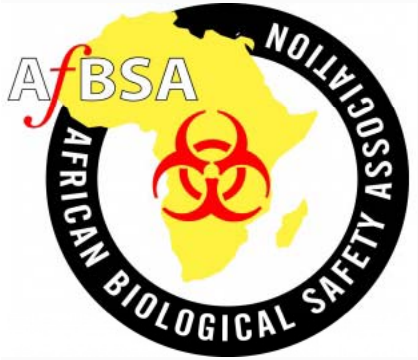
The Benefits, Establishment, and Maintenance of a Biosafety Association



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

Biological Safety Conference
Plum Island, NY ~ 1965

Row 1 – P.C. DeBlasio, J.J. Callis, J.A. Robertsen, A. Hellman, T. Atkinson, R.L. Alg, A.G. Wedum, J.F. Sullivan, M.S. Shahan, G.E. Cottral
Row 2 – J.A. Johnson, D.T. Braymen, D.J. Giron, R.L. Farrell, J.R. Songer, R.H. Kruse, O.S. Robinson, K.H. Hindman, J.L. Hyde
Row 3 – W.L. Webb, R.B. Clarke, H.O. Blackburn, P.M. Dufour, G.B. Phillips, M.S. Barbeito, H.M. Schol
Row 4 – K.E. Hanson, D.H. Nusbaum, R.S. Runkle, A.L. Rosenzweig, G.A. Bodmer, W.R. Hinshaw

