



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

Solutions that make a difference!

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What is an Association Management Company?

An association management company (AMC) is a professional service firm of skilled professionals who provide infrastructure, association expertise and specialized management services.

AMCs lead organizations toward greater growth and prosperity and give them a competitive edge. At the heart of AMCs, are passionate and attentive professionals who champion your cultural values and strategic objectives. We deliver unparalleled leadership, accountability and support to produce tangible value for your organization. Whether you're seeking a full-service management solution or outsourced support for individual capabilities, you can rely on AMCs to increase relevance to your members.

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 AMCs are able to handle the rapid changes taking place in professions, the economy, technology, with legal issues, and government regulations. Also, 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.



AML Who We Are – What Distinguishes Us From Our Competition?

AML's Strengths:

- Quality - AML is **AMC Institute internationally accredited (ANSI standards)**, validating systems, processes and best practices.
- AML **serves a diverse association client base** (lighting management companies to qualified intermediaries/1031 exchange companies, economic developers to sporting goods wholesalers, chiropractors to rural electric and telephone cooperatives, and defense attorneys to public airports).
- There is **mutual trust** and respect between AML and our association client leaders.
- **Technology** – Our main platform is an iMIS association management database with sound security and remote access. Discussion can take place about alternatives based on client needs.
- **Demonstrated growth** of association client partners' for their increased fiscal stability.
- Personal customer service for members, a **human approach** versus automated menu options.
- AML's **business longevity (40 years)**, recognized nationally in the association community.
- **Clients' longevity (average 18 years)**. Association management is a career, not just a job.
- AML supports professional development: **Certified Association Executive (CAE), Certified Meeting Professional (CMP) and Certified Public Accountant (CPA)**.
- AML staff is **active in our association industry** at state and national levels, as speakers, authors and volunteer elected leaders serving on boards of directors.
- **AML awards** - Recognized as a positive workplace environment and successful Iowa business.
- Staff awards - **Association Professional of the Year, leadership and involvement awards**.
- New business referrals come from satisfied existing AML association client volunteer leaders and other association management companies who **trust that AML delivers on our promises**.
- Headquarters in Iowa, **affordable cost of business**, business values, integrity, strong work ethic.
- Ample **in-house meeting space** (four conference rooms seating six to 40 people board style).

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 with Board and leadership development, 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 currently provides management solutions for international, national, regional, and state associations. The AML staff team currently serves over 600 company members and 2,800 individual members. 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 to bring benefits to our association clients.

Mission: Provide solutions that unleash the potential of our clients' organizations, members and leaders.

Vision: With unwavering commitment to relationships built on trust and strategic vision, AML is a professional association management company that leads organizations to a higher level.

AML is AMC Institute internationally accredited through the AMC Institute (international trade association of the association management company industry). 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 accreditation 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 accreditation mean to AML as a company?

- AML is one of 80 accredited association management companies out of over 500 registered companies worldwide.
- AML was the first internationally accredited association management company in Iowa.
- AML staff achieved an important company goal, through a demanding process.
- AML earns re-accreditation every four years.
- For information on accreditation, visit <http://www.amcinstitute.org/?page=aboutaccreditation>.



AML 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, trade shows 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, attorneys and CPAs
- Legal compliance

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.
- Provide staffing for Board meetings and record and archive minutes.
- Distribute communication via email to/from Boards to committees and membership.

4. Meetings, Trade Show and Conference Management:

Handle planning, management and 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 (e-marketing, email, direct mail, via website, direct mail, etc.) 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
- Develop mobile friendly events websites and conference mobile apps.

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.

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.



AML 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, Webinars, 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 IRS Form 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 days from the date of RFP distribution for the proposal due date. AML invests time in research for each RFP before bidding. We need to decide if an organization is a good fit for our company and if so, to prepare a comprehensive proposal.*

For more information about developing an effective RFP, visit the AML website at www.aml.org. Additional information is available on the AMC Institute's website at <http://www.amcinstitute.org/?page=volunteerleadersr> or the ASAE and the Center for Association Leadership's website at <http://www.asaecenter.org/Resources/content.cfm?ItemNumber=8396>.



