

A full service association management firm with the expertise and capabilities to help you serve your membership and achieve your financial and strategic goals.

We represent a diverse mix of national and international associations from a broad range of industries, providing customized management plans and personalized service unmatched by other association management companies.

DCI's specialties include:

- Association Services
- Meeting Planning
- Communications



Diversified  
Consultants, Inc.



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# TESTIMONIAL:

Not long after Taco Bell stopped funding the Franchise Management Advisory Council (FRANMAC), it became evident that the goals and growth of our franchisee association were too enormous to rely on the sole support of volunteer leaders. **FRANMAC hired DCI as its association management and meeting planning firm in 1997, and soon after they helped us form the Government Affairs Committee and TACO PAC** (now one of the most successful Political Action Committees lobbying for the restaurant industry). **For almost 15 years, DCI has acted as FRANMAC's strategic partner providing management services, financial direction, franchisee/franchisor relations, meeting planning, and membership coordination and communication at a level that continues to surpass all expectations.** Thanks to the exceptional support of the DCI staff, FRANMAC is an integral voice in Taco Bell brand building and is considered the "Gold Standard" of QSR franchisee organizations.



**Tom Cook, President  
FRANMAC**  
(association representing  
U.S. Taco Bell franchisees)



# THE DCI ADVANTAGE



Since 1982 we have partnered with clients to offer quality administrative services and unsurpassed value by approaching non-profit association management as if we were running a for-profit business. Our clients benefit from the efficiencies of shared services, facilities, resources

and knowledge—economies of scale difficult for “stand alone” associations to achieve. Our energetic staff of trained and experienced professionals provides support for all day-to-day association activities, giving your volunteer leaders the time to manage their own businesses. We are trusted advisors to our clients, assisting with advocacy, education and training, networking and member-focused programs, services and benefits.





DCI currently manages associations from 80 to 600 members with annual budgets of \$50,000 to \$4 million. We have helped franchisees and other groups form associations from scratch, building infrastructure, membership and revenue. By sharing best practices among our associations, DCI boasts standard operating procedures that ensure optimum results.

# ASSOCIATION SERVICES

## Membership Services

- Develop and maintain membership records and databases
- Develop and promote association value to members and prospects
- Provide a central office for prospect and member inquiries, dues collection and communications distribution
- Supply an association staff to facilitate and implement organizational planning and membership collaboration

## General Administration

- Central home for association mail and email addresses, central phone number and personal reception service
- Midwest location in Central Time zone accommodating both coasts
- Regular business hours (8:30am-5:00pm CST), Monday - Friday
- Shared office space and equipment to lower overhead and save costs
- Storage for historical and active files and inventory
- Secure off-site storage and N.A.I.D. certified document shredding

## Government Affairs Coordination

- Knowledge of innovative and tried-and-true approaches to reaching decision makers at the national level
- Experience within many industries focused on small business initiatives
- Development and administration of Political Action Committees (PACs), including compliance with regulations and requirements
- Coordinate efforts with lobbying firms hired by the association
- Plan events for and book meetings with US Congressmen
- Orchestrate grass roots mailers to franchisees and congressional members

## Meeting Planning

- DCI's meeting planning professionals execute conventions of thousands to smaller workshops and board/committee meetings throughout the year all over the U.S.
- Coordination of all arrangements from site selection to on-site support
- Attention to every detail to guarantee a flawless meeting every time

## Communications

- Membership and media communications of all kinds
- Concept and development of professional publications, websites and online communication tailored to your specific needs
- Complete range of services: editorial, proofing, copywriting, design, printing and distribution
- Advertising and sponsorship solicitation

## Board & Committee Support

- Meeting and conference call scheduling, correspondence and agenda development
- Recording and distributing of meeting minutes
- Tracking of action items
- Sharing of ideas to achieve goals

## Financial Supervision

- In cooperation with association officers and policies, DCI develops, implements and supervises budgets, association funds and investment strategies
- Customized accounting services include: tracking and processing of income and expenses, ledger entry and monitoring, and regular financial statements and P&Ls for association finance committees
- Consultation and negotiation of appropriate association insurance plans
- CPA preparation and submission of annual association tax filings

# TESTIMONIAL:

DCI has been a powerful force in helping IPPA develop into a successful trade association. When we first hired DCI, our group was struggling to stay alive and had no organization at all. DCI took us from just getting by to an association that has great impact with the government and the payroll industry. DCI has great management people who make it very seamless to go from being a full time executive trying to run your own business, as well as serve on a board for a trade association. They constantly over produce anything we ask of them and always make the members very happy with their customer service. They do most of the work; and we take all the credit. I would recommend DCI to anyone looking for association management.