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

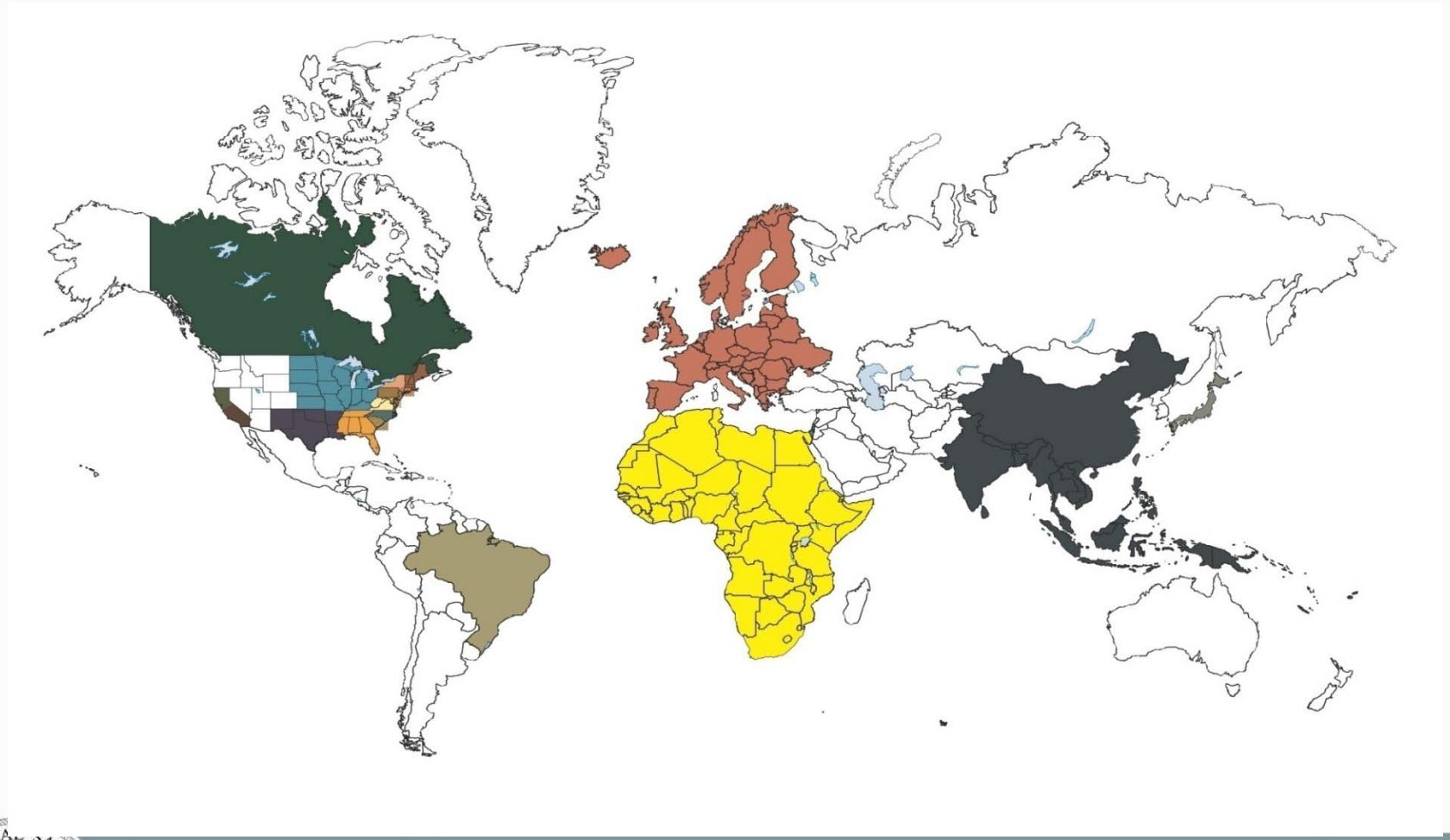
Publications/Resources

- *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

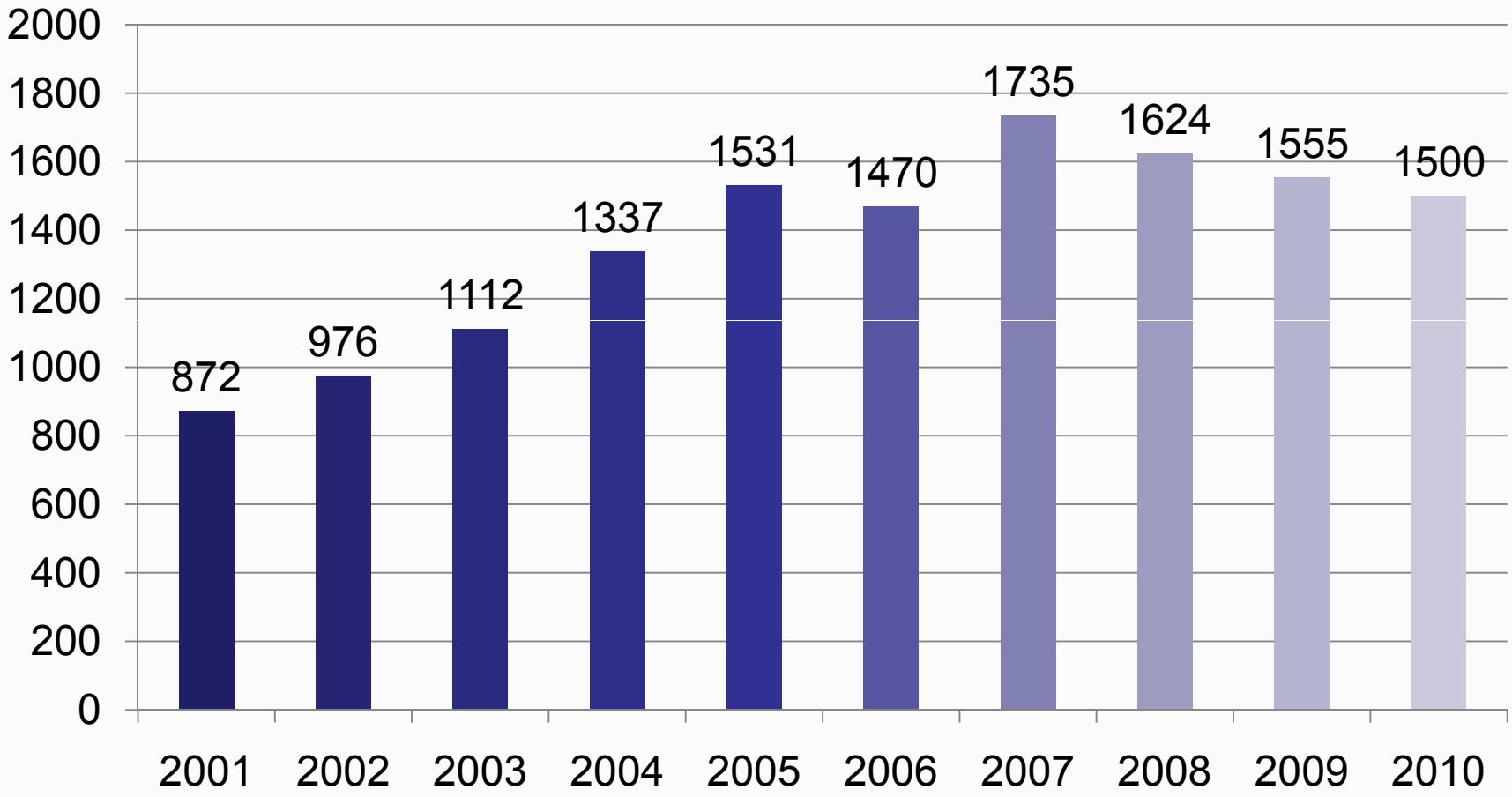
Conference & Courses

- Annual Biological Safety Conference
- Principles & Practices of Biosafety Course
- Review Course – for CBSP
- Leadership Institute for Biosafety Professionals
- Distance Learning/Webinars – Call for Webinars!

