association management and administration so they can focus on their association's goals and strategic direction. AML helps to increase membership numbers, develop educational programs, target communication with members, define the value of membership, enhance meetings/conventions, ensure financial management practices and compliance, create interactive Web-based solutions, and much more.

Since 1976, AML has provided leadership and professional management services through experienced staff, best practices and shared resources. AML partners with international, national, regional and state association clients. AML is an AMC Institute internationally accredited association management company (one of only 70 accredited companies worldwide).

AML currently provides management solutions for international, national, regional, and state associations. The AML staff team currently serves over 500 company members and 5,000 individual members from 57 countries. The company's personnel have 100+ combined years of association experience in all facets of organizational management to provide member services. AML's vendor partners are innovative, reputable, dependable and affordable and value the AML business relationship.

**AML's mission is to manage the business of your association so you can achieve your organization's mission and vision.**

**AML's vision is to be recognized as the preferred association management company demonstrating best practices in association management, with experienced staff and shared resources.**

AML achieved international accreditation in 2009 through the AMC Institute (the international trade association of the association management company industry) and is an active member of the Association. AMC Institute accreditation is American National Standards Institute (ANSI) approved for

standards of measurable performance practices, ensuring AML clients that AML operates with the highest level of professionalism and exceeds industry requirements.

ANSI requires an independent outside auditor to review of measurable performance practices:

- Contract
- Service delivery
- Employee recruitment
- Training and professional development
- Financial management
- Internal controls and systems/processes

#### **What does this mean to AML's association partners?**

Associations are assured that AML operates with the highest level of professionalism, responsibility, and consistently meets or exceeds all industry requirements.

#### **What does this mean to AML as a company?**

- AML is one of 70 accredited association management companies out of over 500 registered companies worldwide.
- AML is the first internationally accredited association management company in Iowa.
- AML staff achieved an important company goal, through a demanding process.
- AML will earn re-accreditation every four years.
- For more information on accreditation, visit [www.AMCInstitute.org/accreditation](http://www.AMCInstitute.org/accreditation)

## **What We Can Do For You:**

You've come to the right place. You are either a volunteer Selection Committee Member or an Association Executive Director looking for solutions. We appreciate the responsibility you have to find the right management for your association.

We want to understand what is important to you. Do you want to grow your association, ensure financial stability, develop member programs, and have a staff team who offer innovative ideas and support your association's goals and initiatives? We will listen and collaborate with you to determine your needs. You can trust that your association will be in good hands with AML.

#### AML Provides:

- Full-service association management
- Executive and board management
- Financial management
- Meetings and event planning
- Communications and publications services
- Membership (dues/invoicing/database) management
- Website maintenance
- Member services
- Convention and trade show management
- Legislative/government affairs support services
- Certification program management
- Advertising sales
- Graphic design
- Marketing and public relations
- Relationships with professional service providers, including attorneys and CPAs
- Legal compliance
- State-of-the-art technology
- A "human approach"

The following are some examples of our services:

**1. Office Administration:**

- Maintain an office with current business equipment, technology, and secure back-up systems.
- Provide staffing to answer the telephone, respond to emails and handle inquiries Monday through Friday, 8:00 a.m. to 5:00 p.m. Central Time.
- Respond to all correspondence and refer matters to the appropriate volunteer committee chairperson, board leadership or the association President.
- AML has general liability, property and casualty, employment practices, crime, professional liability, errors and omissions, and electronic data processing insurance coverage.

**2. Financial Management:**

- Provide information and guidance as needed to the Treasurer, Board and finance committees.
- Maintain financial records and prepare monthly financial statements.
- Arrange for completion of annual tax documents using an outside CPA.
- Coordinate preparation of the annual budget in consultation with the Board of Directors, Treasurer and/or Finance Committee.
- Assist with budget preparation for seminars and conferences.
- Invoice and receive monies (i.e., dues, registrations, product orders, deposits).
- Prepare bill payment checks for the approval by the Treasurer and/or President.
- Process payments, make deposits and follow-up on outstanding accounts receivables.
- Assist with financial trends analysis and communicate information to the leadership.

