

For Immediate Release

Contacts: Jeremy Ahto/David Schulte
Healy Communications
312/440-3900
jahto@healyco.com

The William E. Smith Institute for Association Research Announces New Developments and Updates

CHICAGO – December 12, 2005 – The William E. Smith Institute for Association Research announced today a number of new developments and updates. In addition to the appointment of a new research director and Leadership Council member, the Institute announced the formation of a partnership with the Nonprofit Studies Program at Syracuse University's Maxwell School of Citizenship and Public Affairs, and the availability of an early sign-up option for those wishing to receive a copy of its soon-to-be-released research report – *Generations and the Future of Association Participation*.

Dr. Arthur C. Brooks Appointed Research Director

Effective January, Dr. Arthur C. Brooks will assume the position of research director of The William E. Smith Institute for Association Research, as well that of ex-officio member of the Institute's Leadership Council. As research director, Dr. Brooks will be responsible for overseeing all Institute projects and for ensuring the integrity of the underlying research processes. Dr. Brooks will also continue in his current position as associate professor of Public Administration and director of the Nonprofit Studies Program at Syracuse University's Maxwell School of Citizenship and Public Affairs.

Dr. Brooks has published more than 75 articles and books on nonprofit organizations and associations, philanthropy, cultural policy and social entrepreneurship. He also speaks frequently on these topics in the United States, Europe and Asia.

Partnership Formed

The Institute also announced that it has created a partnership with the Nonprofit Studies Program at Syracuse University's Maxwell School of Citizenship and Public Affairs. Ranked the number one graduate school for public affairs by *U.S. News & World Report* in 2004, the Maxwell School has topped all four *U.S. News* public affairs listings that have been published to date. (They have been published triennially since 1995.) The Maxwell School's Nonprofit Studies Program will assist the Institute by sponsoring research, partnering with other academic institutions to complete research and also helping to facilitate the process of getting other schools to take on independent projects. Furthermore, the partnership is expected to drive considerable additional value by encouraging other work and investigation among other Maxwell School scholars and faculty.

- more -

The William E. Smith Institute Announces New Developments and Updates

Page 2

“This is all about establishing an intellectual partnership with two leaders in this arena,” said Dr. Brooks. “The missions of each of our institutions are very similar. Both the Maxwell School and the Smith Institute are very focused on making a real difference to those working in the field.”

Dr. Brooks noted that 2006 will be an important year for the Institute, with a variety of promising research projects coming to conclusion and a number of important new research directions under consideration that will be solidified and funded during the year. “We will pursue new avenues that will be consistent in some ways with those the Institute has funded in the past,” said Dr. Brooks. “Everything we do will be focused on creating best practices and generating practical benefits for the association community, and we will be resourceful in terms of finding effective ways to get the results of these studies into the hands of those who can use them.”

First Research Project Report to be Unveiled

The final report of the first research project selected for funding by the Institute will be unveiled in January 2006. Entitled *Generations and the Future of Association Participation*, the research project led by Dr. Brooks examined the question of whether or not Generation X and Y workers represent a danger for the future membership ranks of trade associations, professional societies and other business-volunteer-governed organizations. Given the common belief that younger generations tend to be less likely than their older peers to become involved in civic and volunteer activities of all types, it has often been assumed that they also tend to remain uninvolved in associations. In addition, the study also examined whether or not a low birth rate starting in the mid-1960s represents a danger for the future membership ranks.

The final research report will be made available to all members of the association community free-of-charge. To sign up in advance to receive a copy, please visit www.smithinstitute.org.

Update on Association Merger Study

Selected for funding by the Institute during its second annual proposal-review process in May 2005, the research study entitled *Investigation of Association Mergers* will expand the knowledge base concerning the opportunities, threats and processes of mergers in the association community. Although association mergers are increasingly common, little is known about the manner and motivation of such efforts.

Researchers from Southern Illinois University Edwardsville and Saint Louis University are now examining six diverse associations that have either merged, or attempted to merge, in the last five years. Findings to date concern the external conditions that compel associations to consider merging and the role of leadership in instigating merger deliberations. Initial findings also cover the form and significance of precursor partnering activities, the internal political and cultural factors that must be attended to during a merger, and other internal processes that must be in place for mergers to succeed. The final research report is expected to be made available to the association community in spring 2006.

- more -

Dr. Sherry Keramidas Appointed to Leadership Council

The Institute also announced that, effective January, Sherry Keramidas, Ph.D., CAE, will join the William E. Smith Institute's Leadership Council. Dr. Keramidas is currently the chief staff executive of the Regulatory Affairs Professionals Society (RAPS), the foremost worldwide member organization creating and upholding standards of ethics, credentialing and education for the regulatory affairs profession within the health product sector. Founded in 1976, RAPS represents more than 10,000 members in 45 countries. Prior to joining RAPS in 1996, Dr. Keramidas served as the executive director of the American College of Dentists and associate executive vice president of the American Physical Therapy Association.

A frequent speaker and guest lecturer at leading universities worldwide on association and non-profit management, Dr. Keramidas' background also includes extensive work in research, strategic planning and scientific policy development with the National Institutes of Health, the U.S. Department of Health and Human Services, and with several academic institutions. She also currently serves on the board of the Center for Association and on the board of the European Society of Association Executives. Dr. Keramidas previously served as vice president and a member of the board of directors of the American Society of Association Executives (ASAE). In addition, she served on the board of the ASAE Foundation, where she chaired the research committee.

"It's been a very busy year for the Institute and its Leadership Council, as well as the research teams currently working on studies funded by the Institute," said Henry S. Givray, President and CEO of SmithBucklin. "We couldn't be more pleased with the progress and direction of the Institute. The fruits of our labor are just beginning to appear and we are certain that the association community will find them worth the wait."

###

About The William E. Smith Institute for Association Research

The William E. Smith Institute for Association Research was established by SmithBucklin to fund new practice-based research that is delivered to the association community free of charge. The mission of the Institute is to provide the latest, most useful information and insights to volunteer and staff leaders on topics, issues and trends that help advance the growth of associations and enhance the value delivered to the constituencies they serve. As evidence of its commitment to the association management field, SmithBucklin provides both human and financial resources to manage the work of the Institute. The Institute reflects SmithBucklin's philosophy of giving back to the association community, and provides a meaningful way to honor its founder, Bill Smith. For more information, please visit www.smithinstitute.org.

- more -

About SmithBucklin

SmithBucklin is the world's largest association management and professional services company providing flexible, tailored full-service management and function/project-specific services to more than 185 trade associations, professional societies, technology user groups and government institutes/agencies. SmithBucklin's mission is to drive growth and build sustained competitiveness for client organizations. Founded in 1949, the company employs 630 professionals specializing in all phases of association activity including executive management, member and chapter administration, convention and trade show management, marketing and branding, Web services, education and programs, government relations and financial management. SmithBucklin manages more than \$200 million in annual client budgets from offices in Chicago, Washington, DC, and St. Louis. For more information, please visit www.smithbucklin.com or call 1.800.539.9740.