

## National Office Report to the ASGS Board of Directors

Dear President and Members of the Board of Directors of the ASGS:

### Financial Condition:

- The checking & savings account balances decreased by \$11,794.68 between 09/30/08 and 09/30/09.
- The combined investment account balances increased by \$339.83 between 09/30/08 and 09/30/09.
- The investment CDs at BB&T have a 7 month term and will expire 01/07/10. Our current interest rate is 0.7% compared to 1% for the term ending 06/07/09.
- Our current budget projects a \$19,556 deficit. This indicates that we are dependent upon Symposium to cover the short-fall. Fortunately, the past two symposia have generated positive cash flow as follows: 53<sup>rd</sup> \$18,956.69 and 54<sup>th</sup> \$18,539.73.
- The National Office service management contract proposal for the period beginning 08/01/10 and ending 07/31/11 has been submitted to Ed Powell, Executive Secretary. Note that there is no increase (or decrease) in the proposed annual fee. Overall membership has declined by approximately 14% since my initial contract was awarded in 2003. I have strived to cut, contain and absorb costs where possible. The last annual fee increase occurred on 08/01/06 and totaled \$300 (less than 1%) over the previous year. During the period beginning 08/2003 and ending 08/2009, the US average consumer price index increased 17%. Although we are serving fewer members, the average hours worked has not dramatically decreased. At this time, I am willing to continue to absorb indirect cost increases and perform additional work (see comments/suggestions below) to allow you to put more energy into the Society's overall mission and the goals of the industry and profession.

### Comments/Suggestions:

I currently serve on the Board of Directors of HELP, Inc. – Center Against Domestic Violence. During the past year, the organization was granted the time and expertise of a professional Strategic Planner. She explained that the Board (not just the staff) was responsible for ensuring the sustainability of the organization and prompted us to take action. She assisted us with developing long-term goals and insisted that each board member make a commitment of our resources: financial, personal/professional contacts, talents and our time. I can't think of one person in the ASGS that hasn't made this commitment and I applaud you all for your dedication. I am, however, concerned about the sustainability of this organization and would like to share some ideas and suggestions with you.

- Establish a long-term membership campaign and name it! **ROAR** – Reach Out And Recruit or **SOAR** – Seek Out And Recruit are two examples. Rather than allowing a one-time cash discount on dues, allow members to accrue “points”. Create a contest-type environment to generate excitement. Prizes could be awarded to those with the most points per year and the most points during the lifetime of the campaign.
- Establish a mentoring campaign and name it! **20-60-75** is a play on our dues amounts. Senior glassblowers could have the opportunity to pair with a Student (20), mentor them as they graduate to Junior (60) and continue mentoring that person until he/she reaches Regular (75) membership classification. Last year, 16 students did not rejoin the ASGS after their first year of membership. I realize that some of them didn't complete the glassblowing program but it is extremely important to hang on to those that did. They need encouragement, guidance and employment assistance in addition to feeling that they belong and can contribute to the future of our Society.
- Consider creating an accreditation program. Members of this Society are the experts in the field of Scientific Glassblowing. Develop a meaningful curriculum of courses and offer them at various Symposia and Section meetings. *Refer to the article: Certification Done Right published in ASSOCIATIONS NOW, October 2009 issue and written by Mickie S. Rops, CAE. Abstract: The benefits of a certification program can be obvious, but plenty of legal and organizational problems can damage your best intentions. Here's how to get smart about your credentialing.*

