



NATIONAL ASSOCIATION OF
SPORTS
COMMISSIONS

YEAR IN REVIEW 2011

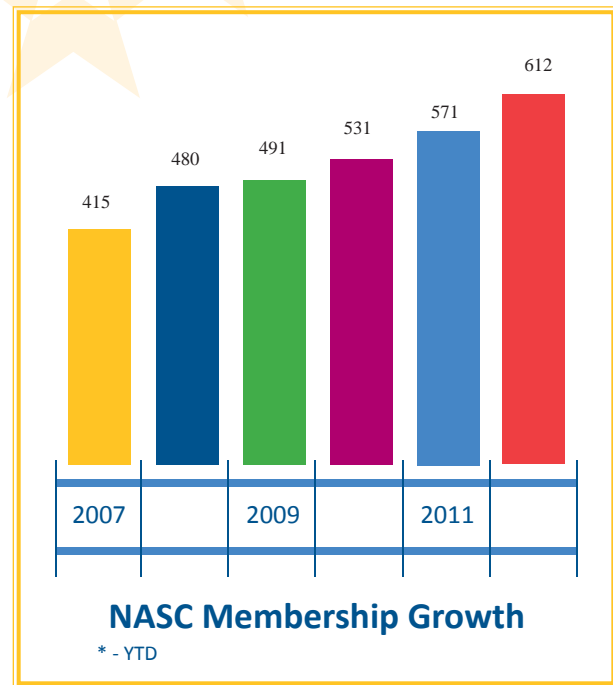
A Record Year for NASC

In 2010 we reported on the slow and steady growth of the NASC. As we entered 2011 we did so with our own full-time staff for the very first time since incorporation in 1992. As excited as we were to begin the journey, we were doubly pleased with the way things turned out.

Our new record year is now 2011! Here are the highlights of our performance as an association (yes, not just the staff...each of you contributed, too):

- ▶ Record membership
- ▶ Record number of new members in one year
- ▶ Record symposium attendance in Greensboro
- ▶ Record symposium revenues
- ▶ Record symposium net revenues
- ▶ Record income for the NASC; we exceeded \$1 million for the first time!
- ▶ Record net income

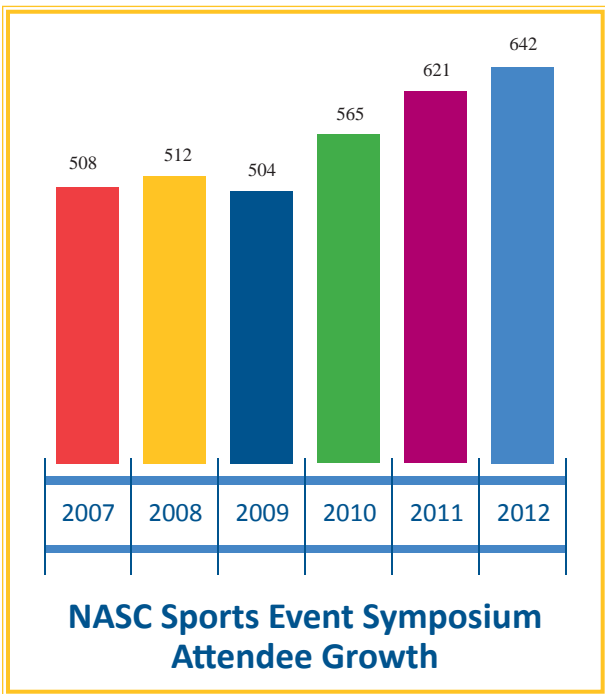
These accomplishments mean we are on the right track.



Perhaps we can sum it up by saying “Doing good, getting better, and on our way to becoming great!”

We cannot thank you enough for your continued support of your industry’s only association. It is fast becoming the source for every tool you need for your own increased success.

As noted, 2011 was the first year of a full-time staff. For everyone on our Executive Committee and Board of Directors, it was a rewarding experience to launch an initiative that was 18 years in the making. Now that we are celebrating our 20th Anniversary we are looking to the day when staff expands once again...but only when we feel confident that we have sufficient reserves and income.



Some associations are suffering from aging memberships in industries where young people do not see value in becoming members. These associations have suffered from high staff and board turnover, the loss of volunteers, difficulty in recruiting new and younger members, negative programming feedback, and no-shows at events.

These are not problems for the NASC.

Key Goals for 2012 and Beyond

- ▶ Even better member attendance at our meetings
- ▶ More corporate partners
- ▶ More non-traditional revenue (consulting)
- ▶ An even better, more functional website
- ▶ The best meetings in the industry, from the Symposium to CSEE modules and on to market segment meetings and regional workshops

One big step to that day also took place in 2011. In August we created the NASC Strategic Consulting Service. As a staff we had been continually asked if we were available to assist our membership. And, since the consulting would be a team effort by our staff, all revenues would flow to the NASC to fund increased member services. It was also felt this would be a good way to keep dues at their present levels and to be sure our meetings and CSEE modules continue to be affordable.

Our consulting activities are off to a good start. We have completed two projects, are working on two more, and have several in the pipeline. It is anticipated that volume could reach the point where senior members of the association could assist in the production of work product.

Our intent will always be to track our “cost to value” ratio. We know you can invest your budget dollars in many ways, and we pledge to keep that firmly in mind as we develop the new strategic plan for 2013-2015. Change has become a permanent condition here at the NASC. It is healthy to evaluate and adjust programming immediately rather than waiting for improvement in conditions beyond our control.

As Ben Franklin once said, “When you are finished changing, you are finished.”

Thanks to all for your continued support.

Affinity Partners

