

The TMG Connection

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How to Make a Good "Bite"

The press has called and they want to get your opinion on something that just happened in your industry or profession, but they're only giving you a few minutes. How can you make the most out of your "15 minutes of fame"? Here are eight easy steps to make the most out of your "bite":

1. Identify with the public interest, i.e., say something that most people would agree with or about the issue at hand.
2. Mention your association's name – "At XYZ Association, we..."
3. Tell the truth...but make it the best truth it can be – "Let me give you the facts..."
4. Offer a measure of proof – "Our studies have found..."
5. Offer an enlightening comparison.
6. Use strong nouns and active verbs – never use jargon.
7. Capture the point of what you want to say in a memorable nutshell.
8. PRACTICE, PRACTICE, PRACTICE. You want to look and sound unrehearsed – no notes, just your own knowledge and expertise. ■

Planning your Travel to Canada or Mexico

As of January 23, 2007 all passengers, including U.S. citizens traveling by air or sea to Canada, Mexico, Central or South America, the Caribbean and Bermuda must carry a passport. This is a change from prior travel requirements which allowed travelers to cross these borders with only a U.S. driver's license.

This new requirement will also affect certain foreign nationals who currently are not required to present a passport to travel to the United States. Most Canadian citizens, citizens of the British Overseas Territory of Bermuda, and Mexican citizens will be affected by the implementation of this requirement.

How to get a passport or renew the one you have:

United States citizens can visit the State Department's website (<http://travel.state.gov>) or call the U.S. National Passport Information Center (877-4USA-PPT). You may also go to one of about 7,000 facilities located throughout the United States, including many post offices, courts, county offices and some public libraries. You will need two photographs of yourself, proof of U.S. citizenship, birth certificate, and a valid form of photo identification such as a driver's license. Allow 6 weeks for processing of the passport application. If you need to travel urgently and require a passport sooner, please visit <http://travel.state.gov> for additional information on expedited processing. Peak domestic passport processing is between January and July. U.S. citizens living outside the U.S. should contact the nearest embassy or consulate.



(from left to right) Lisa Astorga, Darla Dobson, Donna Mulholland, Stacy Blackshaw and Linda Wright

TMG was pleased to recognize long-serving employees at a monthly staff meeting. Lisa Astorga, Director of Meetings and Conventions, Darla Dobson, Executive Director and Webmaster, Stacy Blackshaw, Associate Director of Exhibits/Marketing, and Linda Wright, Administrative Assistant, all received plaques for five years of service to TMG and its clients. Donna Mulholland, Director of Operations was recognized for her 15 years of contributions to TALLEY MANAGEMENT GROUP's success.

Foreign nationals should contact their respective governments to obtain passports.

For more information on the new requirements and instructions for how to apply for or renew a U.S. passport, visit <http://travel.state.gov>

(information as of printing) ■

Strategic Planning

Strategic planning is an opportunity for board self-assessment, and a vehicle to create a broad vision for the association. Planning sessions help to redefine what the association is, what value it offers and for whom. Strategic planning sets priorities and should guide future decision-making.

Most boards engage in strategic planning. They bring in an outside facilitator, meet for a day or two, and come up with a plan. Some boards engage in this process yearly, others every two, three or more years.

Some boards use a marketing survey to help drive strategic planning. They look at what the membership wants and needs. Does the association have a brand? Is what the members think of the association what the leadership wants them to think? What are membership projections for the next five years? Is your membership aging? (The average age in most associations is 50+.) How do you bring in younger members? What could happen in your industry that could negatively/positively affect your membership numbers?

Many boards assume the responsibility for strategic planning, and see it as a board-driven process. Others open up the process to include association members with representation from different categories of membership (if appropriate). Whatever choice your association makes, strategic planning should consider some of these questions:

- What does a perfect world look like for members?
- If you were starting the association from scratch, what kind of association would you create?
- What is the difference between a great organization and a good organization?
- What should *not* change? What can the association stop doing that wouldn't make a big difference?
- What is the state of association finances? Is the association in a weaker or stronger position than it was five years ago? Does the organization need a larger reserve fund? Is there an investment policy in place?
- Is the association tracking critical technology advances in its field? Are there programs to help members understand these changes?
- Has membership declined or increased as a reflection of the industry?
- What are the association's strengths and weaknesses?
- Are members benefiting from, or aware of, everything the association offers?
- What opportunities are available to the association to grow and what are the possible threats to its existence?
- What does success look like for the association? What should success look like in five or ten years?
- Are objectives measurable? Is there a timeline attached to each objective? Is there an estimated cost attached to each objective?