**3. Board Management:**

- Provide association leadership and guidance to Boards of Directors.
- Incorporate global trends analysis as an overlay to strategic planning.
- Schedule board meetings or special meetings called by the Board of Directors.
- Email meeting notices and board packets and make all logistical arrangements.
- Per contractual agreement, provide staffing for Board meetings and record and archive minutes.
- Conduct annual election balloting.
- Distribute communication via email to/from Boards to committees and membership.

**4. Meetings, Trade Show and Conference Management:**

Handle administrative duties including, but not limited to:

- Provide leadership and guidance to conference committees.
- Research sites and communicate recommendations on convention locations and host properties.
- Coordinate all details regarding meeting locations, process registrations, market meetings (direct mail, email, broadcast fax, Website) and collect appropriate fees.
- Oversee planning for conferences under the direction of conference committees.
- Handle all pre-conference arrangements with hotel staff and vendors.
- Work directly with exhibitors to ensure success on-site.
- Work with sponsors to confirm commitments, invoice and collect payment.
- Wrap up post-conference activities (pay bills, product sales, follow-up with requests, tally evaluations and report back to conference committees).
- Work with conference committees to ensure speaker arrangements.
- Arrange off-site events (golf outings, spouse programs, optional tours, evening functions).
- Staff conferences and trade shows and handle on-site operations, requests and inquiries.
- Use AML's iMIS database meetings module to assist in tracking conventions and seminars.
- Produce badges, rosters, confirmations, invoices, tickets, packets, handouts, evaluations, etc.

**5. Membership Development and Management:**

- Provide leadership, guidance and support to the membership committees and Board of Directors.
- Prepare and mail or email annual dues and renewal notices.
- Process membership applications and dues payments.
- Coordinate the process of publishing an annual membership directory if necessary.
- Maintain database of all members and any pertinent information (AML uses the iMIS Database package written specifically for association management).

## 6. Communications, Publications and Website Management:

- Work with editorial committees on newsletters and magazines, coordinate with vendors on design and distribution.
- Serve as informational clearinghouse for members and other organizations.
- Coordinate email blasts to membership or target audiences.
- Perform website management services.

## What You Want to Know:

### ***Developing an Effective Request for Proposal (RFP):***

Before an organization begins to develop a Request for Proposal (RFP), it is important to step back and assess where the organization has been, where are going, the needs of their members, and where they see themselves in their industry or profession. A self-auditing process helps to determine core member services and areas that need enhancement.

This practice will help to determine a “needs” list versus a “wants” list for the RFP’s scope of services. The outcome of this exercise should also be considered when looking at the current staffing structure (independent staff or volunteers) and researching the benefits of an association management company. Keep in mind that association management companies provide a wealth of association management experience through proven best practices and shared resources. Because they manage more than one association, their skills and knowledge base are broad and substantial. An AMC may be the best route to take an organization to the next level.

Information to include in an RFP is outlined below (additional information may be provided):

- History of organization (age, incorporation date and location)
- Mission Statement
- Strategic Plan/Goals and Objectives
- Leadership Organization Chart (Board and Committee Structure)
- Number of Board and Committee Meetings (In Person, Webinar, Conference Calls)
- Number of Conferences/Year (Current and Future Dates and Locations)
- Unique Programs (Example: Certification Programs, Special Interest Groups, Legislative Activity)
- Audit Report and Past Three Year’s Financial Statements
- Annual Budget
- Membership Reports/Numbers (Recent and Past)
- Bylaws
- Articles of Incorporation
- Most recent 990
- IRS Application Form and Letter of Determination
- Copies of Publications (E-newsletters, Magazines, Journals, Directories)
- Copy of Conference Brochures
- Calendar of Scheduled Events (Current and Future)
- Scope of Services
- Instructions to Submit Proposal
- Selection Committee Chair’s Contact Information
- Dates: Deadlines, AMC Presentation Dates, Selection Timeline, Hiring Date

**IMPORTANT NOTE:** *Please allow a minimum of 30 – 45 days from the date of RFP distribution for the Proposal Due Date. AML invests a lot of time and research into each RFP before bidding. We need at least 30 – 45 days to decide if an organization is a good fit for our company and if so, to prepare a comprehensive proposal. Thank you for your understanding.*

For more information about developing an effective RFP, visit the AML website at [www.aml.org](http://www.aml.org). Additional information is available on the AMC Institute’s website at <http://www.amcinstitute.org/index-main.cfm> or the ASAE and the Center for Association Leadership’s website at <http://www.asaecenter.org/resources/AMC.cfm>.

