The Benefits, Establishment, and Maintenance of a Biosafety Association

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Session Overview

• Brief history of ABSA and the growth of biosafety
• Benefits of a biosafety association
• Establishing and maintaining a biosafety association
ABSA History

• The 1st Annual Biological Safety Conference was April 18, 1955 at Camp Detrick in Frederick, Maryland.

• ABSA officially incorporated in 1984
  – Goals:
    • provide a professional association that represents the interests and needs of practitioners of biological safety internationally
    • provide a forum for the continued and timely exchange of biosafety information
**ABSA History**

- Volunteer managed 1984 - 1991
- Management Company 1991-2006
- Self managed by full time staff 2006 to present
ABSA Membership

• 1,500 members
  – 289 international members in 37 countries

• Membership makeup
  – Biosafety and Biosecurity Professionals
  – Microbiologists, Veterinarians, Industrial Hygienists, Engineers, Architects, Nurses, Medical Doctors

• Representing:
  – Academia, government laboratories, private industry, research foundations, pharmaceutical companies, consultants, government agencies and more…
Biosafety Credentials

Registered Biosafety Professional (RBP)
- Based on education and experience
- Application and recommendations

Certified Biological Safety Professional (CBSP)
- Exam administered through American Society for Microbiology/National Registry of Certified Microbiologists (SM/NRCM)
- Certification granted by ABSA

Maintenance points can be attained by attending local biosafety conferences!
Publications/Resources

- Anthology of Biosafety Series I-XI
- Applied Biosafety: Journal of the American Biological Safety Association
  - Submit Articles: http://absa.org/pubabj.html
- 50th Annual Conference Historical Roundtable DVD
- Animal Biosafety DVD
- ABSA.ORG
- Listserves: biosafety, biosecurity, occupational health
Conference & Courses

• Annual Biological Safety Conference
• Principles & Practices of Biosafety Course
• Review Course – for CBSP
• Leadership Institute for Biosafety Professionals
• Distance Learning/Webinars –
  – Call for Webinars
  – Effective Biosafety Training
  – Basic Disinfection
Conference Attendance

Year:
- 2001: 373
- 2002: 499
- 2003: 395
- 2004: 526
- 2005: 611
- 2006: 621
- 2007: 754
- 2008: 726
- 2009: 560
- 2010: 630
Global Growth

2000: 5 National and Regional Biosafety Associations

2013: 25+ National and Regional Biosafety Associations
Value of Biosafety Associations

- Education
- Collaboration
- Networking
- Advocacy
- Disseminate Information
- Best Practices
- Team Building
- Global
- Matching Resources
Transfer of Knowledge

members

members

members
Knowledge Over Time…
(sustainable professional development)

Members Training Co-Workers and Colleagues

Members become experts/trainers
Associations are the largest provider of adult education in the world!
Providing a Forum for Members

• Networking
• Sharing ideas
• Collaboration
• Common Issues
Advocate for the Profession

• Promoting the profession
  – To the Public
  – To Employers

• Representation
  – Government
  – Industry
  – Standards
Universal Value of Associations
Biosafety and Biosecurity Universe WITHOUT Biosafety Associations

- Corporate Partners
- Universities
- Government
- Foundations
With Associations

Universities

Other National and Regional Biosafety Associations

Complimentary Associations

Corporate Partners

Foundations

Government
Collaboration with Complimentary Organizations

• American Public Health Laboratories – biosafety competencies for laboratory workers
• American Association of Lab Animal Science – biosafety certificate for animal workers
• National Registry of Certified Microbiologists – Created an exam for biosafety professionals
• Elizabeth R. Griffin Research Foundation – Partnered on projects and meetings
Collaboration with Government

• Provide biosafety expertise to legislators and regulators
• Provide commentary on the BMBL
• Collaboration on fact sheets with OSHA
• Co-Sponsor of the CDC Biosafety Symposium
• Assist NIH with different rules and regulations
• Managing Partner of the USDA/ARS Symposium
<table>
<thead>
<tr>
<th>ABSA Alliances</th>
<th></th>
<th>USDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>AALAS</td>
<td>DOS</td>
<td></td>
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<tr>
<td>ACS</td>
<td>Emory University</td>
<td>WHO</td>
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<td>APIC</td>
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<tr>
<td>ASM</td>
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</tr>
<tr>
<td>CDC</td>
<td>Sandia</td>
<td></td>
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<tr>
<td>CSHEMA</td>
<td>UN</td>
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</tbody>
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Collaboration with Global Biosafety Associations
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Collaboration with Global Biosafety Associations

