

**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
- Midwestern Work Ethic
- State-of-the-Art Technology
- A "Human Approach"

## Who We Are

- Over 30 years in business
- 8 professional staff with over 100 combined years of experience
- 3 Certified Association Executives (CAEs) on staff
- Staff expertise in:
  - Board Governance
  - Membership Management
  - Technology
  - Meetings and Event Planning
  - Communications
  - Finance
  - Certification Programs
- An accredited association management company and member of the American Society of Association Executives (ASAE)
- Member of AMC Institute (formerly the International Association of Association Management Companies)
- Recipient of the Workplace Environment Award presented by the Greater Des Moines Partnership.

*AML Mission: Our mission is to provide our association clients with professional, personal customer service, experience and access to resources, and to support them as they strive to achieve their strategic goals.*

**To learn more about AML, visit us online at [www.aml.org](http://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](http://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](http://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](http://www.aml.org) for details.

## Why Des Moines, 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](http://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 Fundraising Professionals,  
Central Iowa Chapter (AFP)  
[www.afpnet.org](http://www.afpnet.org)

Association of Image Consultants International (AICI)  
[www.aici.org](http://www.aici.org)

International Association of Lighting Management Companies (NALMCO™)  
[www.nalmco.org](http://www.nalmco.org)

Iowa Chapter of Chartered Property Casualty Underwriters (CPCU)  
[www.cpcu-iowa.org](http://www.cpcu-iowa.org)

Iowa Defense Counsel Association (IDCA)  
[www.iowadefensecounsel.org](http://www.iowadefensecounsel.org)

Iowa Taxpayers Association (ITA)  
[www.iowataxpayers.org](http://www.iowataxpayers.org)

Iowa Water Well Association (IWWA)  
[www.iwwa.org](http://www.iwwa.org)

Midwest Association of Colleges and Employers (Midwest ACE)  
[www.mwace.org](http://www.mwace.org)

National Rural Economic Developers Association (NREDA)  
[www.nreda.org](http://www.nreda.org)

Professional Developers of Iowa (PDI)  
[www.pdiowa.com](http://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](http://www.aml.org).