## AML's Association Client Partners:

AML manages a diverse group of association clients, from international image consultants to lighting management companies, career services professionals to defense attorneys, from well drillers to economic developers. Our clients including international, national, regional, state and local associations, representing 500 company members and 5,000 individual members from 57 countries.



The **Association of Image Consultants International (AICI)** formed in 1990, with the merger of the Fashion & Image Consultants (AFIC) and the Association of Image Consultants (AIC). AICI members are specialists in visual appearance, verbal and nonverbal communications; this includes style and wardrobe consultants, media trainers, career and business coaches, cosmetic and skin care specialists, clothing and accessory designers and etiquette experts. Image professionals assist clients in attaining authenticity, self-confidence and credibility. AICI has 21 chapters established in Asia, Australia, Canada, Europe, Mexico and the U.S. and represents more than 1,300 members in 57 countries. AICI has three certification programs. AICI and AML have been partners since 2005.



The **Iowa Defense Counsel Association (IDCA)** was founded in 1964 with the express purpose of improving our civil justice system. This encompasses efforts to support proposals within the legislature and the court system which are designed to maintain a fair balance between plaintiffs and defendants, and at the same time avoid excessive, unreasonable, and emotional verdicts that are so costly to the public at large. IDCA members consist of defense lawyers in large/small law firms and insurance companies. IDCA and AML have been partners since 2005.



The **Iowa Taxpayers Association (ITA)** established in 1935, is a corporate tax and advocacy organization with a focus on improving and sustaining Iowa's business tax climate. ITA committees are active and involve Iowa's best tax professionals in issues which touch all Iowa businesses. Current membership runs approximately 120 companies and over 350 individual members. ITA and AML have been partners since 1993.



The **Iowa Water Well Association (IWWA)** began in 1929. The purpose of IWWA is to assist, promote and support ground water use in Iowa. The association provides industry and consumer education and information and has a strong grassroots advocacy program on the state and national levels. IWWA represents 250 member firms, industry partners and state/educational institutions from throughout the state. Each year, IWWA provides industry education to more than 400 licensed professionals. IWWA – AML's most long-standing client – has partnered with AML since 1976.



Since 1949, the **Midwest Association of Colleges and Employers (Midwest ACE)** (formerly the Midwest College Placement Association) has been bringing together professional in collegiate career services and recruitment/staffing to collaborate, communicate, and connect. Through our efforts, college-educated men and women achieve their career goals and employers add value to their workplace. The mission of the Midwest Association of Colleges and Employers is to maximize the career potential of college educated adults through the fostering of employer/college and university relationships; the promotion of professional and ethical standards of conduct; and the provision of professional development opportunities for its membership. Approximately 900 individual members of Midwest ACE represent the states of (but are not limited to) Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. Midwest ACE holds two conferences annually and offers members an active Website. Midwest ACE and AML have been partners since 2005.



Since 1953, the **interNational Association of Lighting Management Companies (NALMCO)** has represented the lighting management industry by providing an industry-wide forum for the exchange of ideas and experience. NALMCO is a trade association made up of lighting management companies and lighting professionals dedicated to delivering services, information and industry relationships for the benefit of its members and their customers. NALMCO has approximately 135 member companies internationally who benefit from an annual convention and trade show, a quarterly member magazine, an annual membership directory and nationally recognized certification programs. NALMCO and AML have been partners since 1998.