AML AML's Association Client Partners:

AML manages a diverse group of association clients, from lighting management companies to qualified intermediaries/1031 exchange companies, economic developers to sporting goods wholesalers, chiropractors to rural electric and telephone cooperatives, and defense attorneys to public airports.

Our current clients include international, national and state associations, representing 600 company members and 2,800 individual members.



Agriculture's Clean Water Alliance (ACWA) is a group of leading Ag retailers in west-central Iowa. Since 1999, ACWA's primary mission as Ag suppliers has been to help farmers improve agronomic performance. We made an agreement across the industry to internalize and implement a dual mission: blending optimal crop yield and profitability with the best environmental performance possible. The issue that brought ACWA together was water quality in the Raccoon River watershed. Similar concerns in the adjacent Des Moines River watershed led to including it in the network. The Public looks to agriculture to feed a growing world population from a

static land resource base. People expect environmental performance from the business of agriculture. ACWA is about finding balance to move forward.





The Voice of the 1031 Industry

Since 1989, [The Federation of Exchange Accommodators \(FEA\)](#) is the only national trade association organized to represent professionals who conduct like-kind exchanges under Internal Revenue Code §1031. Members include Qualified Intermediaries (QIs), their primary tax and legal counsel, and affiliated industries (TIC sponsors, banks, real estate brokers, title companies, settlement/escrow agents, etc.). FEA is the voice for the 1031 exchange industry. FEA holds a national conference with 125 attendees and 20 exhibitor/sponsors and regional education meetings. FEA has a nationally recognized certification program in the Certified Exchange Specialist (CES®). AML provides full-service management for FEA. FEA and AML

have been partners since 2013.



Since its founding in 1964, the [Iowa Chiropractic Society](#) has advocated for the rights of chiropractic patients and doctors. Today, the ICS continues its efforts to advocate on behalf of the profession and to ensure patient access to a comprehensive range of health care services including chiropractic. ICS is the only state-wide association in unifying and advancing chiropractic in Iowa. ICS provides advocacy in legislation, regulation, and rule making that impacts chiropractic. The

association has ten active districts, an annual convention, fall symposium, webinar education programs, member benefits services, a monthly e-newsletter, a weekly e-news update, a quarterly magazine and active website. ICS and AML have been partners since 2015.



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 340 defense lawyers in large/small law firms and insurance companies. IDCA holds an annual meeting with 200 attendees and 12 exhibitor/sponsors. They publish a member newsletter, coordinate grassroots efforts and host four webinars annually. IDCA and AML have been partners since 2001.



Founded in 1984, the [Iowa Public Airports Association \(IPAA\)](#) is dedicated to providing service to all publicly owned airports in the State of Iowa. Specifically, the association's purpose is to facilitate public information and the free exchange of information pertaining to airport facilities, infrastructure and activities. Airport membership in IPAA is open to public airports in Iowa, which are owned or operated by aviation authorities, commissions, governmental agencies or boards. IPAA and AML have been partners since 2000.



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 165 member companies internationally who benefit from an annual convention and trade show (250 attendees, 40 exhibitors and 15 sponsors), a quarterly printed and online member magazine, an annual membership directory, and an active website. NALMCO has four nationally recognized certification programs (CALT™, CSLT™, CLMC®, CSLC). AML provides full-service management for NALMCO. NALMCO and AML have been partners since 1998.





The [National Association of Sporting Goods Wholesalers \(NASGW\)](#) was organized in 1953 and incorporated in 1954. The Association was originally identified as the Sporting Goods Jobbers Association. In 1962 the name was officially changed, and manufacturers and reps were invited to join as Associate members. The NASGW is the organizer and sponsor of the industry's former Hunting Show, now known as the NASGW Annual Meeting/Expo Event. This annual event provides an unmatched educational, marketing and communications opportunity for the hunting and shooting sports wholesaler, manufacturer and sales professional. The NASGW serves as a liaison with other sporting goods associations, including the National Sporting Goods Association (NSGA), The National Shooting Sports Foundation (NSSF), The Congressional Sportsmen's Foundation(CSF), The National Rifle Association (NRA), The National Assembly of Sportsmen's Caucuses, and is also a member of The National Association of Wholesaler-Distributors (NAW). NASGW and AML have been partners since 2017.



