



November 4-6, 2011

# ACCREDITED AMC FORUM & RETREAT

Loews New Orleans Hotel  
300 Poydras Street New Orleans, Louisiana 70130

## The Program

*"Excellence is an art won by training and habituation. We are what we repeatedly do. Excellence, then, is not an act, but a habit."* - Aristotle

Want to make excellence a habit? Plan to attend a very interactive two day program facilitated by Michael Gallery, PhD as we explore how the "Seven Measures of Success" can be adapted to our companies and the AMC model. We will build upon last year's program Marketplace Mastery; Organizational Competencies for AMCs...the "New Normal" in Professional Service Marketing.

What is getting in the way of allowing our companies to be high performing organizations?

How do we go beyond our own AMC Institute accreditation to the next level? How do we raise the bar on our professionalism? What competencies do we need to have in order to achieve higher performance within our companies? What difference can we make to our staff, ourselves and our clients?

Our promise to you as a participant in this session:

1. You will be invited to complete a personal Assessment Survey and able to use your results to develop a plan of action for your AMC.
2. Participants will explore and learn new concepts that can be applied immediately to your company and your clients.
3. You will be able to access Dr. Gallery after the meeting to share what you are doing and to discuss ideas or issues.
4. We will hold a special follow-up session at the 2012 Annual Meeting this February for all attendees of the Forum.

You are encouraged to utilize this Forum as an opportunity for growth of your AMC and the education of your key staff – send more than one attendee from your company to maximize the experience.

## The Speaker

### Michael E. Gallery, PhD, CAE and Founder and President of OPIS

Dr. Gallery combines his nearly 24 years of experience as an association executive with his academic training in human performance technology to bring clients expertise in strategic planning, team building, program evaluation, leadership training, staff and volunteer performance development and evaluation as well as group facilitation. Michael's commitment to the association profession has extended beyond his work at ACEP. He has brought his leadership to the ASAE CAE Commission where he served as chair. He has been on the Board of the Center for Association Leadership and the American Association of Medical Society Executives. Michael has served as chair of the Measures of Success Project for the Center for Association Leadership. This landmark research effort applied the work of Jim Collin's *Built to Last* to association management. By comparing good associations to visionary associations the measures task force identified those factors uniquely shared by visionary associations. The work



**"I attended Dr. Gallery's program in August 2007 during the ASAE meeting and I honestly was totally engaged during the entire day. He kept the session lively and very interactive. I have kept the workbook and refer to it often particularly when we were renewing our AMC Institute accreditation. I wondered how we could get our company to the next level...I look forward to be able to learn more."**

—Suzanne Berry, MBA, CAE  
Association Resources, Inc.

of the task force resulted in ASAE and The Center's best-selling publication: *7 Measures of Success: What Remarkable Associations Do that Others Don't*. Over 25,000 copies have been sold to date. Michael also completed a project with ASAE and The Center to develop consensus based guidelines for the development and implementation of strategic plans for associations. Those guidelines appear in Michael's recent article published in the most recent issues of the Journal for Association Leadership entitled *The Development of Consensus Guidelines for Strategic Planning in Associations*. OPIS' clients include many state and national professional associations, including the Canadian Medical Association. A full list of clients can be viewed on the OPIS website: [www.opisconsultants.com](http://www.opisconsultants.com).

## The Hotel

The Loews New Orleans Hotel is ideally located just outside of the historical French Quarter, in the center of the best that "The Big Easy" has to offer. Our four-diamond AND MORE luxury property has been open since December 2003. All guest rooms offer outstanding views of either the Mississippi River or the New Orleans skyline. All of the fun of the Crescent City is just outside our door!

[www.loewshotels.com](http://www.loewshotels.com)

## The Schedule

### Friday, November 4

- Registration and Opening Reception

### Saturday, November 5

- Forum and Education, 9am-4pm (including breakfast and lunch)
- Saturday evening dinner will be dine around groups organized on-site

### Sunday, November 6

- Departure Brunch with Program

## Reservations

The special AMC Institute group rate of \$175 plus tax per single/double occupancy is available through Tuesday, October 11, 2011. Attendees must identify themselves as part of the Accredited AMC Forum and Retreat when making reservations.

Individual reservations should be made by calling Loews' Reservations Department at:

(U.S.) 1-800-235-6397

(Int'l) 866-211-6411

Please call between the hours of 7:00am-11:00pm (CST) 7 days a week.

To make reservations online:

<http://www.loewshotels.com/en/New-Orleans-Hotel/GroupPages/AMCForum>

Thank you to  
our Sponsors!





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# REGISTRATION FORM ACCREDITED AMC FORUM & RETREAT

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300 Poydras Street New Orleans, Louisiana 70130

## Registration

Registration is now open for the November 2011 Accredited AMC Forum and Retreat. All completed forms and payments should be sent to AMC Institute via mail, fax, or email.

100 N. 20th Street, Suite 400, Philadelphia, PA 19103  
Fax: 215-963-9785 info@amcinstitute.org

## Fees

Open to owners and principals of Accredited AMCs at \$595 per attendee. This includes opening reception, Saturday breakfast and lunch, Sunday brunch, educational forum, materials, and all follow up initiatives. Spouses and significant others are especially welcome at this weekend Forum and Retreat and are invited to attend the opening reception and the closing brunch at no additional cost. Saturday evening dinner will be dine around groups, organized on-site for all attendees and guests.

2010 Accredited AMC Forum & Retreat –  
See who attended our program last year!

<http://members.amcinstitute.org/meetings/documents/FinalRegistrationList.pdf>

## Questions?

Please contact us via email info@amcinstitute.org or phone 215-564-3484

Please return to AMC Institute via mail, fax, or email:  
100 N. 20th Street, Suite 400  
Philadelphia, PA 19103  
Fax: 215-963-9785  
info@amcinstitute.org

"I left the 2010 Accredited AMC Forum with a pad full of ideas to improve our firm's marketing and positioning generated by Suzanne Lowe's densely-packed presentation. And I really enjoyed the time spent working shoulder-to-shoulder with some of the smartest folks in the business on common issues to improve our industry messaging. I am looking forward to the next one."

—Greg Schultz  
The Sherwood Group

Company Name: \_\_\_\_\_

Accredited Since: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_ Country \_\_\_\_\_

### Forum Attendee 1

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Name on Badge: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Email \_\_\_\_\_

Spouse/Guest Name: \_\_\_\_\_

Spouse/Guest Name on Badge: \_\_\_\_\_

### Forum Attendee 2

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Name on Badge: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Email \_\_\_\_\_

Spouse/Guest Name: \_\_\_\_\_

Spouse/Guest Name on Badge: \_\_\_\_\_

### Forum Attendee 3

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Name on Badge: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Email \_\_\_\_\_

Spouse/Guest Name: \_\_\_\_\_

Spouse/Guest Name on Badge: \_\_\_\_\_

Please share with us if you have certain requirements that would make your meeting attendance more enjoyable (dietary needs, special assistance, etc.) \_\_\_\_\_

Please use another registration form or sheet of paper for additional attendees.

### Payment Information

All payments must be in US Funds.  
Payment must accompany registration form.

Enclosed is my Check (Payable to AMC Institute)

Visa     MasterCard     American Express

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Exact Name on Card \_\_\_\_\_

Card Holder Signature \_\_\_\_\_

Indicates authorization to charge card