### Comments/Suggestions (continued):

- Consider establishing a foundation (separate entity) to receive donations and grants. Foundations are 501(c) 3 non-profit organizations and contributions are tax deductible. Funds could be used for awards & scholarships rather than spending money from our general budget.
- Consider extending the terms of President and President-Elect from one year to two or three years to allow time to review and implement long-term strategies and programs.
- Our website is our world-wide on-line face, the first impression of our Society to a new visitor. In my opinion, it's time to completely re-design the site. Note that website development costs and maintenance have declined over the years. Trends change. Initially, websites contained information. Today, websites are marketing tools designed to quickly grab the viewer's attention and prompt him/her to take action. Join here! Buy now! Contact us! Mike Palme has done a fantastic job with the resources available to him. That being said, I think that he and his committee would better serve the Society as liaisons to a paid professional web designer to ensure that the content of the site is in accordance with our policies and "netiquette" rules. ***I may be willing to absorb part or all of the web development and maintenance costs.*** I stumbled across an impressive website with great features: [www.culinology.com](http://www.culinology.com)
  - Short video clip about the trade
  - Welcome message from the President
  - Easy to locate member log-in
  - Join the organization on the front page
  - Includes e-tools such as Facebook, LinkedIn and Twitter
  - Online registration and dues renewal
  - Includes website links of sponsors and members (good member benefit!)
- I am a member in a variety of trade associations and several local Chambers of Commerce. Many are using e-mail marketing services to generate e-newsletters. Cindy recently tested one of those services (Constant Contact-see the following pages) and received positive feedback. "The newsletter puts the society in front of the members more often. More communication---more participation." The e-newsletters could be sent routinely four times year (January, April, July and October – sort of a preview to direct interest in Fusion) and upon request as reminders of upcoming events. A committee should approve the content – your thoughts? ***I'm willing to absorb the cost of the subscription if you will approve the use of this type of service.***
- Allow the National Office to prepare the annual Symposium Invitation, Registration Form and Program each year. First of all, this maintains consistency from year to year. Most importantly, we are able to quickly answer questions when they arise – or at the very least, know where to find the answer. Of course the Symposium committee would remain responsible for assisting us in gathering information and approving the content and layout.

As always, please feel free to contact us with suggestions, ideas and constructive criticism so that we are able to serve you in the manner in which you deserve.

Respectfully submitted by Amy Collins

October 20, 2009

Bookkeeping Plus Professional Services, Inc.

American Scientific Glassblowers Society National Office Manager

----- Original Message -----

**From:** [American Scientific Glassblowers Society](http://www.asgs-glass.org)

**To:** [natl-office@asgs-glass.org](mailto:natl-office@asgs-glass.org)

**Sent:** Friday, October 09, 2009 2:02 PM

**Subject:** News from American Scientific Glassblowers Society

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## American Scientific Glassblowers Society

[www.asgs-glass.org](http://www.asgs-glass.org)

FALL Newsletter

OCTOBER 2009

### In This Issue

Events

Facebook

55th Symposium

Technical Workshop

### Calendar of Events

**Delaware Valley Section**  
Meeting on November  
19th

Buena Tavern

Contacts:

Chris Bock

609.319.4322

[chrisb71@comcast.net](mailto:chrisb71@comcast.net)

Kaite Jones

302.898.1886

[k8jones@gmail.com](mailto:k8jones@gmail.com)

**55th Annual Symposium**

July 7 - 10, 2010

Dear ASGS Members,

Welcome! This is a sample of what our mass E-News letters could look like. **Please read over this and give us some feedback.** We can send this first one out to 100 people just to see if this is something we would be interested in doing each month. Please forward this to other members in your section (the news is legit). Other things to consider: Pictures can be added, more articles, advertising, coupons, the possibilities are endless.

### Facebook

You can become a fan of American Scientific Glassblowers Society on Facebook. We will be updating news on the upcoming Symposium in San Antonio and begin inviting multi-media clips and photos from demos at Section Meetings.

So please visit the page and sign up as a fan at:

San Antonio, TX  
Contacts:  
Robert Singer  
[maxglass@eatel.net](mailto:maxglass@eatel.net)  
Jack Korfhage  
[jackkorfhage@att.net](mailto:jackkorfhage@att.net)

<http://www.facebook.com/pages/American-Scientific-Glassblowers-Society/158790746843?ref=mf>

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## 55th Symposium & Exposition

Wednesday, July 7th - Saturday, July 10th, 2010

### T-Shirt Design Contest

Deadline for  
submission is  
October 15th

look in Fusion for  
more details

Quick Links...

[Our Website](#)

[Join Our Mailing List!](#)

2010 Symposium will be at The Omni San Antonio Hotel at the Colonade. The Omni is a 4 Diamond luxury hotel located in the NW section of San Antonio. Please be sure to reserve your rooms prior to the June 1st, 2010 deadline. You can make your reservations by calling the hotel reservation number 1.800.843.6664

[www.OmniHotels.com/SanAntonio](http://www.OmniHotels.com/SanAntonio)

Go to [www.asgs-glass.org](http://www.asgs-glass.org) for more information

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## Technical Workshop Demonstrations

I am seeking volunteers to present a Technical Workshop Demonstration at the 2010 ASGS Symposium in San Antonio, Texas, in July. Please contact Jack Korfhage, Technical Workshop Chair, if you would like to do a presentation. [jackkorfhage@att.net](mailto:jackkorfhage@att.net) or call 225.933.2614

Thanks for looking this over. Please let us know what you think.