The [National Rural Economic Developers Association \(NREDA\)](#) was organized in 1988. Approximately 240 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. They distribute a bi-monthly electronic newsletter, hold an annual conference with 125 attendees and 10 sponsors, host education webinars, offer regional seminars, and their board members make annual visits to Washington, D.C. to build relationships with affiliated organizations. Their Board of Directors meets quarterly and committees meet periodically as needed. AML provides full-service management for NREDA. Additional projects outside of AML's core management contract included additional regional seminars and a targeted membership marketing recruitment campaign in 2010, 2012 and 2014. 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 310 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 distributes a bi-monthly electronic newsletter, holds two annual conferences, hosts an annual "Grow Iowa Day" at the State Capitol, hosts regularly scheduled education webinars, maintains an active web site, and executes a successful social media strategy. Based on their contract, the AML team is involved in all aspects of support for these activities. AML provides full-service management for PDI. An additional project outside of AML's core management contract included a web site revamp in 2013. PDI and AML have been partners since 2003.



AML References:

interNational Association of Lighting Management Companies (NALMCO)

Vicki Wood - Past President

Tri-County Lighting Services, Inc.
1006 West Grove Avenue, Orange, CA 92865
Office: (714) 288-1711 Ext. 102
Email: vwood@tclighting.com

Fred Hauber, CLMC, CSLC, CLEP, CET - Past President

2020 Little Eagle Drive, Hammonton, NJ 08037
Office: (609) 703-9606 / Email: fhauber@verizon.net



Federation of Exchange Accommodators (FEA)

Dave Brown - Past President

Iowa Property Exchange, LLC
1922 Ingersoll Avenue, Suite 106, Des Moines, IA 50309
Office: (515) 279-1111 / Email: dbrown@ipe1031.com

Iowa Defense Counsel Association (IDCA)

James P. Craig - Past President

Lederer Weston Craig, P.L.C.
118 Third Avenue, Cedar Rapids, IA 52406
Office: (319) 365-1184 / Email: jcraig@lwclawyers.com

Professional Developers of Iowa (PDI)

Sandy Ehrig - Past President

Renew Rural Iowa/Iowa Farm Bureau Federation
5400 University Avenue, West Des Moines, IA 50265
Office: (515) 225-5480 / Email: sehrig@ifbf.org

National Rural Economic Developers Association (NREDA)

Rand Fisher – Past President

Iowa Area Development Group
2700 Westown Parkway, Suite 425, West Des Moines, IA 50266
Office: (515) 223-4817 / Email: rfisher@iadg.com



AML Staff Team Profiles:

Kirk Leeds, CEO/Strategic Advisor



Kirk Leeds is the CEO of the Iowa Soybean Association (ISA) and the CEO of ISA Management Solutions (ISAMS), a wholly-owned subsidiary of ISA. ISAMS acquired Association Management, Ltd. (AML) as a division of ISAMS in 2011.

Kirk has a fascinating and unique combination of non-profit and profit career experiences. He has a demonstrated record of self-motivation and team achievements, with a strong history of innovative approaches to management and organizational leadership.

Since 1989, Kirk has been in association management serving members of a \$15 billion industry. His leadership has been instrumental in the development of an industry-wide vision for all segments of the soybean industry in the U.S. Previously, he spent ten years in a retail business with responsibility for all phases of operation including: personnel, payroll, expansion financing, training and accounting.

- Celebrated his 25th anniversary with ISA.
- Earned his BA in Political Science from Iowa State University.
- Attended University of Iowa Law School.
- Currently serves on the Boone Community School Board.
- In early 1987 and 1988, served as Organizational Director for the Kemp for President Campaign in Iowa. Responsible for recruiting, training and motivating supporters in 99 counties.
- In 1986 and 1988, was a candidate for the Iowa House of Representatives; lost both races by less than 5% of the vote.
- Member of the American Society of Association Executives.