The **National Rural Economic Developers Association (NREDA)** was organized in 1988. Approximately 250 individual members from across the country belong to the Association. The primary purpose for the Association is professional development and networking of people in economic development. Their mission is to provide education, advocacy, and networking opportunities to rural and suburban utilities and affiliated organizations. NREDA has an annual conference, a regional seminar, a quarterly electronic newsletter and an active Website. Members find value in these benefits. NREDA and AML have been partners since 1995.



The **Professional Developers of Iowa (PDI)** was established in 1973. Members include economic development professionals working to grow and develop Iowa's economic base. PDI's approximately 300 members come from a variety of disciplines: county and regional developers, community developers, utilities, legal and financial firms, universities, community colleges, engineering and construction firms, and railroads. PDI and AML have been partners since 2003.

## Testimonials:

AML is ready to meet the professional management and service requirements of associations. AML's clients share their experiences regarding AML's capabilities.

*"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 (AICI)

*"The benefits of partnering with Association Management, Ltd. go straight to our bottom line. One of NALMCO's biggest membership benefits is our quarterly publication. In 2001, AML introduced the idea of working with one of their strategic partners that focuses on advertising sales. In our first year, ad revenue was \$5,000. In our second year, revenue increase by \$23,000. Now, in our seventh year, our advertising revenue is over \$60,000, which has allowed us to reinvest back into the publication and the association as a whole. At the same time, we enhanced the quality of the publication by relying on the skills and expertise of the AML staff that specialize in communications. Relationship building, attention to quality and AML's true desire for us to succeed allows us to deliver a superior industry product to our members and vendors. AML also manages our three nationally-recognized certification programs, plans our two annual meetings, has developed a state-of-the-art Website that is interactive with our database, and manages the day-to-day details so that we can focus on the association's strategic direction."*

- Randy Breske, Past President  
interNational Association of Lighting Management Companies (NALMCO)

*"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 (Midwest ACE)

## References:

### **interNational Association of Lighting Management Companies (NALMCO)**

Randy Breske, CLMC, CLEP  
Stay-Lite Lighting, Inc.  
W233 N2800 Roundy Circle West  
Suite 100  
Pewaukee, WI 53072  
Phone: (262) 547-6811  
Email: [rbreske@stay-lite.com](mailto:rbreske@stay-lite.com)

### **National Rural Economic Developers Association (NREDA)**

Rick Nelsen, CEcD  
Nebraska Public Power District  
900 Fourth Avenue  
PO Box 2170  
Kearney, NE 68845  
Phone: (308) 236-2210  
Email: [rjnelse@nppd.com](mailto:rjnelse@nppd.com)

### **Association of Image Consultants International (AICI)**

Marion Gellatly, AICI CIM  
Powerful Presence  
P.O. Box 366  
Pebble Beach, CA 93953  
Phone: (831) 625-2000  
Email: [MLGellatly@aol.com](mailto:MLGellatly@aol.com)

### **Midwest Association of Colleges and Employers (Midwest ACE)**

O. Ray Angle  
University Career Services  
CB#5140, 219 Hanes Hall  
The University of North Carolina  
Chapel Hill, NC 27599  
Phone: (919) 962-6507  
Email: [rangle@email.unc.edu](mailto:rangle@email.unc.edu)

### **Professional Developers of Iowa (PDI)**

Ilene Deckert, CEcD  
Eastern Iowa Community College District  
306 West River Drive  
Davenport, IA 52801  
Phone: (563) 336-3317  
Email: [ideckert@eicc.edu](mailto:ideckert@eicc.edu)

## Staff Team Profiles:

We take a team approach at AML. Cross-training is critical to our successful staffing structure.

### Molly Lopez, CAE, President



Molly Lopez became the President of AML in 1999 and owned the company for 11 years. She began her career in association management in 1991 and has become a nationally recognized resource in the industry.

Molly handles marketing, managing day-to-day operations of AML, maintaining client retention and seeking new business development.

Molly's areas of expertise include: association management, global trends analysis, public speaking, business development, marketing, human resources, leadership development, volunteer management, meeting planning and communications.