Many strategic planning groups don't bother to look at the prior plan to assess what has been accomplished, what remains unresolved, and why. The group should determine whether any of the unresolved goals should be incorporated in the new plan.

Once the strategic plan has been accepted by the board, officers and directors need to ask themselves if, as a leadership group, they:

NEW SERVICE!...

TMG is proud to offer a new and improved solution to your online needs. In 2006 TMG started offering the ability online to become a new member in real time. In addition to registering new members, TMG continues to offer the ability to pay your dues online, update your personal information, as well as online registration for meetings. All transactions are real-time and immediately update in your iMIS database.

- simply monitor what has happened in the past or set aside time to dream and create for the future, and then plan to make those dreams reality
- spend too much time on tactical rather than strategic issues
- place vision items at the top of the agenda
- link each agenda item to the strategic plan
- have made the plan part of the board culture
- place the association's mission at the top of the agenda
- have committee assignments linked to strategic plan goals and objectives.

The strategic plan should be the primary document driving the association. In order to maintain the strategic plan as a living document, bylaws changes, subsequent board action, time spent at board meetings, and identification of roles of staff and board should all be linked to the plan.

Strategic planning design and facilitation has been one of TALLEY MANAGEMENT GROUP's key services to many clients over the years. TMG is available to help your association shape the strategic planning process, craft a plan and implement your goals and objectives.



Twelve Principles of Governance that Power Exceptional Boards

1. Constructive Partnership
2. Mission Driven
3. Strategic Thinking
4. Culture of Inquiry
5. Independent-Mindedness
6. Ethos of Transparency
7. Compliance with Integrity
8. Sustaining Resources
9. Results-Oriented
10. Intentional Board Practices
11. Continuous Learning
12. Revitalization

From *The Source: Twelve Principles of Governance that Power Exceptional Boards*. BoardSource, 2005.



Welcome to the World of Registration

Listed below is a brief description of what our department does for you, the client:

- Team Meetings are held monthly with the Executive Director and Managers from the Exhibits, Accounting, Membership and Registration divisions.
- Overall event functions with dates and locations are defined.
- Registration is set up in iMIS, including definitions, conflict codes, pricing, account codes, and general descriptions and information.
- Register attendees – online and in-house – for events and functions.
- Define what is needed for the meeting – temporary staffing, ribbons, badges, lanyards, supplies, and shipping dates.

Coming Soon.....

TMG will be offering e-Communities through its membership/registration websites in early 2007. e-Communities provides the option to create communities with discussion groups, news postings, and document sharing. Additional features include allowing administrators to monitor and delete unwanted posts. It allows users to receive forum posts and/or new bulletins via daily or weekly e-mail messages. An additional option offers the opportunity to create communities based on member type, by invitation, open to the public or any other contact data stored in iMIS.

- Inventory remaining supplies – make necessary arrangements to procure what is needed.
- Registration reports updated monthly for Meeting Managers and Executive Directors, then weekly from eight weeks before the conference.
- Design necessary on-site reports (forms, tickets. etc.) and have printed.
- One week prior to the conference, run badges, labels, and reports for use on-site.
- Stuff kits and ship to conference location.
- Travel to the meeting, set up and work on-site.
- Upon return, make adjustments, as needed, for registrants and attendees; enter additional information from being on-site; and run reports.
- Final reports completed within 60 days of conference. ■

Payment Card Industry (PCI) Data Security Standards (DSS) for Service Providers

When members offer their bankcard at the point of sale, over the Internet, on the phone, or through the mail, they want assurance that their account information is safe. That's why VISA USA has instituted the Cardholder Information Security Program (CISP). Mandated since June 2001, CISP is intended to protect VISA cardholder data—wherever it resides - ensuring that members, merchants, and service providers maintain the highest information security standard. This standard is currently endorsed by VISA, MasterCard, Discover, AMEX and Diners Club.

In 2004, the CISP requirements were incorporated into an industry standard known as Payment Card Industry (PCI) Data Security Standard (DSS) resulting from a cooperative effort between VISA and MasterCard to create common industry security requirements. VISA USA maintains CISP as the managing program for data security compliance endorsing the PCI Data Security Standard.