- CEN Laboratory Standard
- Educational opportunities
- Mentoring
- Biosafety association management workshops
- Informal collaboration between members
- Sharing best practices with AfBSA, EGBSA and more..
- Working together through IFBA
As new biosafety associations become established, the global biosafety community will benefit.
Indirect Benefits of Associations

• Global opportunities for suppliers
• Partnerships that produce innovative products and ideas
• Links that produce more resources for members
• Information filter
• Economic impact
• Sustainable Professional Development!
How do you grow and maintain a successful biosafety association?
Questions...

What works for your association?

How will you fulfill your mission/core purpose and reach your goals?
Mission/Core Purpose

What niche are you trying to fulfill and does it benefit your members?

It is important to keep the organization focused on the mission or core purpose.

ABSA Core Purpose:
ABSA is dedicated to promoting and expanding biological safety expertise
Leaders

- Leaders to initiate organization and programs
- Need to cultivate future leaders for succession and sustainability
  - Leadership training and orientation
- Authentic or Servant Leadership are a good fit for sustainable associations
  - Building a TEAM to accomplish a common goal!
  - Mentoring and Empowering
Need Leaders for…

• Board – lead association
• Committees – lead initiatives
• Sustainability!
Governance/Structure

Governance is the participation of volunteers in making decisions that are crucial to the operation and viability of an organization.
Articles of Incorporation

An agreement between the association and the state or government
Bylaws

• Agreement between association and members
• Defines governance structure
• Only amended by the Membership
• Brief – list the details in your Policy and Procedure Manual
Bylaws Include

• Statement of Purpose
• Types and qualifications of membership
• Dues Structure (no pricing)
• Meeting Information – Members’ and Council meeting
• Role of Executive Director/CEO OR Management
• List and duties of elected officers
• Voting procedures and qualifications
• Standing committees: Nominating, Finance, Membership
Policy & Procedures (P&P)

• Operating Manual for your organization
• Details the duties and responsibilities of the volunteers and management to perform the tasks of the organization
• Let your P&P grow with your organization
• The Council approves changes
• P&P should change as needs changes
Typical Governance Structure

Members elect Council (Board)

Council is responsible for strategic direction of the organization and accountable to the members

Teams, committees, and staff carry out policy and strategic plan
Meetings

- Use Parliamentary Procedure
- *Roberts Rules of Order* or equivalent
- Part of ABSA bylaws
- Orderly and efficient meetings
Successful associations come in many different shapes and sizes
Structure Depends Upon Your Needs
Typical Committees

• Finance
• Membership/Marketing
• Nominating
• Conference
A Strategic plan is a road map for your organization’s future success!

- Where do you want to go?
- How are you going to get there?
- Who is going with you?
- What resources will you need?
- Are you focused on your mission and member needs?
Strategic Planning

• Based on research
  – Strengths, weaknesses, member needs, environment, and the future
• Achievable goals & objectives that are within your mission and available resources
• Set priorities
• Provide products and services to meet member needs
• Continuous process
• 2-5 year plan
Good Financial Strategy

• Create a budget for the association and also for major activities such as conferences, courses, and publications

• A good budget helps determine the price and helps deter a financial loss

• Budget to create reserves – Insurance and investment for the future!

• Have to make tough decisions! Sustainability!
Strategic Management

- Strategic Management empowers volunteers and staff to meet members’ needs
- Council makes strategic decisions
- Staff and committees advise Council and are empowered to carry out Council’s strategic objectives
- All continuously strive to meet member needs based on feedback and data
Evolution Of An Association

**Small**
- Volunteer Driven
- Council Operational
- P&P Minimal
- Few Resources

**Large**
- Staff Driven
- Council Strategic
- P&P More Crucial
- Many Resources
Growing Your Membership
Who Are Your Potential Members?

