

BOTTOM LINE BRIEFING

Business Intelligence for Association Executives

BOTTOM LINE BRIEFING's readers are very supportive and appreciative of the news.

*“EXCELLENT member benefit - justifies membership in a single swoop!!!!
Congratulations.”*

Kimberly Martinson
Executive Director
Transportation Management Association of San Francisco

“I want you to know what a truly beneficial and timely member benefit this is. When I started looking at the topics, reading the summaries of the articles, and then dug deeper into many of them I began to wonder if MSAE and these authors have been hiding under my desk listening to conversations about the association and our subsidiaries over the last year or so. The information contained in BLB so directly applies to what MLBMA is dealing with, going through and positioning ourselves for right now, it is almost shocking.

Thank you for this great service! I have contacted Information Inc. to see if we can help our members in the same way.”

Richard Seely
President
Michigan Lumber & Building Materials Association

“This falls under the heading ‘wish I'd thought of that’! What a neat idea and the content is great. Have sent it to our communications director to see if we can tweak the concept and use it for some of our niche groups.”

Christi Stinson, CPA, CAE
Chief Operating Officer
Texas Society of CPAs

“Great service!”

Paul Stone
President & CEO
North Carolina Restaurant Association

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“Love the survey question and the graph that displays after one votes. And new format is nice. Well done!!!!!!!!!!!!!!!!!!!!”

Mary Anne Knapke, CAE
Executive Director
Ohio Society of Association Executives

“I really enjoyed this piece and am looking into the e marketing suggestions.”

Noelle Schiffer
Vice President of Marketing
Original Equipment Suppliers Association

“Many thanks...News I can use! Please add me to your list.”

Judith Curfman Thompson
Executive Director
South Carolina Nurses Association

*“Greetings -
A very nice piece. I already have found a couple of useful items.”*

Ira Rubins
Executive Director
Arizona Parks & Recreation Association

“I like the new format and the instant poll results!”

Beth Brooks, CAE
President
Texas Society of Association Executives