Under this program, compliance validation is required for all third parties that store, process, or transmit cardholder data on behalf of merchants and member financial institutions. Validation requires regular network scans and annual validation of policies and procedures. Level 1 and Level 2 Service Providers must engage a qualified independent security assessor to prepare a *Report on Compliance* and Level 3 Service Providers may complete the self-assessment or utilize self-assessment tools available through qualified independent security assessors.

TALLEY MANAGEMENT GROUP, INC. has been assessed as a Level 1 Service Provider and has been working for the past year with a qualified independent security assessor to prepare their report. VISA requires service providers to provide compliance validation results directly to VISA. After a Level 1, 2, or 3 Service Provider has provided compliance documentation demonstrating full compliance to VISA USA, they will be included on the list of Compliant Service Providers which can be viewed on line:

http://usa.visa.com/download/business/accepting_visa/ops_risk_management/cisp_List_of_CISP_Compliant_Service_Providers.pdf?it=r4|/business/accepting_visa/ops_risk_management/cisp_service_providers.html|CISP%20Compliant%20Service%20Providers%20List.

Game on!



TMG's newest client is The International Game Developers Association, (IGDA), a non-profit professional society that is committed to advancing the careers and enhancing the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community.

IGDA's membership consists of more than 11,350 individual programmers, designers, artists, producers and other development professionals who see the importance of working together to advance the industry and game development as a craft. IGDA also serves a community of over 107,000 individual "registered users" who contribute to the body of knowledge for game development.

Two additional constituencies make up the IGDA membership. By joining the [Studio Affiliation Program](#), a studio obtains personal IGDA memberships for all of its development employees, as well as their own benefits and discounts. The IGDA's Partner Program provides an opportunity for game industry related companies and organizations to directly support the community through much-needed financial support and resources to help back the IGDA's ongoing work.

The IGDA network also includes 18 Special Interest Groups, as well as 71 Chapters throughout the Americas, Europe and the Asia-Pacific region.

In addition the Payment Card Industry (PCI) Data Security Standard (DSS) offers a single approach to safeguarding sensitive data for all card brands. Other card companies operating in the U.S. have also endorsed the PCI Data Security Standard within their respective programs. Using the PCI Data Security Standard as its framework, CISP provides the tools and measurements needed to protect against cardholder data exposure and compromise. The PCI Data Security Standard consists of 12 basic requirements categorized as follows:

PCI Data Security Standard	
Build and Maintain a Secure Network	<ol style="list-style-type: none">1. Install and maintain a firewall configuration to protect data2. Do not use vendor-supplied defaults for system passwords and other security parameters
Protect Cardholder Data	<ol style="list-style-type: none">3. Protect stored data4. Encrypt transmission of cardholder data and sensitive information across public networks
Maintain a Vulnerability Management Program	<ol style="list-style-type: none">5. Use and regularly update anti-virus software6. Develop and maintain secure systems and applications
Implement Strong Access Control Measures	<ol style="list-style-type: none">7. Restrict access to data by business need-to-know8. Assign a unique ID to each person with computer access9. Restrict physical access to cardholder data
Regularly Monitor and Test Networks	<ol style="list-style-type: none">10. Track and monitor all access to network resources and cardholder data11. Regularly test security systems and processes
Maintain an Information Security Policy	<ol style="list-style-type: none">12. Maintain a policy that addresses information security

By complying with the PCI Data Security Standard, merchants, and service providers not only meet their obligations to the payment system, but also build a culture of security that benefits everyone. For more information on this program, please visit <http://www.VISA.com>.



eMarketer's 10 Key Predictions for 2007

JANUARY 2, 2007

What to watch for in 2007....

- Online Ad Spending Will Hit \$20 Billion
- Some Money and Lots of Hype for Online Video Advertising
- Social Networks Are Set for a \$1 Billion Windfall
- Downloadable Games Will Get Hotter
- 37 Million Strong: A 'Minority' Bigger than Canada

Another New TMG Client...

Association of Women in the Metal Industries



(AWMI) is a society of professionals, founded in California in 1981, to promote and develop the growth of women in the metal industries. The membership of almost 1,100 participates in 21 chapters in 5 regions. AWMI believes that women in similar industries can benefit themselves and their companies through relationships, education and shared knowledge. The programs and activities of AWMI are structured to enhance members' skills and experience, address challenges confronting the industry, increase numbers in metal and promote career growth to the next level. Membership is open to both women and men who are seeking to develop all aspects of their professional development and career advancement.