• Biosafety and Biosecurity Professionals
• Microbiologists
• Industrial hygienist
• Environmental health & safety specialists
• Veterinarians
• Engineers
• Architects
• Occupational health professionals
Define Your Benefits

- Publications: newsletters and journals
- Education and Professional Development: conferences/courses/presentations
- Networking Opportunities
- Volunteer Opportunities: involvement and engagement
- Information, research, statistics
- Standards, codes of ethics, certification
- Advocacy
- Founding members
Promoting Your Association

Visibility, redundancy, and a consistent positive image are important to help promote your organization.
Vehicles for Promotion

• Membership brochures
• Business cards
• Presentations
• Advertisements
• Exhibiting at other conferences
• Email updates
• And…
Web Sites

- List benefits
- Updates and information
- Calendar of events
- Interactive
- Resources for members
- Links
Newsletters

• Association news
• Discuss new technologies
• Tips from the experts
• Updates in regulation or legislation
• Promote activities and benefits of the association
• Share regional/country policies or news
Social Media

- Email Lists/Listserves
- Facebook
- LinkedIn
- Twitter
- YouTube
Communications

• A helpful, relevant, and positive message
• Communicate frequently
  – Members
  – Volunteers
  – Stakeholders
• Adapt message to audience
  – Members, volunteers, media, government, public
Membership Retention

• If you have satisfied members they become your best advocates
• Easier to keep current members than to get new ones- You still need new ones!
• Welcome new members
• Get members involved and engaged
• Be aware of changing needs
Ways to Keep Members Engaged

• Regular Communication – Monthly emails
• Continuous discussion – listservs, Facebook, LinkedIn
• Regular Networking Opportunities
• Meetings- Annual, Quarterly, Monthly
• Opportunities to get involved – Committees, task force, discussion groups, etc..
• Continuously strive to meet member needs and expectations
Meetings for Marketing..

Conferences and meetings help promote your organization.

Important to leave a good impression.
To be sustainable, associations must have a good financial strategy!
Funding

All associations are funded differently:

- Membership dues
- Conferences and courses
- Government grants
- Corporate grants
Budgeting

• Create a budget for the association and also for major activities such as conferences, courses, and publications

• A good budget helps determine the price and helps deter a financial loss

• Budget to create reserves
## Sample Budget

<table>
<thead>
<tr>
<th>Income</th>
<th>Assoc X</th>
<th>Assoc Y</th>
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<tbody>
<tr>
<td>Membership</td>
<td>25000</td>
<td>25000</td>
</tr>
<tr>
<td>Meetings</td>
<td>20000</td>
<td>15000</td>
</tr>
<tr>
<td>Publications</td>
<td>10000</td>
<td>8000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$ 55,000.00</strong></td>
<td><strong>$ 48,000.00</strong></td>
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<table>
<thead>
<tr>
<th>Expenses</th>
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<tbody>
<tr>
<td>Staff</td>
<td>15000</td>
<td>15000</td>
</tr>
<tr>
<td>Meeting</td>
<td>17000</td>
<td>17000</td>
</tr>
<tr>
<td>Publications</td>
<td>9000</td>
<td>9000</td>
</tr>
<tr>
<td>Operations</td>
<td>9000</td>
<td>9000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 50,000.00</strong></td>
<td><strong>$ 50,000.00</strong></td>
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**Profit/Loss**  
**$ 5,000.00**  **$ (2,000.00)**

**10yr Reserves**  
**$ 50,000.00**  **$ (20,000.00)**
Financial Tools

Income Statement
Income - Expenses = Profit/Loss

Balance Sheet
Assets – Liabilities = Net Assets
# Sample Balance Sheet

## Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Checking</td>
<td>$50,000.00</td>
</tr>
<tr>
<td>Money Market</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Certificates of Deposit</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Equipment</td>
<td>$2,000.00</td>
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</table>

**Total Assets** $92,000.00

## Liabilities

<table>
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<th>Description</th>
<th>Amount</th>
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<tr>
<td>Deferred Revenue</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$2,000.00</td>
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</tbody>
</table>

**Total Liabilities** $3,000.00

**Net Assets** $89,000.00
## Sample Income Statement

<table>
<thead>
<tr>
<th>Income</th>
<th>Annual Conference</th>
</tr>
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<tbody>
<tr>
<td>Registration</td>
<td>30000</td>
</tr>
<tr>
<td>Courses</td>
<td>15000</td>
</tr>
<tr>
<td>Exhibits</td>
<td>2000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$ 47,000.00</strong></td>
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</table>

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Staff</td>
<td>12000</td>
</tr>
<tr>
<td>Hotel</td>
<td>15000</td>
</tr>
<tr>
<td>Speakers/Presenters</td>
<td>5000</td>
</tr>
<tr>
<td>Operations</td>
<td>6000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 38,000.00</strong></td>
</tr>
</tbody>
</table>