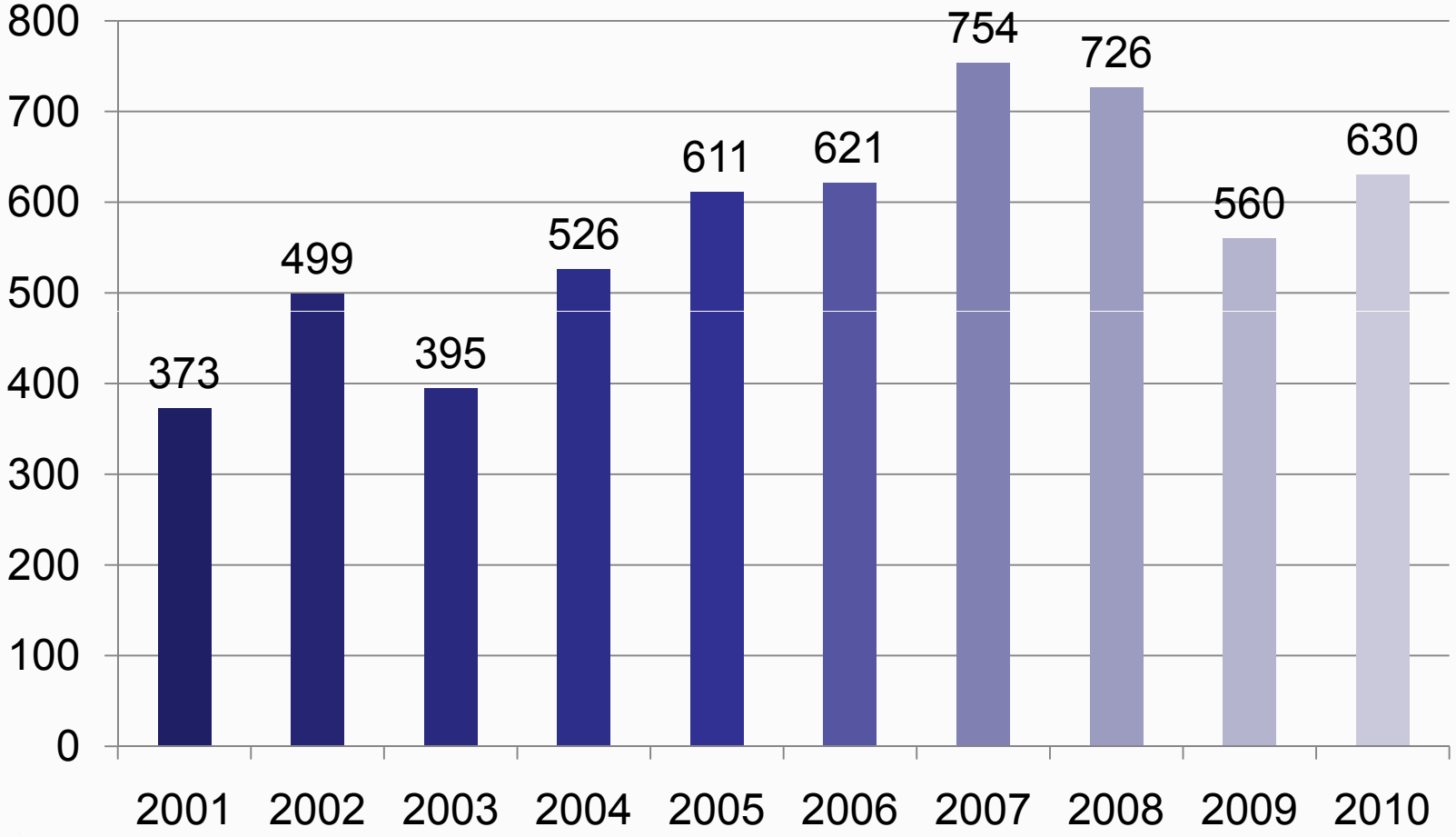
ABSA Affiliates



Membership


2000
1800
1600
1400
1200
1000
800
600
400
200
0
872
976
1112
1337
1531
1470
1735
1624
1555
1500
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010