- Earned her MS in Professional Studies/Higher Education Administration and BA in Leisure Studies/Commercial Recreation from Iowa State University.
- Received her Certified Association Executive (CAE) designation from the American Society of Association Executives in 2002.
- Involved member of the Iowa Society of Association Executives, American Society of Association Executives, AMC Institute, Greater Des Moines Partnership, and the National Association of Women Business Owners – Central Iowa Corporate Partner.
- International Conference Speaker at AMC Institute conferences. (2001 – Present).
- Association Management Council Vice Chair (2010 – 2011), Chair (2011 – 2012) for the American Society of Association Executives.
- Association Management Council Editor of *AMC Connections* newsletter for the American Society of Association Executives (2008 – 2009).
- Association Management Council Representative for the American Society of Association Executives (2002 – 2006, 2008 – 2010).
- Honored as a *Des Moines Business Record's* Central Iowa - Forty Under 40 Class member.
- National Rural Economic Developers Association President's Award Recipient (2008).
- Actively participates in a monthly CAE Breakfasts with peers.

### Lynn Harkin, Account Executive



Lynn Harkin started her career in non-profit and volunteer management in 1986. Prior to joining AML in 2001, Lynn worked in fundraising for Orchard Place-Child Guidance Center and United Way of Central Iowa.

Lynn currently serves as Executive Director for the National Rural Economic Developers Association (NREDA) and Professional Developers of Iowa (PDI), and as Administrative Director for the Iowa Taxpayers Association (ITA).

Lynn's areas of expertise include: board and volunteer management, strategic planning, communications, global trends analysis, board orientation and training, fundraising, group facilitation and meeting planning.

- Earned her AA in Business Administration/Accounting from AIB College of Business and BA in Marketing from Upper Iowa University.
- Certified in Volunteer Management from the Des Moines Area Community College.
- Graduate of the Iowa Society of Association Executives Leadership Class.
- Active Member of the Iowa Society of Association Executives.
- Member of the American Society of Association Executives.
- Graduate of the Greater Des Moines Leadership Institute.

### **Heather Tamminga, CAE, Account Executive**



Heather Tamminga started her career in association management in 1998 as a Communications Director for a state association.

In 2005, Heather joined AML as an Account Executive. She currently serves as Executive Director for the Association of Image Consultants International (AICI), the Iowa Water Well Association (IWWA) and the Iowa Defense Counsel Association (IDCA), and as publications Editor for the interNational Association of Lighting Management Companies (NALMCO).

Heather's areas of expertise include: leadership and volunteer management, strategic planning and visioning, print and e-publications, membership services, education program development, and meeting and event planning.

- Earned her BA in Journalism/Mass Communications and BA in International Studies from Iowa State University.
- Received her Certified Association Executive (CAE) designation from the American Society of Association Executives in 2007.
- Graduate of the Iowa Society of Association Executives Leadership Class.
- Active Member of the Iowa Society of Association Executives.
- Iowa Society of Association Executives Board Member (2009 – 2011), Program Chair (2010 – 2011), Vice Program Chair (2009 – 2010), Program Committee (2008 – 2009).
- Member of the American Society of Association Executives.
- Actively participates in a monthly CAE Breakfast with peers.

### **Ali Ryan, Account Executive**



Ali Ryan started her career in association management in 2005. She taught in China and maintained a small business prior to joining AML in 2008. Her passion for understanding new cultures, coupled with her degrees in Spanish and Education, make her a unique asset to the AML team.

Ali currently serves as Executive Director for the Midwest Association of Colleges and Employers (Midwest ACE) and the interNational Association of Lighting Management Companies (NALMCO). Ali serves as the Chapter Relations Director for the Association of Image Consultants International (AICI).

Ali's areas of expertise include: membership services, leadership and volunteer management, education program development, strategic planning and visioning, global trends analysis, print and e-publications, and meeting and event planning.

- Earned her BA in Spanish and Education from St. Olaf College, Northfield, MN,
- Active Member of the Iowa Society of Association Executives.
- Graduate of the Iowa Society of Association Executives Leadership Class.
- Member of the American Society of Association Executives.

### **Darcy Watson, CAE, Information Technology Manager**



Darcy Watson began her career in association management in 1987 as an Associate Meeting Planner and Database Administrator for a national association.