[natl-office@asgs-glass.org](mailto:natl-office@asgs-glass.org)

Sincerely,

Amy Collins  
Cindy Hopper  
ASGS National Office  
American Scientific Glassblowers Society

Save  
25%

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American Scientific Glassblowers Society | P.O. Box 778 | Madison | NC | 27025

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# **BOOKKEEPING PLUS...**

## **PROFESSIONAL SERVICES, INC.**

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October 23, 2009

American Scientific Glassblowers Society, Inc.  
Edwin Powell  
36 Main Street  
Auburn, NJ 08085-9406

Dear Mr. Powell:

Since our inception in 1994, the dedicated staff of Bookkeeping Plus has provided individuals, businesses and non-profit organizations with a wide range of professional services including tax planning and preparation, accounting, payroll, computer software consulting and management services. Our continual investment of time and resources in continuing education, computer technology and civic participation demonstrates our commitment to excellence. Our team approach allows our clients to have access to personnel skilled in a variety of disciplines. Because our firm is small, our clients benefit by getting personalized, quality service that is beyond comparison.

Enclosed is our bid to provide National Office Management Services for your organization. Thank you in advance for your consideration.

Sincerely,

Amy C. Collins  
President

Proud Member of:  
Greater Greensboro Builder's Association  
Western Rockingham County Chamber of Commerce  
Reidsville Chamber of Commerce  
Eden Chamber of Commerce

Certifications/Degrees:  
BBA in Accounting-Marshall University  
Certified QuickBooks®Pro Advisor

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104 West Hunter Street • Madison, NC 27025 • (336) 548-9600

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## Scope of Services (revised 6/4/05)

### Association Management

1. General Office
  - a. Phone (answer phone calls as available, 9 a.m. – 5 p.m., CST, call return within 24 hours, M-F) Note: We do not require receptionist service, but would like a personal response if possible. We receive about 2-3 phone calls per day.
  - b. Fax (receive 24 hr, 7 days/week, transmit as necessary during normal business hours)
  - c. Voice Mail (call return within 24 hours, M-F)
  - d. E-mail (receive and respond within 24 hours, M-F)
  - e. Route communication to officers and committee chairs as necessary
  - f. Maintain regular contact with Executive Secretary
  - g. Prepare general report on office operations for each Board of Directors meeting
2. Management Company Facilities
  - a. Provide storage for inventory listed
3. Inventory
  - a. Provide secure storage of archival records (off-site storage acceptable, ~200 square feet)
  - b. Maintain copies of past publications for distribution on request (on-site storage, ~80 square feet)
4. Financial Management
  - a. Maintain ASGS financial records in an accepted accounting practice format
  - b. Receive, record, and deposit all income: dues, symposium registration, advertising, etc.
  - c. Provide credit card processing for dues, symposium registration, and other payments
  - d. Receive treasurer approved, prepared, and signed checks for counter-signature and final disbursement in payment of invoices. Receive and file copy of invoice and duplicate copy of check for each invoice.
  - e. Provide weekly, monthly, quarterly, and annual reports to the treasurer and bookkeeper. Reports to include the following (The details of format and timing for specific reports will be mutually agreed upon by the ASGS and the service provider):
    - i. Receipts (cash & credit) & Disbursements
    - ii. Deposits
    - iii. Bank Reconciliation
    - iv. Accounts Payable & Receivable
    - v. Budget Comparison
    - vi. Other reports as requested
5. Membership Committee Support Services
  - a. New and Prospective Members

- i. Respond to all inquiries regarding membership in the ASGS within 24 hours
  - ii. Add personal contact information of prospects to database and forward to respective section director
  - iii. Send out prospective member packets: personalized letter, information brochure and application, to all prospects
  - iv. Follow up after 30 days to confirm receipt of information
  - v. Process membership applications
  - vi. Forward application information to the membership chair for determination of membership classification
  - vii. Add to roster after confirmation by membership chair
  - viii. Place new members in the closet regional section to their address unless otherwise specified
  - ix. Send introductory materials to new members when notified by membership chair.
  - x. Maintain and update membership marketing and promotion materials
- b. Current Members
- i. Send and process renewal invoices to all members
  - ii. Coordinate with the membership chair on the reclassifications
  - iii. Maintain and update the membership roster on searchable database
  - iv. Provide periodic reports to officers and section directors of membership statistics
  - v. Prior to each Board of Directors meeting, prepare a report of membership statistics
- c. Marketing
- i. Maintain record of past, current, and prospective members contact information
  - ii. Assist implementation of marketing program as requested
- d. Membership Mailings
- i. Process annual mailing of membership information mailing
  - ii. Prepare mailing labels for mailings from the national office and for committee chairs (dues renewal forms, election and dues increase ballots, symposium packets)
  - iii. Provide mailing list information and/or labels for membership mailings as requested by authorized individuals
6. Publication Committee Support Services
- a. Fusion (quarterly journal)
- i. Respond to advertising inquiries
  - ii. Process advertising submissions
  - iii. Maintain database of advertisers
  - iv. Bill & receive payment for advertising
  - v. Provide mailing list information to publisher
  - vi. Provide report of advertising revenue quarterly (per issue) to publication chair and Fusion editor.
  - vii. Communicate with publication chair, Fusion editor, and publisher as necessary