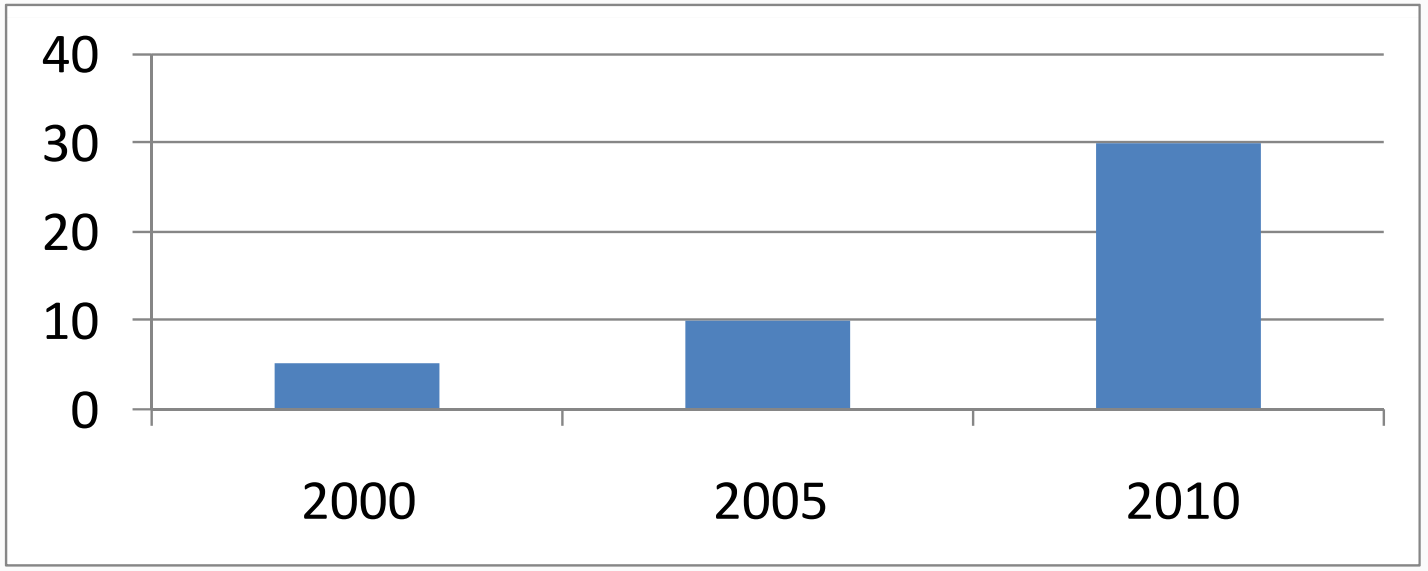
Conference Attendance



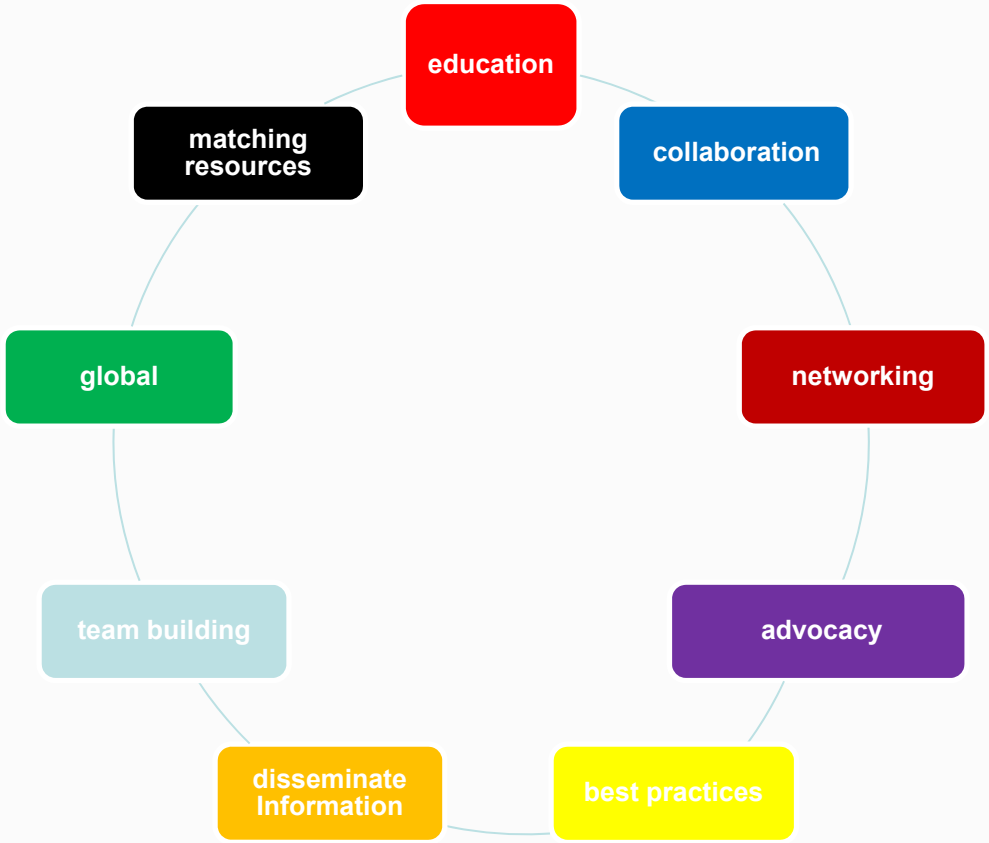
Global Growth

2000: 5 National and Regional Biosafety Associations

2010: 25+ National and Regional Biosafety Associations



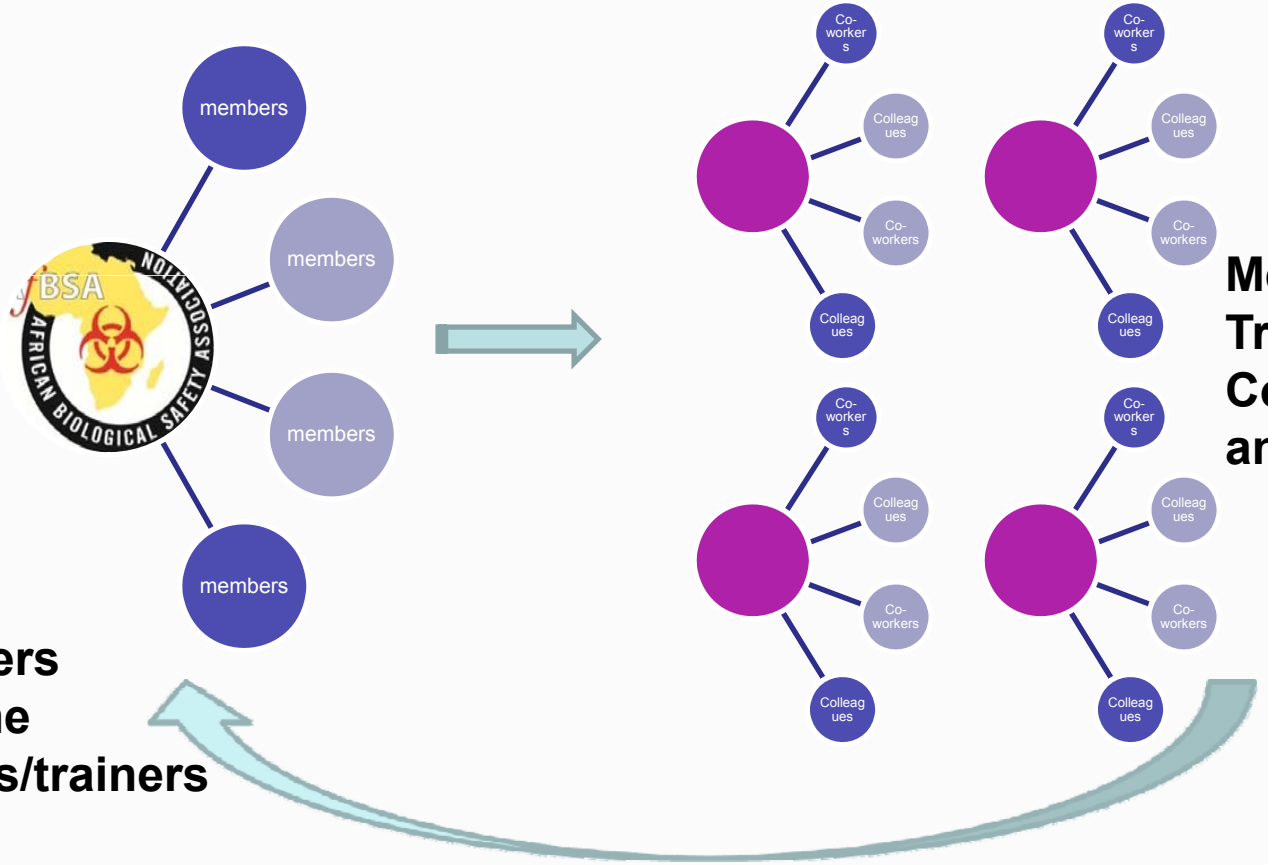
Value of Biosafety Associations



Transfer of Knowledge

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!