**Profit/Loss**  $ 9,000.00
Conferences and seminars give your members the opportunity to learn, network, see new products, and become involved in the organization.
Conferences/Meetings

- Design to meet members needs
- Relevant topics
- Time to network
- Get vendors(partners!) involved
- Time for discussion and input
- Welcome new members
- Opportunities to get members involved
- A good meeting could be a small group discussion in an office meeting room
Topics

• Topics that meet the needs of your members
• Knowledgeable and respected presenters
• Give members a chance to present (engagement!)
Conference Location

• Location depends on the needs of the organization and the type of meeting
• Accessible
• Within members’ budgets
Venue Options

- Office meeting room – small local groups
- University - small to medium group
- Restaurant - breakfast or dinner meeting
- Hotel - small to medium size group
- Conference Centers - large group

*Use the option that best fits your needs!*
Cost=Value

• Make sure the conference cost fits your members’ budgets

• Speaker and venue expenses are big factors in cost
  – Evaluate costs when picking a venue or considering presenters

• Corporate partners can help defer expenses.
Planning

• Start early
  – Four or five years for large conferences
  – Six months to one year for smaller meetings

• Involve everyone
  – Staff
  – Volunteers
  – Vendors (hotel, audio visual, banquet, other contractors)

• Be prepared for last minute requests and problem-solving at the conference
# Sample Planning Timeline

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Task Description</th>
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<tbody>
<tr>
<td>5 years</td>
<td>Choose conference location</td>
</tr>
<tr>
<td>2 years</td>
<td>Select contractors and event venues</td>
</tr>
<tr>
<td>1 year</td>
<td>Call for papers, start promoting</td>
</tr>
<tr>
<td>9 months</td>
<td>Contact corporate partners, select keynotes</td>
</tr>
<tr>
<td>4 months</td>
<td>Finalize program, increase promotion</td>
</tr>
<tr>
<td>3 months</td>
<td>Finalize details</td>
</tr>
<tr>
<td>2 months</td>
<td>Get speaker materials</td>
</tr>
<tr>
<td>2 weeks</td>
<td>Double-check details</td>
</tr>
<tr>
<td>1-2 days</td>
<td>Onsite setup</td>
</tr>
</tbody>
</table>
Networking

Set aside time for networking at your conference and seminars.
Distance Learning

• Live Webinars
  – Taught over the internet using slides and voice
• Audio conferences
• Podcasts
• Self-Paced Learning
  – Online tutorials
Julie’s Meeting Tips

• Expect the unexpected
• Double check everything!
• Always have extra copies of meeting materials
• Have all contact information handy
• Details, details, and details!
Benchmarking

Find similar organizations to compare pricing and best practices!
Current Trends in Downturn

- Divesting – getting rid of products and side businesses
- Re-Focusing – focusing on mission and core business
- Downsizing Boards and Committees – smaller boards and committees require less resources
- New Markets – complimentary, international
- Creative Marketing – free memberships?!
- Distance Learning
- Enhancing or divesting partnerships
7 Measures of Success
Publisher: American Society of Association Executives

1. A Customer Service Culture
2. Alignment of Products and Services with Mission
3. Data-Driven Strategies
4. Dialogue and Engagement
5. CEO as Broker of Ideas
6. Organizational Adaptability
7. Alliance Building
ThePowerofA.org

The Power of A

Associations tap the power of millions to create a stronger America and world.

That's The Power of A

One in every three Americans is a part of our nation's vital association and nonprofit industry. Each day, associations:

- Enrich Our Lives
- Keep Us Competitive
- Impact Our Future
- Fuel The Economy

Contact Us to Learn More

American Biological Safety Association
www.absa.org
Free Book!

*How to Start an Association*

http://www.rchcae.com/
Resources

American Society of Association Executives
http://www.asaecenter.org

Association Forum of Chicagoland
http://www.associationforum.org

Council of Engineering and Scientific Society Executives
http://www.cesse.org

Professional Convention Management Association
http://www.pcma.org

International Center for Not-for-Profit Law
http://www.icnl.org

Tecker Consultants, LLC
http://www.tecker.com
Final Thoughts

• Get members involved and engaged
• KISS principle
• Focus on your mission and what you're good at
• Share the fun
• Treat the association like a business – Sustainability!
Questions?

Thank You!