The Benefits, Establishment, and Maintenance of a Biosafety Association

African Biological Safety Association
2nd Annual Conference
Accra, Ghana
March 7-11, 2011

Edward J. Stygar, III, MBA, CAE
Executive Director, American Biological Safety Association
ed@absaoffice.org
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
Publications/Resources

• Anthology of Biosafety Series I-XI
• Applied Biosafety: Journal of the American Biological Safety Association
• 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!
Global Growth

2000: 5 National and Regional Biosafety Associations

2010: 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

members
Knowledge Over Time…
(sustainable professional development)

Members become experts/trainers

Members Training Co-Workers and Colleagues
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
With Associations

- Universities
- Foundations
- Corporate Partners
- Complimentary Associations
- Other National and Regional Biosafety Associations
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>
</tr>
</thead>
<tbody>
<tr>
<td>AALAS</td>
<td>DOS</td>
</tr>
<tr>
<td>ACS</td>
<td>Emory University</td>
</tr>
<tr>
<td>AIHA</td>
<td>EPA</td>
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<tr>
<td>APHL</td>
<td>FBI</td>
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<tr>
<td>APIC</td>
<td>Griffin Foundation</td>
</tr>
<tr>
<td>ASM</td>
<td>OSHA</td>
</tr>
<tr>
<td>CDC</td>
<td>Sandia</td>
</tr>
<tr>
<td>CSHEMA</td>
<td>UN</td>
</tr>
</tbody>
</table>
Collaboration with Global Biosafety Associations
Collaboration with Global Biosafety Associations
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?
Mission

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

It is important to keep the organization focused on the mission.

“The American Biological Safety Association is dedicated to expanding biological safety awareness to prevent adverse occupational and environmental impact from biohazards.”
Leaders

• Need Leaders that have a vision and are ready and willing to participate

• Encourage your leaders to find and cultivate future leaders
  – Needed for succession and sustainability!

*If you your association is new the initial leadership will be crucial to the organization’s success!*
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 change
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!
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
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
2004 ABSA Strategic Plan

- Major Restructure
- Changed philosophy to strategic management
- New roles
  - Council – strategic direction
  - Added Team Leaders – mentor and facilitate committees
  - Committees – empowered to carry our tactical and operational activities
  - Staff – partnership with volunteers; provide support and business advice
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
What Do Members Value?

- **Commitment**: consistent focus on the cause or mission
- **Content**: advocacy or knowledge
- **Community**: positive shared experience

Source:
ASAE CEO Symposium
and Tecker Consultants, LLC
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
Internet

- Email Lists/Listserves
- Facebook
- LinkedIn
- Twitter
- YouTube
Meetings for Marketing..

Conferences and meetings help promote your organization.

Important to leave a good impression.
Marketing Tips…

1. If you have satisfied members they become your best advocates.

2. Engage members on an ongoing basis!
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>
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<tr>
<td>Publications</td>
<td>10000</td>
<td>8000</td>
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<td><strong>Total</strong></td>
<td>$55,000.00</td>
<td>$48,000.00</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
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</thead>
<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>$50,000.00</td>
<td>$50,000.00</td>
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**Profit/Loss**

<table>
<thead>
<tr>
<th>Assoc X</th>
<th>Assoc Y</th>
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<tbody>
<tr>
<td>$5,000.00</td>
<td>$(2,000.00)</td>
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**10yr Reserves**

<table>
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<tr>
<th>Assoc X</th>
<th>Assoc Y</th>
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<tbody>
<tr>
<td>$50,000.00</td>
<td>$(20,000.00)</td>
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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>
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<tr>
<td>Certificates of Deposit</td>
<td>$ 25,000.00</td>
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<tr>
<td>Equipment</td>
<td>$ 2,000.00</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$ 92,000.00</strong></td>
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### Liabilities

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<th>Description</th>
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<tr>
<td>Deferred Revenue</td>
<td>$ 1,000.00</td>
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<tr>
<td>Accounts Payable</td>
<td>$ 2,000.00</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$ 3,000.00</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>$ 89,000.00</strong></td>
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# Sample Income Statement

## Income

<table>
<thead>
<tr>
<th>Income</th>
<th>Annual Conference</th>
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<tr>
<td>Registration</td>
<td>30000</td>
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<tr>
<td>Courses</td>
<td>15000</td>
</tr>
<tr>
<td>Exhibits</td>
<td>2000</td>
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</table>

Total: $47,000.00

## Expenses

<table>
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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>
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Total: $38,000.00

Profit/Loss: $9,000.00
Conferences/Seminars

Conferences and seminars give your members the opportunity to learn, network, see new products, and become involved in the organization.
Topics

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

5 years  Choose conference location
2 years  Select contractors and event venues
1 year   Call for papers, start promoting
9 months Contact corporate partners, select keynotes
4 months Finalize program, increase promotion
3 months Finalize details
2 months Get speaker materials
2 weeks  Double-check details
1-2 days Onsite setup
Networking

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

• Live Webinars
  – Taught over the internet using slides and voice
• Audio conferences
• Podcasts
• Self-Paced Learning
  – Online tutorials
ASAE CEO Symposium

Discussion Threads

I. The Special Nature of Voluntary Organizations
II. The Partnership of the Chief Executive and Chief Elected Officer
III. The Partnership with the Board
IV. Leading an Innovative Organization
ASAE CEO Symposium

Highlights

• Members are Owners, Customers, and Workers
• Must engage members
• Work together for success
• Knowledge Based: Using up to date information to make decisions
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
Secrets to ABSA Success

• Engaged members
• Excellent volunteer leaders!
• Diversity of work settings and backgrounds
• Willingness to share information
• Sound financial strategy
ThePowerofA.org

Each day, associations create positive change in America and the world.

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** through standards, creating standards of safety and quality, education, and development.
- **Keep us competitive** by providing resources to enhance learning, professional development, and research.
- **Impact our future** by promoting the economic and social development of communities around the globe.
- **Fuel the economy** through innovation and facilitating domestic and international business.

Contact Us to Learn More
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 Thought

Associations need to get members involved, keep them engaged, and recognize their contributions to be sustainable!
Thank You!

Presentation and other materials at:  
http://www.absa.org/afbsa/  
username: afbsa  
password: ghana2011