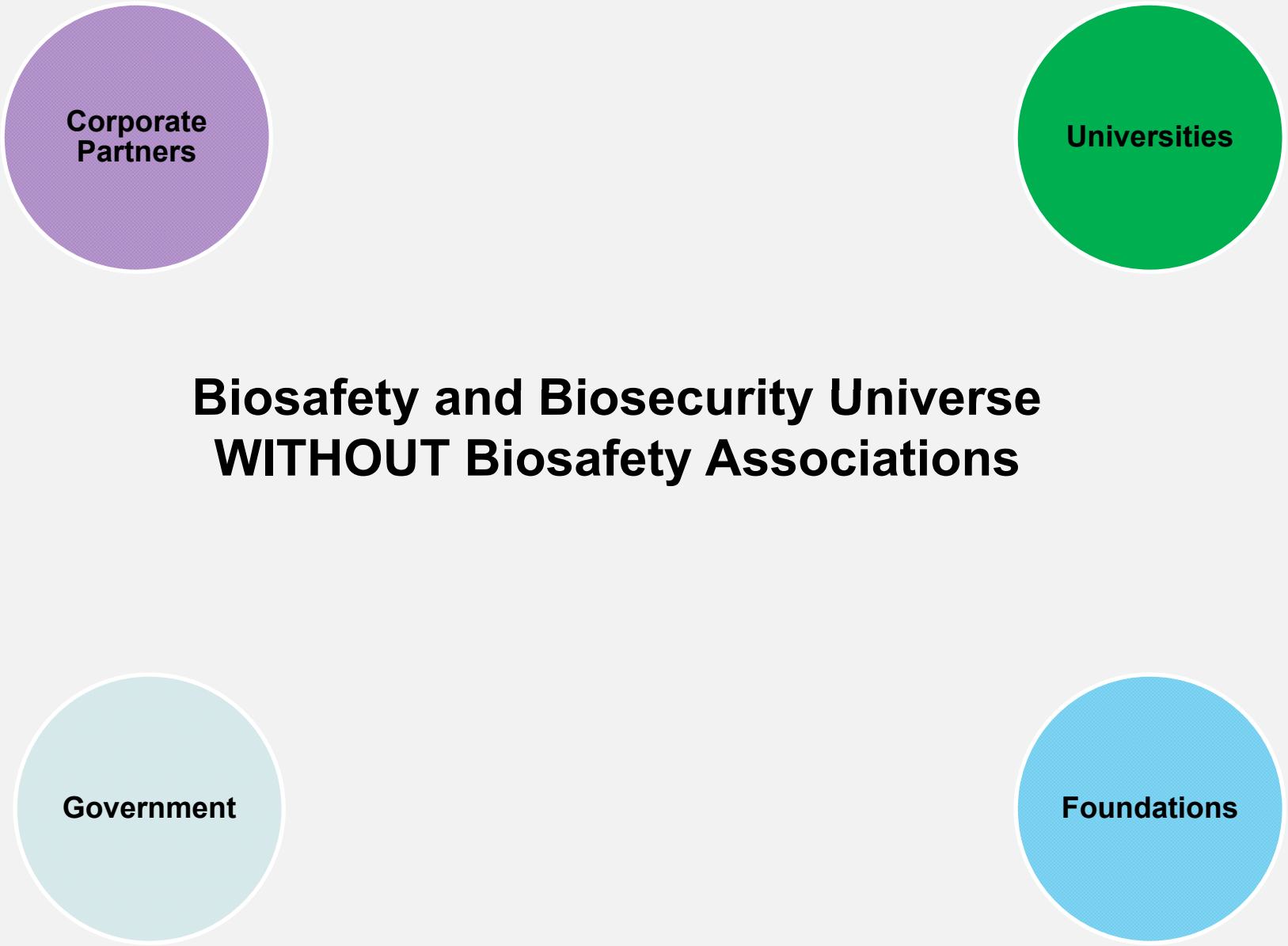
Providing a Forum for Members

- Networking
- Sharing ideas
- Collaboration
- Common Issues

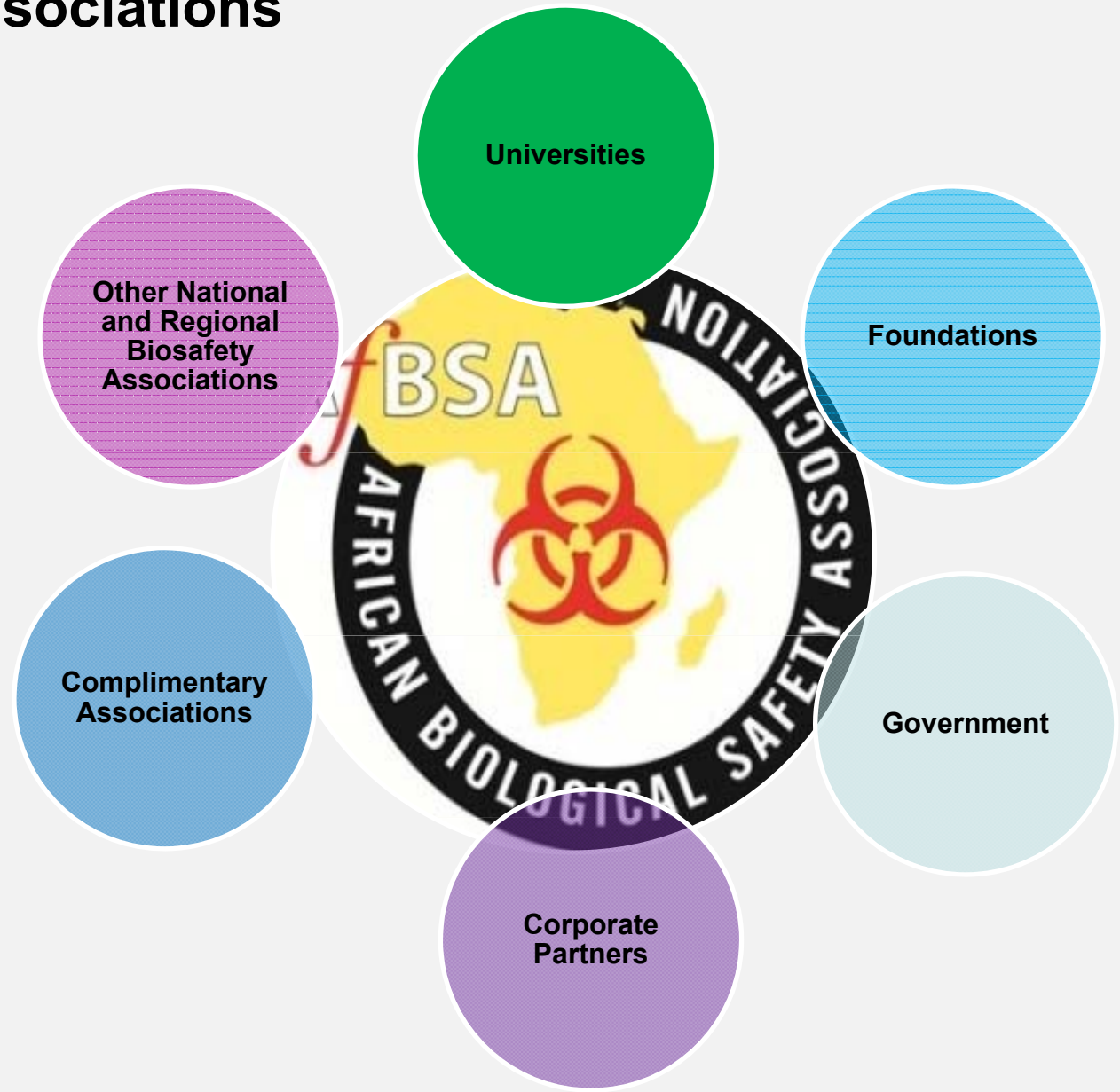
Advocate for the Profession

- Promoting the profession
  - To the Public
  - To Employers
- Representation
  - Government
  - Industry
  - Standards

Universal Value of Associations


Corporate Partners
Universities
Biosafety and Biosecurity Universe
WITHOUT Biosafety Associations
Government
Foundations

With Associations



Collaboration with Complimentary Organizations

- American Public Health Laboratories – biosafety compentencies 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

ABSA Alliances

AALAS
ACS
AIHA
APHL
APIC
ASM
CDC
CSHEMA
DOS
Emory University
EPA
FBI
Griffin Foundation
OSHA
Sandia
UN
USDA
WHO
DOE

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.

