

# AFFILIATE NEWS

November 2009



*“The great thing in the world is not so much where we stand,  
as in which direction we are moving.” --Oliver Wendell Holmes*

Often referred to as one of the Fireside Poets, Oliver Wendell Holmes is known by many as both a great writer and a champion of modern medicine in the 19<sup>th</sup> century. While his literary accomplishments, including “Old Ironsides” and “The Last Leaf” may be his lasting legacy, his communication style and attitude towards others were the foundation that commanded the respect of his peers and followers. Combining family ideals and a bit of sarcasm and humor, Holmes writings and lectures clearly show an “open-minded understanding that his readers and listeners were educated people and should be spoken too as such.”<sup>1</sup> As indicated in the quote above, Holmes did not place significant emphasis on where each person was in their personal life’s journey, but rather on the more meaningful aspect of which direction each person was moving. This point is one that is many times overlooked by leaders today. Too often we evaluate a person based on where they are in their journey and do not consider how they arrived there or where they are going. Is it not far more important to consider what someone is working toward and trying to accomplish than to consider what they have done to that exact moment? Truly great leaders take the time to understand the long-term vision and goal and strive to develop individuals who will share those goals and work toward their accomplishment. If you allow yourself to get caught up and be distracted by where others are now, you are human. If you are able to focus on moving everyone forward toward a common goal, you have, yourself, taken a critical step forward as a leader. – By Randy Brandt

*Congratulations to Richard Brasch and Durette Hauser who were the first respondents to correctly identify the missing orator.*

**We want to hear from you!** The Affiliated Society Relations Committee would like your feedback on what you value about the *Affiliated News* and what you would like to see and read in this publication. Previous feedback has indicated that there is an interest in sharing new thoughts and ideas with each other, especially at the ASO level. If you have an idea for an article, a recurring section, or want to share ideas with other ASOs, please let us know. Any suggestions or ideas for consideration in the *Affiliated News* should be sent to Randy Brandt at [randy@brandtaccounting.com](mailto:randy@brandtaccounting.com)

One example of a shared idea recently came from the ASO in Kansas (PAAK) where they set up a facebook fan page and a facebook user group as a way to publicize themselves and to introduce social networking to their members. If you’d like to learn more about how PAAK accomplished this or how it has been working out, contact their president, Tina Lee at [Tina@leeaccountinggroup.com](mailto:Tina@leeaccountinggroup.com).

### **LNC Baltimore – Tidbits & Feedback**

57 participants attended the LNC  
25 states were represented

“The workshop speakers were fabulous!”

“Mike Moye did an excellent job, and Dan Setters was a breath of fresh air.”

“Roger Berryman, Kathy Hettick and the other leaders were all very good.”

“The fireside chat was a great opportunity to meet the officers [of NSA].”

*“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.” - spoken by \_\_\_\_\_?*

Think you know the missing orator?  
Send your responses to  
[Randy@brandtaccounting.com](mailto:Randy@brandtaccounting.com) and we will acknowledge the first correct response in the next issue of the AN.

### **Save the Date**

Mark your calendars now to ensure that you don’t miss these future NSA events:  
65<sup>th</sup> Annual Meeting- August 18-21, 2010  
Arlington, VA

Leadership Networking Conference-  
September 23-26, 2010  
Oklahoma City, OK

**Did you know?** NSA is now on Facebook and Twitter. This is an excellent opportunity to keep up with NSA happenings and updates while on the go. Please note: you will need Facebook and Twitter accounts to access these pages.

### **Recruiting New Members**

The most important way to recruit new members is to ask them to join. I have been the state director for Iowa for the last four years. In my first three years, I had little to no success in recruiting new members to NSA. This fall, I decided to refocus my efforts on being at my booth and making sure that I talk to everyone who walks up. This seems to be working.

In the past, it has been hard to even give away a membership because people don’t want to be marketed, and they understand that by giving contact information, they will be marketed. To overcome this, I explain that if they join today or sign up the first time they are contacted by NSA, we won’t market them anymore. We will simply keep them informed of important items that they need to know.

A key marketing point is that NSA offers excellent member benefits. If you take the time to make those benefits known, accountants will see the value of membership. This is a great time of year to talk about the tax research desk, the tax talk and the CCH online research.

If you continue having trouble recruiting new members, try setting manageable, attainable goals for what you would like to accomplish and work on them each week.

Good luck and happy recruiting.

*Contributed by Joel Grandon, State Director, IA*

STATE DIRECTOR - JOEL GRANDON