**Rick Fish, Sr.**  
President  
**Independent Payroll  
Providers Association  
(IPPA)**





Every year the DCI team plans over 50 meetings varying in size from large conventions with thousands of attendees to smaller workshops, round tables and board meetings. Our clients receive the highest level of expertise available to assure each event goes off as planned and no detail is overlooked.

# MEETING PLANNING

## Facility Arrangement

- Review properties to meet event requirements and make site recommendations for association approval
- Negotiate contracts, group rates and concessions
- Coordinate meeting rooms, sleeping arrangements, banquet activities and menu planning
- Attend to the special needs of all VIPs
- Investigate additional opportunities to enhance participants' overall meeting experience

## Exhibits Coordination

- Specialize in marketing exhibit space through innovative promotional materials
- Monitor exhibitor move-in and dismantling
- Contract and correspond with decorating company to provide drayage, floor plan and tradeshow materials at meeting venue
- Post-meeting follow-up with vendors to guarantee future support

## Securing of Sponsors

- Experienced at identifying non-dues revenue opportunities through sponsorship sales
- Actively solicit sponsorship sales
- Manage follow-through activities: phone calls, collection of logos, advertisements, funds and thank you cards and gifts

## Program & Speaker Selection

- Recommend and initiate contact with potential speakers and presenters
- Negotiate contracts
- Ongoing correspondence to assure a smooth program that meets audience requirements
- Coordinate room set up specifications and audio-visual needs
- Follow-up with thank you notes, gifts, honorariums or expense reimbursements as contracted

## Travel

- Negotiate airline discounts for larger meetings
- Coordinate ground transportation and convey options and rates to meeting attendees

## Registration

- Design and maintain databases for meetings
- Track and send registration confirmations, process appropriate fees and produce registration reports for designated committees
- Prepare registration packet and name badges
- Pre- and on-site registration capabilities

## Continuing Education & Certification Programs

- Familiarity with educational advancement opportunities and licensing requirements through work with our various associations
- Coordinate with co-sponsors, i.e. colleges, governing organization, licensing bureaus
- Follow-up to ensure members receive designated credit
- Design and distribute credit certificates

## Program Events & Activities

- Work with outside vendors to coordinate successful golf tournaments, community service projects, board dinners, parties or other recreational activities to coincide with event
- In addition to securing ancillary activity locations, we coordinate any accompanying details prior to, during and following meetings

## Legal Compliance & Professional Services

- Negotiate and secure cancellation, liability, bonding and equipment insurance policies
- Handle entertainment licensing fees

## Promotional Materials

- Produce promotional pieces for events, either print and/or electronic; including design, copywriting and distribution
- Organize printing and shipping of all materials needed for on-site use

## On-site Support

- Manage all facility coordination, registration, general session and workshop needs and speaker requirements
- Allow board and committee members time for marketing, networking and visiting with attendees and vendors



DCI acts as a marketing consultant, partnering with associations on various forms of media from print to online.

# COMMUNICATIONS

DCI currently produces and distributes numerous ongoing publications for many of our organizations aiding in initial concept and all aspects of project management. We also offer state-of-the-art e-commerce and e-marketing solutions.

## Writing & Editorial Services

- Professional copy that talks directly to your target audiences for promotional pieces, magazines, newsletters, electronic news and press releases
- Editing of rough drafts and revision recommendations for existing collateral

## Graphic Design & Desktop Publishing

- Graphic Design & Desktop Publishing
- Graphic services for logo and image development
- Creation of industry-leading publications and promotional pieces that portray your brand

## Advertising

- Market advertising space to all target vendors in appropriate publications
- Develop alliances with the vendor community to create an ongoing non-dues revenue stream
- Coordinate with advertisers to meet deadlines and follow-up to secure reproduction accuracy

By building long term relationships with clients and by being actively involved in our associations' day-to-day activities, we understand how to best promote association benefits to members, vendors and prospects.

## Website Development & Maintenance

- Assist with initial website development or update existing structure, capabilities and content
- Manage association website including member access, hosting, domain name and emails
- Set up online registration and inquiry/feedback features
- Increase non-dues revenue through website advertising sales

## Proceedings

- Produce conference and event proceedings by compiling papers and working with peer reviewers

## Project & Production Management

- Work directly with writers, designers and printers from concept to distribution, assuring image and content accuracy and consistency
- Implement and adhere to stringent deadlines, keeping all parties accountable
- Secure bids to produce and distribute pieces in the most efficient and cost-effective manner



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