Elizabeth R. Griffin
Research Foundation
Safe Research Saves Lives

International Federation of
Biosafety Associations

http://www.internationalbiosafety.org
http://2011.absa.org

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

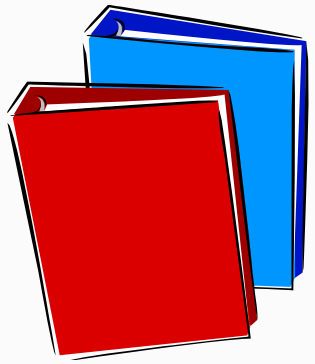
- **Agreement between association and members**
- Defines governance structure
- Only amended by the Membership
- **Brief – list the details in your Policy and Procedure Manual**

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

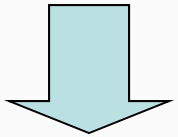
Policy & Procedures (P&P)

- 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 changes

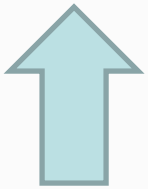


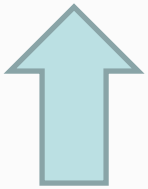
Typical Governance Structure

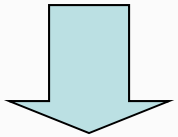
Members elect Council(Board)



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





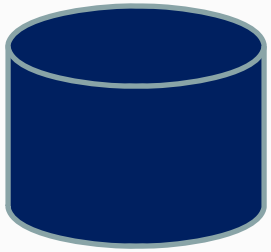


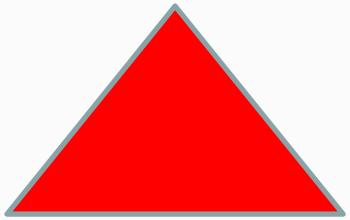
Teams, committees, and staff carry out policy and strategic plan

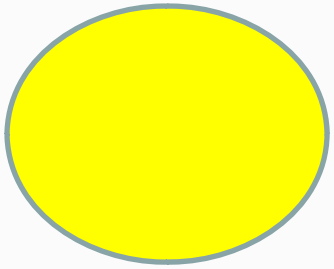
Meetings

- Use Parliamentary Procedure
- *Roberts Rules of Order* or equivalent
- Part of ABSA bylaws
- Orderly and efficient meetings

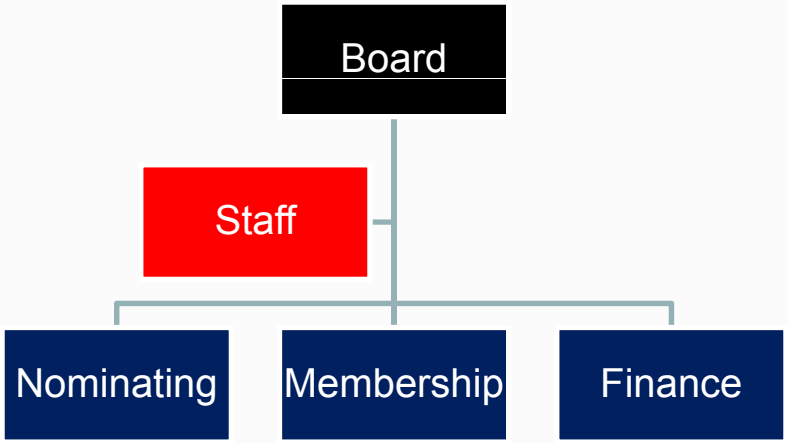
Successful associations come in many different shapes and sizes