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, overseeing day-to-day operations of AML, maintaining client retention and seeking new business development. Molly currently serves as Executive Director of the Iowa Chiropractic Society.

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 and National Association of Women Business Owners – Central Iowa.
- AMC Institute Director - Board of Directors (2016 – 2019)
- International Conference Speaker at AMC Institute conferences. (2001 – Present).
- National Events Catch Des Moines Champion – Greater Des Moines CVB (2014).
- AMC Council Past Chair (2012 – 2013) for the American Society of Association Executives.
- Association Management Council Editor of *ASAE AMC Connections* newsletter (2008 – 2009).
- 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.

Donna Donovan, CPA, CFO/Financial Manager



Donna Donovan started her career at the Iowa Soybean Association (ISA) in 1991. ISA is the parent company of ISA Management Solutions, Inc. (ISAMS), a wholly-owned subsidiary in which AML is a Division.

Donna's dynamic background allows her to observe all aspects of an association, enhancing the financial management and growth of AML's client partners. She serves as Chief Financial Officer for AML and Financial Manager for many of AML's association clients, working directly with volunteer-elected Treasurers and AML staff Account Executives.

Donna's areas of expertise include: accounting, financial management, budget planning, grant management and non-profit association compliance. With over 24 years of experience, she is an extremely valuable member of the AML team.

- Certified Public Accountant.
- Earned her BS from Upper Iowa University with an emphasis in Accounting.
- Member of the Iowa Society of Certified Professional Accountants.
- Member of the American Society of Association Executives.

Lynn Harkin, CAE, 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), the Federation of Exchange Accommodators (FEA) and the Professional Developers of Iowa (PDI).

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.
- Received her Certified Association Executive (CAE) designation from the American Society of Association Executives in 2012.
- Certified in Volunteer Management from the Des Moines Area Community College.
- Graduate of the Iowa Society of Association Executives Leadership Class.
- Iowa Society of Association Executives Board Member (2014 – 2016), Membership Committee Chair (2013 – 2015), Committee (2012 – 2013).
- Member of the American Society of Association Executives.
- Graduate of the Greater Des Moines Leadership Institute.
- Actively participates in a monthly CAE Breakfasts with peers.

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 Iowa Water Well Association (IWWA) and the Iowa Defense Counsel Association (IDCA), and Executive Director/*LM&M* 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.
- Awarded the 2014 Iowa Society of Association Executives Association Professional of the Year.
- Graduate of the Iowa Society of Association Executives Leadership Class.
- Active Member of the Iowa Society of Association Executives.
- Iowa Society of Association Executives President (2015 – 2016), Vice President (2014 – 2015), Board Member (2009 – 2016), Program Chair (2010 – 2011), Vice Program Chair (2009 – 2010).
- Member of the American Society of Association Executives.
- Toastmaster Treasurer (2012 – 2013).
- Actively participates in a monthly CAE Breakfast with peers.

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.

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.

Denise Hoffman, CMP, Meeting Planner



Denise Hoffman joined the AML team in March 2015. Denise has worked in association management positions for 16+ years gaining experience in various positions including Interim Executive Director. She spent the last 11 years planning the continuing education events for the Iowa Chiropractic Society.

As our national and international Meeting Planner, Denise is responsible for the organization, execution and success of the various conferences, seminars, trade shows, and special events conducted for AML's client associations.

She specializes in administrative and on-site event management including: site selection, convention production, sponsorship programs, trade show management educational programming, and virtual meetings.

- Earned her Certified Meeting Professional (CMP) through the Events Industry Council.
- Graduate of Iowa Society of Association Executives Leadership Program.
- Member of Iowa Society of Association Executives.
- Member of Meeting Professionals International – Heartland Chapter.
- Iowa Chiropractic Society's Champion of Chiropractic 2008 and 2015.

Kristen Dearden, Meeting Planner



Kristen Dearden began her career in association management in 1990. Throughout her many years in association management, she has experienced all aspects of an association such as meeting planning, continuing education, the legislative arena

including public and professional affairs, fundraising, strategic planning and management, and has a strong background with healthcare organizations.