- b. Proceedings (annually – symposium papers)
  - i. Providing mailing list information to publisher (from Symposium database)
  - ii. Communicate with publication chair, Fusion editor, and publisher as necessary
- c. Website
  - i. Transmit web advertisements and related update information to the webmaster
  - ii. Relay update information related to symposia, committees, etc. to the webmaster

### **Conference/Trade Show Management**

- 1. General
  - a. Maintain database of attendees, exhibitors, function attendance, and finances.
  - b. Provide monthly reports to the Symposium chair, or as requested.
- 2. Pre-registration
  - a. Receive, publish, assemble, and mail registration information
  - b. Process symposia advance registrations and payments
  - c. Provide monthly reports to symposium coordinator and chair and as requested
- 3. Exhibitors
  - a. Process exhibitor registrations and payments
  - b. Respond to/redirect vendor inquiries
  - c. Provide monthly reports to the Exhibits chair, or as requested.
- 4. Onsite
  - a. Oversee onsite registration
  - b. Coordinate with the treasurer for processing onsite receipts of cash
  - c. Receive payments at annual charity auction

# **BOOKKEEPING PLUS...**

## **PROFESSIONAL SERVICES, INC.**

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October 23, 2009

American Scientific Glassblowers Society, Inc.  
Edwin Powell  
36 Main Street  
Auburn, NJ 08085-9406

Dear Mr. Powell:

We are pleased to offer this proposal to provide National Office Management Services to The American Scientific Glassblowers Society, Inc. (hereafter ASGS).

Bookkeeping Plus Professional Services, Inc. (hereafter Bookkeeping Plus) will provide the services listed in the attached **Scope of Services** that was prepared by ASGS and included in your request for proposal.

Bookkeeping Plus will also be available for other special projects as needed. These projects will be billed at our prevailing hourly rate, or, in special circumstances will be quoted on a per project basis.

The annual contract fee for this service will be **\$34,800.00**. We will invoice in 12 equal monthly installments of **\$ 2,900.00**. Invoices will be submitted on the 1<sup>st</sup> day of each month, and payment will be due in full on the 10<sup>th</sup> day of the month in which the invoice is submitted.

A service charge of 1 ½% per month will be added to accounts that are 30 days past due. In addition, all accounts 30 days past due will be placed on credit hold and work will be suspended until the account is paid in full.

Either party has the right to terminate this agreement upon 30 days written notice to the other party or upon mutual agreement of both parties. Both parties agree to good faith negotiations in the event that changes are required to the Scope of Services or any other consideration of this agreement.

Bookkeeping Plus will maintain Errors and Omissions Liability insurance in addition to the required dishonesty bond. This proposal does NOT include any responsibility or insurance coverage of any property, records, etc. owned by anyone other than Bookkeeping Plus.

*(Continued next page)*

All ASGS records, whether electronic or paper, will remain the property of ASGS and will be available for inspection during normal business hours at our location. We will provide backup copies of electronic data upon request.

In the event of expiration and/or termination of the agreement, all ASGS property will be handed over upon payment of final invoice.

Software used to prepare and/or store data will remain the property of Bookkeeping Plus.

This agreement will become effective on August 1, 2010 and will continue for the term of 1 year. The first installment will be invoiced on August 1, 2010 and will be due on August 10, 2010.

Both parties agree to good faith negotiations for renewal of this agreement beginning 60 days prior to expiration.

Signature below by authorized representatives of the parties constitutes acceptance of this proposal. Upon acceptance, this document and the attachments become a binding contract between the parties.

Acceptance:

Bookkeeping Plus Professional Services, Inc.

Print/Type Name: Amy C. Collins

Authorized signature: \_\_\_\_\_

Title: President

Date: October 23, 2009

American Scientific Glassblowers Society

Print/Type Name: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

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