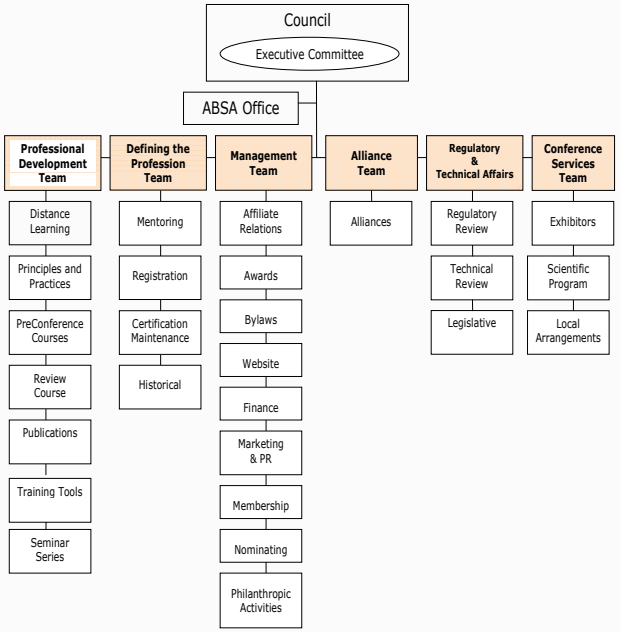






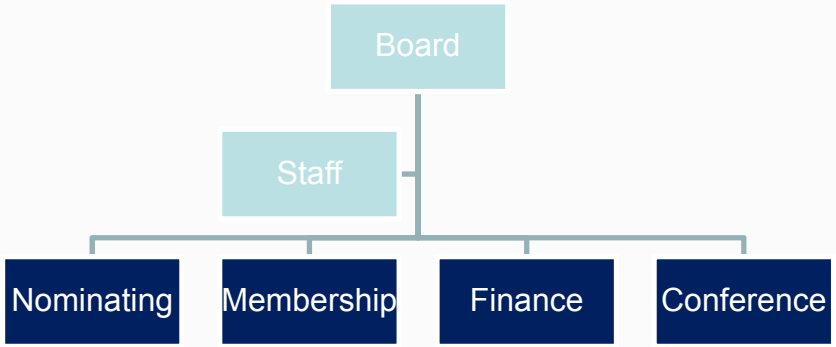
Structure Depends Upon Your Needs





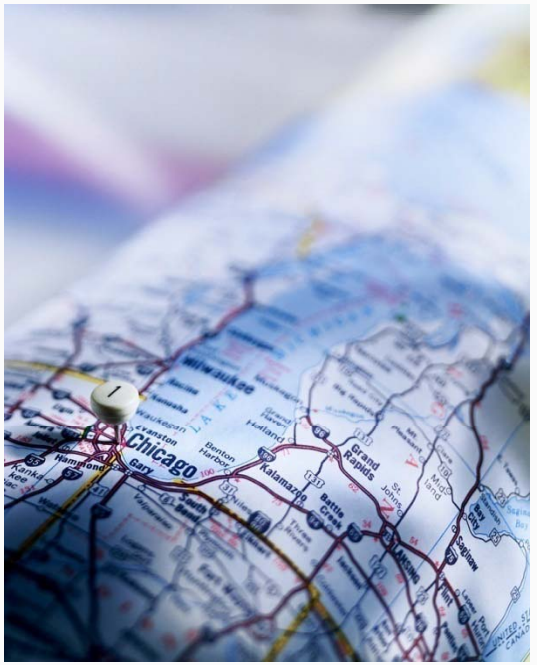
Typical Committees

- Finance
- Membership/Marketing
- Nominating
- Conference



Strategic Plan

A Strategic plan is a road map for your organizations 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