Darcy joined AML in 1990 as an Associate Director. Throughout her tenure, she has served in various roles, including Executive Director and Executive Vice President for a state association, Trainer and Webmaster. Now, as AML's Information Technology Manager, Darcy is focused solely on meeting the technology needs of AML and its association client partners.

Darcy's areas of expertise include: strategic technology planning, Website development and maintenance utilizing HTML and various content management systems, database programming and management, report programming and integration of emerging technologies.

- Earned her BA in Marketing/Merchandising from Iowa State University.
- Received her Certified Association Executive (CAE) designation from the American Society of Association Executives in 2004.
- Iowa Society of Association Executives Technology Roundtable Speaker (2009).
- Graduated from the Iowa Society of Association Executives' Inaugural Leadership Class.
- Active Member of the Iowa Society of Association Executives.
- Member of the interNational iMIS User's Group.
- Member of the American Society of Association Executives.

### **Kim Johnson, Meeting Management Specialist**



Kim Johnson started her career at AML in 2010. With her entrepreneurial spirit, organizational skills and experience in meeting planning, she is an important part of the AML team.

Kim currently serves as Meeting Management Specialist for the Association of Image Consultants International (AICI), the interNational Association of Lighting Management Companies (NALMCO), and the National Rural Economic Developers Association (NREDA).

Kim's areas of expertise include: meeting and events planning, conference budgeting, coordinating volunteer committee activities, convention management, facilitating vendor partnerships, hotel contract negotiations, venue logistics administration, maintaining speaker arrangements and creative menu planning.

- Earned her BA in Behavioral Science from Wilmington College, Dover, DE.
- Active Member of Meeting Professionals International – Heartland Chapter.
- Member of the American Society of Association Executives.

## **Kelly Kipping, Member Services Administrator**



Kelly Kipping started her career in association management and customer service in 1990. She worked for AML from 1990 – 1993, relocated to Missouri for several years where she worked in office management, and then relocated back to Iowa in 1998 to rejoin the AML team.

She has served as an Account Executive for many AML clients. Her in-depth understanding of associations and experience as Account Executive make her uniquely qualified for her current role as Member Services Administrator for all of AML's association client partners.

Kelly's areas of expertise include: developing efficient and cost-effective programs, financial and office management, technology, and organizational management.

- Earned her BS in Textile and Apparel Design from the University of Missouri-Columbia.
- Graduate of the Iowa Society of Association Executives Leadership Class.
- Member of the American Society of Association Executives.

## Awards, Achievements and Recognitions

### ***AML Company and Individual Staff Awards and Recognitions:***

National Association of Women Business Owners – Central Iowa Chapter:

- AML – Corporate Partner (2011 – 2012)

Midwest Association of Colleges and Employers High Five Gratuity Awards Recipient (2010)

- Ali Ryan – AML Account Executive

National Rural Economic Developers Association President's Award Recipient (2008)

- Molly Lopez, CAE – AML President

Central Iowa's Forty Under 40 (Class of 2004) – *Des Moines Business Record*

- Molly Lopez, CAE – AML President

*Iowa Commerce Magazine* – Cover Story/Featured Business Story

- “Managing the Business of Associations” (February/March 2004)

Celebrate Business! Iowa Small Business Workplace Environment Award (2003)

- We are very proud of staff longevity. Cross-training, support of professional development, knowing skill sets, and outsourcing are critical to our successful staffing structure.

*Des Moines Business Record* – Feature Story: Women-Owned and Operated Business

- “The Go-Girls of Association Management, Ltd.” (March 31, 2003)

*Des Moines Business Record* – Feature Story: Association Management, Ltd.

