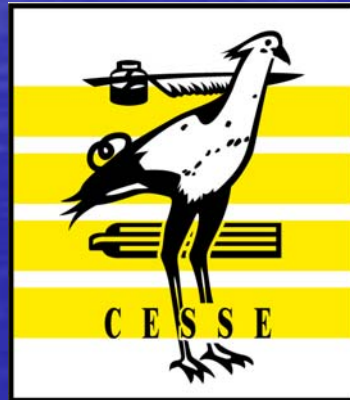


# What CESSE Does or Could Do

## The "Hay Days" vs. Today

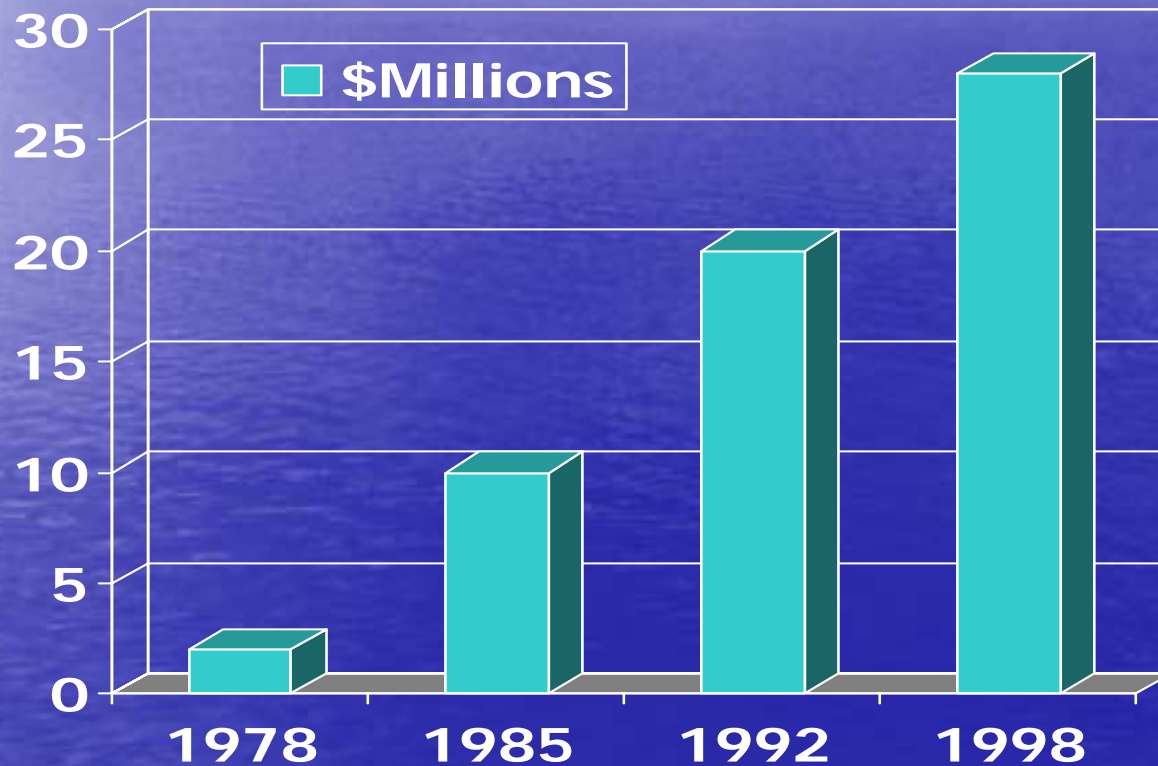


# Adm. H. Rickover...

The first stage of insanity is  
continuing to do what you've always done  
and expecting different results.



# 80s – 90s Hay Days



# We Owed it All To CESSE

## How to Succeed at Society Businesses

- Exhibitions
- Training
- Standards
- Journals
- Membership Recruitment
- Etc.



# BUT... Underlying Trends

At least where I was...



# Could CESSE Have Helped Us?

- To recognize the underlying issues?
- To be better strategic leaders?
- Or, were we too complacent in our success to know we needed help?



# Fast-forward to 2003

- Societies have been Googled
- Technology is passing us by
- Fat cows are going dry
  - Expos
  - Industry Support
  - Etc.
- Libraries became tough customers
- Disciplines and professions changed



# If we used and pooled resources, could CESSE help us to...

- Succeed at today's association businesses?
  - Compete or partner with the big boys
  - Get milk from the dry cows
  - Keep up with Internet technology
  - Out-Google Google
- Address the underlying issues?
- Be strategic leaders?
- Define the new membership values?



# My point...

- We cannot meet today's needs, simply by sharing opinions and case studies.
- We need that, plus external expertise.