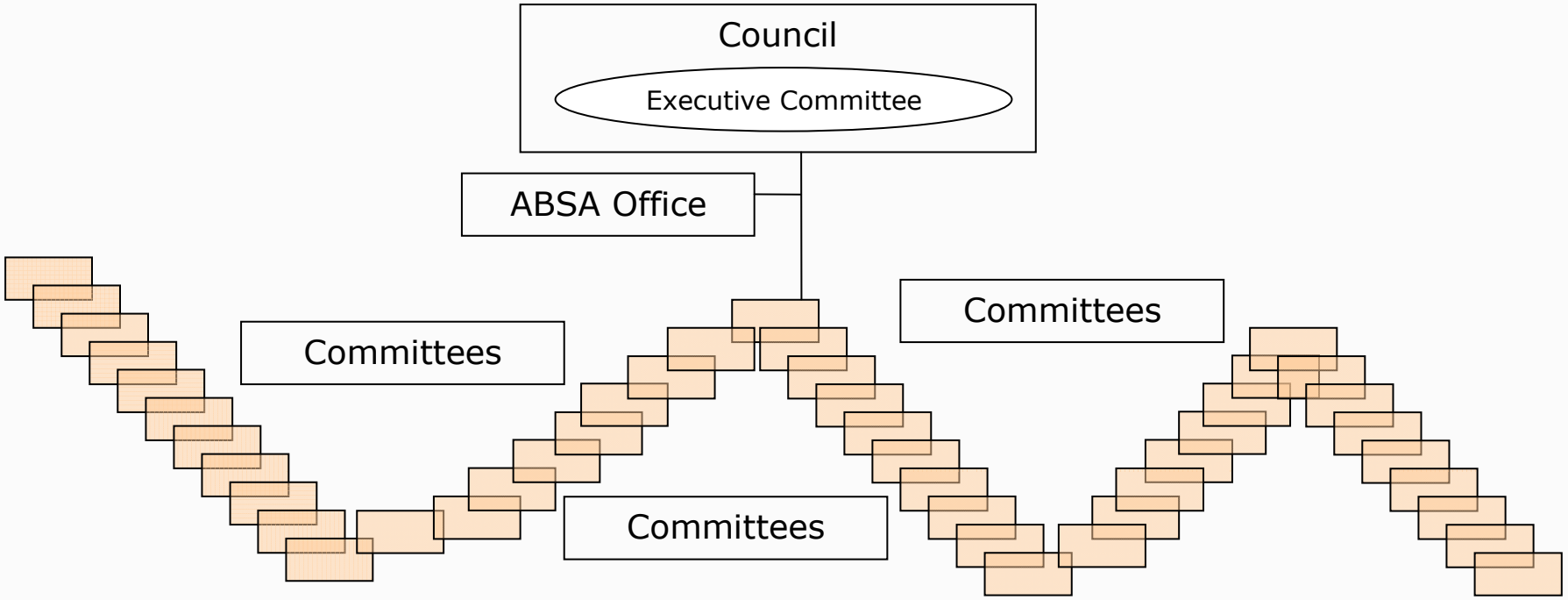
Strategic Management

- 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

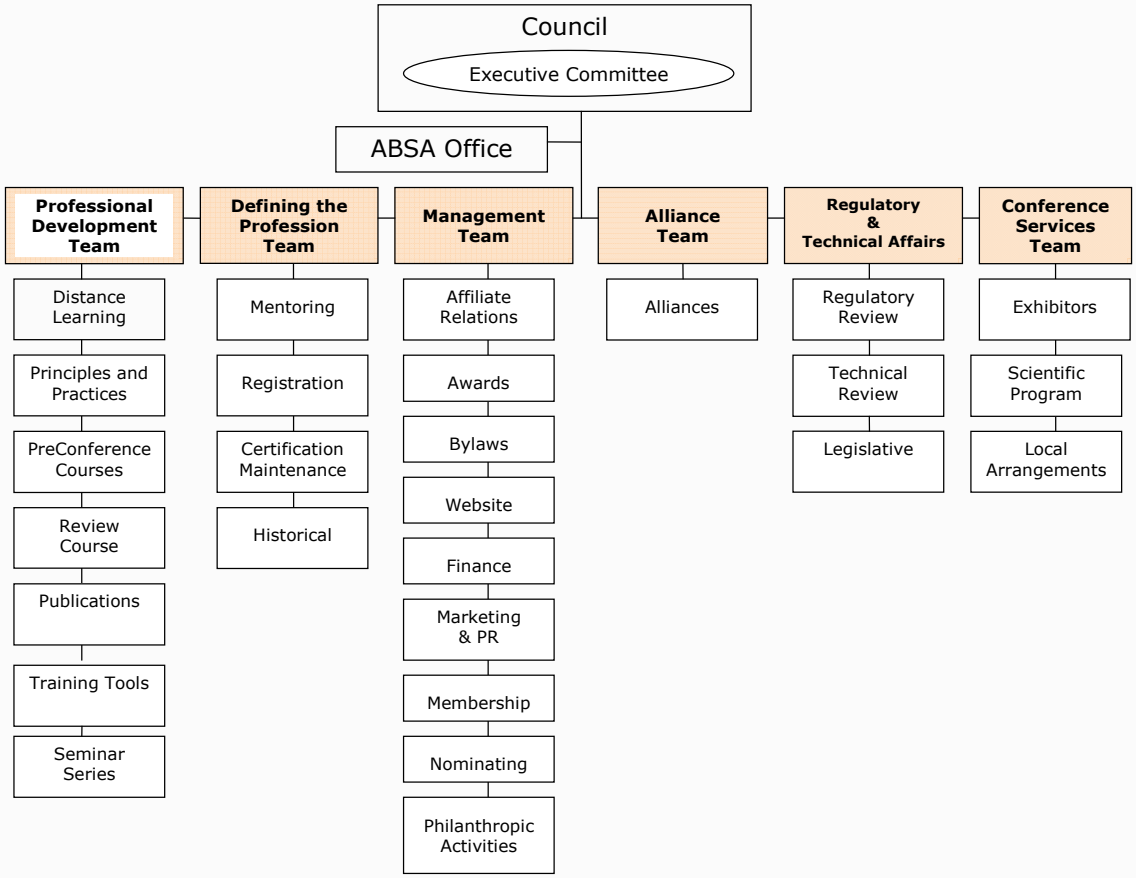
2004 ABSA Strategic Plan

- 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

Old


Council
Executive Committee
ABSA Office
Committees
Committees
Committees

New


Council
Executive Committee
ABSA Office
Professional Development Team
Distance Learning
Principles and Practices
PreConference Courses
Review Course
Publications
Training Tools
Seminar Series
Defining the Profession Team
Mentoring
Registration
Certification Maintenance
Historical
Management Team
Affiliate Relations
Awards
Bylaws
Website
Finance
Marketing & PR
Membership
Nominating
Philanthropic Activities
Alliance Team
Alliances
Regulatory & Technical Affairs
Regulatory Review
Technical Review
Legislative
Conference Services Team
Exhibitors
Scientific Program
Local Arrangements

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
- Veternarians
- 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

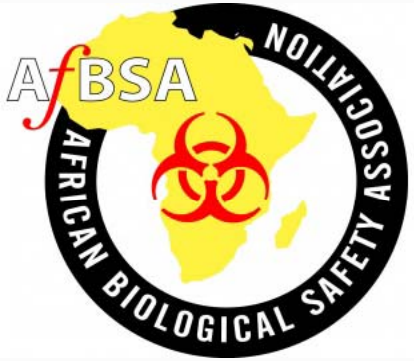
Source:
ASAE CEO Symposium
and Tecker Consultants, LLC

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

Income	**Assoc X**	**Assoc Y**
Membership	25000	25000
Meetings	20000	15000
Publications	10000	8000
Total	$ 55,000.00	$ 48,000.00
Expenses		
Staff	15000	15000
Meeting	17000	17000
Publications	9000	9000
Operations	9000	9000
Total	$ 50,000.00	$ 50,000.00
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		
Checking	$	50,000.00
Money Market	$	15,000.00
Certificates of Deposit	$	25,000.00
Equipment	$	2,000.00
Total Assets	$	92,000.00
Liabilities		
Deferred Revenue	$	1,000.00
Accounts Payable	$	2,000.00
Total Liabilities	$	3,000.00
Net Assets	**$**	**89,000.00**

Sample Income Statement

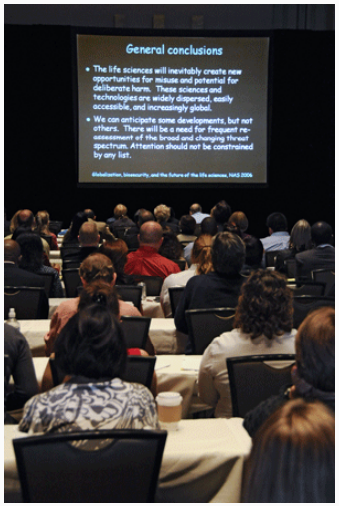
Income	**Annual Conference**	
Registration		30000
Courses		15000
Exhibits		2000
Total	$	47,000.00
Expenses		
Staff		12000
Hotel		15000
Speakers/Presenters		5000
Operations		6000
Total	$	38,000.00
Profit/Loss	**$**	**9,000.00**

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

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

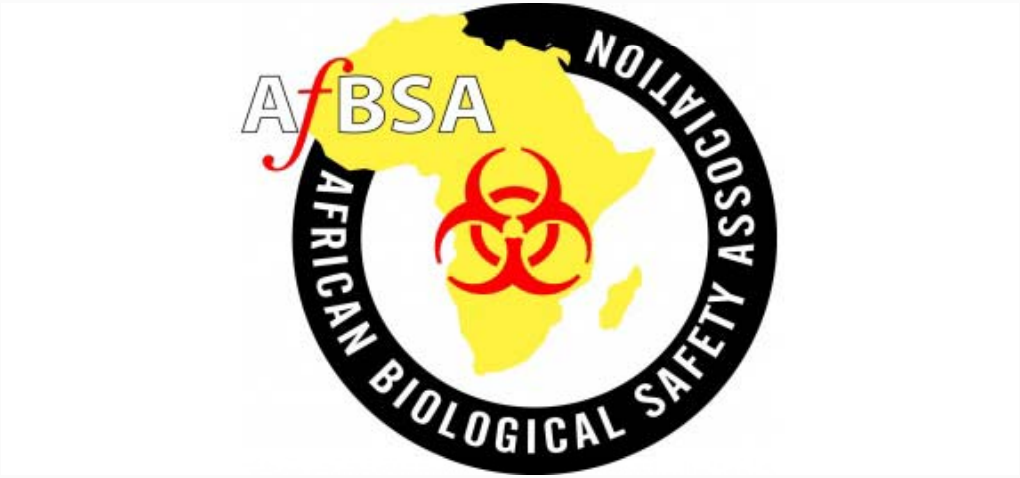
Tecker Consultants, LLC

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