- Mobile TV Arrives
- US B2C (Business to Consumer) E-Commerce Will Cruise Past \$200 Billion
- The Retail Power of Word-of-Mouth
- Broadband Services Will Matter as Much as Speed
- DVRs Pump Up TV Viewing

Online Ad Spending

Total US spending on Internet advertising will reach at least \$19.5 billion in 2007. This is 19% more than total spending in 2006. This rate of growth is sharply down from the 30% or more that has been the norm for several years. However, even this reduced level of year-on-year growth would be considered spectacular for most industries. With total US advertising spending projected to grow by a mere 1.4% in 2007, the shift to the Internet is clearly set to maintain its heady momentum in 2007.

US Online Ad Spending, 2004-2008 (billions)



Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2005; online ad data includes categories as defined by IAB/PwC benchmark—display ads (such as banners), paid search ads (including contextual text-links), rich media (including video), classified ads, sponsorships, referrals/lead generation, e-mail (embedded ads only) and slotting fees
Source: eMarketer, December 2006

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www.eMarketer.com

Online Video Advertising

Internet video advertising will get more media play than dollars in 2007. eMarketer projects that spending on this format will total \$775 million in 2007. To put this figure in perspective, remember that it represents only 4.0% of projected US online ad spending. Although marketers are increasingly keen on including video in their online ad campaigns, they will continue to face a shortage of appropriate premium placements.

Social Networks

Worldwide ad spending on online social networks should top \$1 billion in 2007, up from an estimated \$445 million this year. Fueling this growth will be factors such as international expansion, "niche" networks and Google's deal to supply search technology to MySpace.

Video Game Downloads

Digital downloading of video games will take off in 2007, and by 2010 this distribution method will account for 22% of all worldwide game software revenues. Besides online stores pushing the new generation of games consoles, look for Time Warner's GameTap service to position itself as the HBO of PC gaming, focusing on original content to drive its subscription service. Video-on-demand (VOD) marketers may find their skills in demand for promoting these platforms, which play on subscriber taste for instant gratification via download.

Hispanic and African-American Internet Users

The number of African-American and Hispanic Internet users in the US will rise to 37

US online population for several more years, giving advertisers, with the imagination to reach out to them, fresh opportunities. (The population of Canada is 33 million.)

Mobile TV

Mobile TV took its first baby steps in 2006 with professional content. The World Cup Soccer offered a first glimpse of what the broadcasting future for mobile might look like, and in 2007 another crucial element will be added to the mobile-TV mix — consumer-generated content (CGC). Given the impact the Web equivalent of this development has had in 2006, advertisers and marketers are likely to face a dizzying array of new choices.

US B2C E-Commerce

US B2C online sales will comfortably pass the \$200 billion mark in 2007, reaching a new record total, which eMarketer projects will be \$223 billion. Online retail sales will account for \$132 billion of this, with online travel accounting for \$91 billion. Some of the impetus for this growth will come from existing online buyers increasing their spending. A significant force driving online travel sales is the demand from travel-loving and relatively affluent baby boomers.

Word-of-Mouth

The influence of consumer-generated content (CGC) on US consumers' purchase decisions will continue to grow in 2007. A recent study from the market research firm Compete found that consumers were more likely to be swayed by CGC than by information coming directly from brand advertisers and marketers.

Broadband Services

When broadband emerged, it was distinguished from dial-up by its always-on nature and the greater bandwidth available to users. These characteristics were seen as reason enough to trade up from dial-up. Now, however, broadband is about value-added services and is driven by providers bundling voice, video and data together. Services such as voice over Internet protocol (VoIP) are approaching the 30% penetration range. eMarketer predicts that one in four broadband households in 2007 will subscribe to a VoIP service, rising to nearly 40% of broadband households by 2010.

DVRs and TV Viewing

The alarmist claims that digital video recorders (DVRs) and video-on-demand (VOD) would cause the death of TV and the loss of billions of dollars worth of advertising dollars are increasingly looking just plain wrong. TV distribution and access are changing and audiences are increasingly fragmented. However, every challenge presents an opportunity. More people will watch more TV and video content in the future, not less. They will just be doing so in different ways — via the TV, the Internet, the PC and their portable devices. eMarketer predicts that VOD will be in 30% of US TV households by the end of 2007 and that DVRs will be in 30% of TV households by 2009. ■