Kristen joined the AML team in January, 2017. She helps lead several of AML's client associations' state conferences, conventions and trade shows and seminar efforts. Her role will continue to expand with AML association clients.

- Member of Meeting Professionals International – Heartland Chapter.
- Member of Iowa Society of Association Executives.
- Nominated for 2012 University of Iowa Staff Employee of the Year Award.



Kailah Schmitz, Administrative Assistant

Kailah Schmitz joined the AML team in August 2015. She has worked in customer service, office operations, social media management and administrative support since 2009. She provides assistance for all of AML's association client partners.

Her education background and experience makes her valuable in her role as Administrative Assistant with AML and all for the members of our association client partners. Performing meetings assistance, membership services, research and data reporting, and administrative support are all a part of her position on the team.

- Earned Bachelor of Arts degree from Iowa State University.
- Graduate of the Iowa Society of Association Executives Leadership Class.
- Member of the American Society of Association Executives.

Easton Kuboushek, Program Manager



Easton Kuboushek is Program Manager, Data & Market Intelligence for AML, serving wholesale and manufacturing members of the National Association of Sporting Goods Wholesalers (NASGW) since 2017.

Easton has experience and has excelled in a wide variety of project development, strategic planning, event management, marketing, communication, public speaking and sales roles in non-profit and association careers. Most recently he served Iowa Soybean Association as communication specialist, developing content, programs and mutually beneficial relationships to keep soybean farmers competitive.

- Earned BA in Public Relations for Loras College.
- Earned Certificate in Business Analytics from Loras College.
- Currently earning Master of Public Administration (MPA) from Drake University.
- Serves on Leadership Iowa University board.
- Served on Drake University College of Business and Public Administration Graduate Association.



AML Awards, Achievements and Recognitions

AML Company and Individual Staff Awards and Recognitions:

Iowa Society of Association Executives Association Professional of the Year

- Heather Tamminga, CAE – AML Account Executive (2014)

Greater Des Moines CVB National Events Des Moines Champion (2014)

- Molly Lopez, CAE – AML President



National Association of Women Business Owners – Central Iowa Chapter:

- AML – Corporate Partner (2011 – 2017)

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)

Des Moines Business Record – Feature: Women-Owned and Operated Business (March 31, 2003)

Des Moines Business Record – Feature: Association Management, Ltd. (January 29, 2001)

Network – National Association of Women Business Owners – CI Chapter: Feature: (August 2001)

Ankeny and Greater Des Moines Leadership Institute Graduates

- Molly Lopez, CAE – AML President and Lynn Harkin – AML Account Executive



AML Association Management Industry Achievements and Involvement



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.

AMC Institute Board Member

- Molly Lopez, CAE – (2016 – 2019)

International Conferences Speaker

- Molly Lopez, CAE – (2001 – 2016)



Denise Hoffman, CMP (2017)





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 maintain active participation in the ASAE.

Certified Association Executive (CAE) Credentials:

Four 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 less than 50 CAEs.

- Molly Lopez, CAE – AML President
- Darcy Watson, CAE – AML Information Technology Manager
- Heather Tamminga, CAE – AML Account Executive
- Lynn Harkin, 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 – (Past Chair 2013, Newsletter Editor 2009 and active member for six years)

International Convention Roundtable Speaker (2007)

- Heather Tamminga, CAE – AML Account Executive



Board of Directors/Officers

- Heather Tamminga, CAE – AML Account Executive (Past President, Board 2009 – Present)
- Lynn Harkin, CAE – AML Account Executive (Board 2013 – 2016)

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

CAE Education Breakfast Participants

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



AML 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.

Examples of Volunteerism:

- Backpack Drives for Rural Iowa and Des Moines
- Goodwill Donations
- 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
- Trick or Treat in Des Moines Inner City
- Donating Food to Families in Need
- Be a Santa to a Senior Program
- Toys for Tots Program
- 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. It was an experience I won’t forget and I am looking forward to another volunteer opportunity!”