- “Taking Multi-Tasking to a New Level” (January 29, 2001)

*Network* – National Association of Women Business Owners – Central Iowa Chapter: Feature Story

- Meet AML's Business Owner (August 2001)

Ankeny, Iowa – Leadership Institute Graduate

- Molly Lopez, CAE – AML President

Greater Des Moines Leadership Institute Graduate

- Lynn Harkin – AML Account Executive

## **Association Management Industry – Achievements and Professional Involvement**



**AMC Institute**

Company Membership Since 2001

### International Association Management Industry Accreditation:

AML has achieved international accreditation through the AMC Institute and is an active member of the Association. AMC Institute accreditation is ANSI approved for standards of measurable performance practices, ensuring AML clients that AML operates with the highest level of professionalism and exceeds industry requirements.

International Conferences Speaker

- Molly Lopez, CAE – (2001 – 2011)



**American Society of Association Executives (ASAE)  
& The Center for Association Leadership**

Individual Memberships Since 2002

AML was nationally accredited through the American Society of Association Executives (ASAE) AMC Accreditation program for the period of April 2002 until dissolution of the Accreditation program in 2010. AML staff members remain active in the ASAE.

### Certified Association Executive (CAE) Credentials:

Three of AML's staff team has achieved the Certified Association Executive (CAE) designation. The CAE is the highest professional credential in the association industry. Less than five percent of association professionals maintain a CAE and in Iowa there are only 44 CAEs.

- Molly Lopez, CAE – AML President
- Darcy Watson, CAE – AML Information Technology Manager
- Heather Tamminga, CAE – AML Account Executive

*AMC Connection (September 2010): Has your AMC Got CAE?*

- Author: Heather Tamminga, CAE – AML Account Executive

*Associations Now Guide to Association Management Companies*

- Author: Molly Lopez, CAE – AML President – (July 2011): *Extend Your Reach with an Association Management Company*
- Co-Authors: Molly Lopez, CAE – AML President and Heather Tamminga, CAE – AML Account Executive – (July 2008): *Building Successful AMC-Client Relationships*

National Association Management Council

- Molly Lopez, CAE – (Chair 2011 – 2012, Vice Chair 2010 – 2011, Active Member for six years)

Association Management Council Editor of *AMC Connections* newsletter

- Molly Lopez, CAE – (2008 – 2009)

International Convention Roundtable Speaker (2007)

- Heather Tamminga, CAE – AML Account Executive



**Board of Directors (2009 – 2011)**

- Heather Tamminga, CAE – AML Marketing Director/Account Executive

**Program Committee (2009 – 2011)**

- Heather Tamminga, CAE – AML Marketing Director/Account Executive

**Education Roundtable – Technology Topic Speaker (2009)**

- Darcy Watson, CAE – AML Information Technology Manager

**Leadership Class Graduates**

- Lynn Harkin – AML Account Executive
- Kelly Kipping – AML Administrative Director
- Alison Ryan – AML Account Executive
- Darcy Watson, CAE – AML Information Technology Manager
- Heather Tamminga, CAE – AML Marketing Director/Account Executive

**CAE Education Breakfast Participants**

- Molly Lopez, CAE – AML President/Owner
- Darcy Watson, CAE – AML Information Technology Manager
- Heather Tamminga, CAE – AML Marketing Director/Account Executive

## **AML Gives Back**

AML as a company and our staff team feel very fortunate. Individuals give back locally, nationally and internationally through volunteerism and charitable contributions. The company provides a paid Community Service Day annually to employees to use at their discretion to encourage them to give back.

**Examples of Volunteerism:**

- Helping Hope Ministries
- CelebrAsian!
- Feeding the Spirit of the Community – Ronald McDonald House
- Susan G. Komen Race for the Cure
- Children’s Miracle Network Golf Outing
- WWII Army Reunion – Company E – Hosted in Des Moines
- Des Moines Back to School Bash – Backpack Program
- Trick or Treat in Des Moines Inner City
- Donating Food to Families in Need
- Be a Santa to a Senior Program
- Toys for Tots Volunteer
- Youth With a Mission: Matalan, Mexico – Homes for Hope Volunteer

A common response from the employees who participate in volunteer opportunities seems to be, “It felt like we actually got more out of the experience than we gave and I didn’t anticipate that. The people were so grateful. It was an experience I won’t forget and I am looking forward to another volunteer opportunity!”

To learn more about our volunteer activities, please visit our Website.