

# SMG Staff Participate as Leaders and Volunteers in Peer Associations

***SMG has always supported the involvement of its staff members in state societies of association executives, as well as other relevant state and national organizations.***

Volunteering in these associations, although not managed by SMG, provides our team members with professional development and leadership opportunities, helps us to keep up with industry trends and dynamics—ultimately, benefitting the clients we manage.

One of the biggest benefits of volunteering, whether as a member, committee member or board member, is that it helps us to better appreciate the volunteers of the association clients that SMG manages. As SMG staff, we ask a lot of the volunteers who govern our client associations. Putting ourselves in similar volunteer leadership positions enables us to empathize with the clients we serve. Additionally, serving as a volunteer provides leadership skills and a more well-rounded staff member.

A number of SMG staff have been involved with the American Society of Association Executives (ASAE) and its State affiliates; and the Association Management Company Institute (AMCI). **Fred Stringfellow** has served as Past Chairman of AMCI, has been a frequent speaker at AMCI and currently serves on ASAE's AMCI Key Committee; **Kristen Philips** currently serves on the Board of Directors for the Texas Society of Association Executives; **Daniel Whitehead** currently serves as AMC SIG Chair for the Virginia Society of Association Executives (VSAE); and **Mary Connor** is a frequent speaker at ASAE, VSAE and the Mid-Atlantic Society of Association Executives (MASAE). Other SMG staff are active participants in Societies of Association Executives in Pennsylvania, Georgia, Florida and Wisconsin; and human resource organizations like the Chesapeake Human Resource Association.

Another area of involvement that more directly benefits SMG client associations, is our staff's involvement in industry trade organizations in relevant industry sectors.



Several of our account executives represent their client associations on Association Executive Committees and Boards intended to give a voice to that association at a larger industry level. Some of these associations include the National Association of Manufacturers (NAM), Building Owners & Managers Association (BOMA), ChiroCongress, and ANSI, to name a few.

It's easier to tackle the challenges in front of us when we approach them through collaborative efforts. What better way to collaborate than through our industry and professional associations?

