



The Euclid NetNews

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“At Euclid, we have worked hard over the past 10 years to create the best possible product and to implement it to meet the unique needs of our valued clients.”



Charles Vinal
President & CEO
Euclid technology

Inside this issue:

- From the CEO **1**
- CV7: MRM Made Easy **2**
- Client Focus **3**
- Employee Spotlight **4**

From the CEO: How to Implement an AMS

I have often heard the analogy of an AMS being the “production line” of an association – but it is in fact much more than that: An AMS not only facilitates an association’s key processes, it also serves as the central repository of all key organizational data, empowers employees with knowledge, manages the association’s online presence and, in the best cases, provides the tools needed to combine processes information and touch points to best serve member needs. In my unbiased view, a new AMS, implemented properly and for the right reasons, is the best investment an association can make.

So how do you go about implementing an AMS? If you are a current Euclid customer, you are probably familiar with Euclid’s excellent SystemOne methodology. While this methodology is proven to keep projects on track, it is my experience that there are four critical underlying factors required to achieve success: a desire for change, strong executive leadership, organizational commitment, and a unified project team.

A desire for change results from the gap between how the association operates today and how its leaders believe it can and should operate in the future. From this “organizational vision,” goals and specific measurable objectives are defined. Well understood objectives, such as “increase non-dues revenue”, “improve staff productivity”, “drive members to online self-service ” and “keep total maintenance costs to a minimum” keep the project moving in the right direction and protect against expending effort meeting unstated objectives.

Strong executive leadership and organizational commitment go hand in hand. The executive leadership defines the organization’s vision, effectively communicates the critical role that the new AMS plays in achieving the vision, and obtains buy-in and commitment from each staff person. Words alone are not enough to gain the needed level of buy-in and commitment – substantive actions, such as assigning project management responsibility to a trusted and respected employee and being a constant advocate for the AMS project, are needed to demonstrate and achieve organizational commitment.

The final underlying factor necessary to achieve implementation success is a unified project team. This means unification both inside the association and with your vendors. Within the association, every employee (not just the core project team) must be committed to the success of the project. This may seem obvious but there are instances where individuals or even entire departments will be resistant to change and will, if not actively fight it, do very little to help achieve it. The other aspect of a unified project team is building a true partnership with your vendor. A relationship based on trust and mutually shared goals is required to address the many challenges an AMS implementation poses and it also goes a long way to making the work enjoyable - which it should be.

These four underlying factors, which I call the “four pillars of success,” combined with an experienced implementation team and great baseline software provides an unsurpassed opportunity to effect positive, real and lasting change at your association.

ClearVantage 7: MRM Made Easy

As any association executive will tell you, membership-based organizations consistently work hard to achieve their goals of growth and influence within their respective communities. According to the research firm, Harris Interactive, growth is expected to continue within this industry, with 63% of association executives expecting membership to increase over the next 2 to 3 years and over 40% believing that their organization's staff size will increase within that same time period.

With such growth comes the need for associations to find ways to maintain and delight their membership base. In order to achieve this, associations must not only be aware of the industry's changing environment, but also be on top of the technological curve in order to better respond to their members' changing needs.

In today's world of dynamically changing business environments, virtually every association requires an Association Management Software (AMS) solution that can be tailored to its exact needs. A complete AMS solution combines the critical Members Relationship Management (MRM) components needed for an association's success with streamlined enterprise resource planning (ERP) tools and integrated electronic commerce functionality. With an AMS product, an organization can achieve a more consolidated, streamlined method of monitoring member activity; cut operating costs; boost overall return on investment; increase the value of member relationships through a much improved online presence, and enhance targeted marketing capabilities.

Since 1997, Euclid Technology's AMS solution, ClearVantage, has assisted associations across the United States and Canada, giving them the right technological tools that they need to be a success in their market.

Euclid takes pride in delivering a comprehensive yet highly intuitive piece of software that is guaranteed to produce powerful results. For example, with its ability to give association staff access to membership data quickly, ClearVantage 7 makes it easy to quickly communicate to members and even create new marketing campaigns at the click of a mouse. In addition, ClearVantage 7 is setting the benchmark in the industry—it can be accessed from almost any portable device, including Apple's iPhone, and it is also the first of its kind to be fully Windows Vista compliant. Centralization of membership, donor, and event management information (amongst many others) are not the only benefits users of ClearVantage 7 experience. Because it is fully integrated with each client's website, ClearVantage 7 allows administrators as well as members to access the system online to utilize considerable web functionality like web content management, email marketing, online user groups, online event and course registration and more.

Euclid also has an unmatched expertise in the association industry, having worked closely with all types of associations. Its staff is dedicated to the success of its clients, and its smooth, on-time implementations can be attributed in part to its method of implementation, called SystemOne. With this methodology, the Euclid team gets to the heart of each client's organizational challenges and works

The Euclid NetNews

closely with the client to redesign business processes to meet their objectives. According to John Kinas, director of IT at the District of Columbia Bar (the 2nd largest bar association in America): "Euclid has the best team of specialists that I've ever worked with on a project of this scope...Every member on the project team listened to what we had to say, constantly communicated with us [and answered] every one of our questions."

Knowledge, industry expertise, and cutting-edge technology are what differentiate Euclid from its competitors. ClearVantage's abilities to centralize and streamline an association's processes, increase operational efficiency, and effectively utilize real-time updates to meet the demands of members provide the essential elements for any successful MRM plan. With its innovative and industry leading technology, backed up by a team of experts, it is no wonder that Euclid truly is moving forward, fast.



Client Focus: [The Northwest Public Power Association](#)



Founded in 1940, the Northwest Public Power Association (NWPPA) is an international trade association of more than 150 public utility and electronic cooperative members that serve approximately 5 million consumers and employ some 20,000 people in the Western United States and Canada.

After years of managing thousands of member records on multiple databases, NWPPA recognized the need for powerful association management software (AMS) that would help increase the overall operational efficiency of its organization. “We had constructed 27 different databases of information that were in need of being constantly updated and frequently maintained,” states NWPPA’s Deputy Executive Director, Bryan Case. “We required a new, less complicated process that would not only allow us to better communicate with our members, but also siphon all of our member information into one centralized database. After an extensive proposal process that included 15 different vendors, Euclid’s ClearVantage easily came out on top.”

In selecting a new AMS, NWPPA placed a significant amount of importance on a vendor’s commitment to customer service. “One of the biggest things that set Euclid apart from its competitors,” explained Mr. Case, “was its attention to detail and dedication to getting the job done right from the very beginning. From giving quick and customized responses during the proposal process to offering outstanding support for any and all questions that we have had over the past couple of years, Euclid’s overall professionalism and concern for our company’s needs have given us healthier operations and fostered a productive partnership between

Euclid and NWPPA.”

As an organization that hosts 150 educational and training opportunities each year, NWPPA is realizing some of the greatest return on its investment with ClearVantage’s event management tools and its seamless integration with the company’s website. “Not only does ClearVantage allow us to completely customize our event setup and registration process, but it also gives us the flexibility to create event templates to use over and over again,” explained Mr. Case. It literally takes us five minutes to set up a new event and post it to the web. In fact, since going live with Euclid at the end of 2005, we have experienced a 22% increase in associate members (who provide products to our utility members) and a 38% increase in overall event attendance. We credit this success to ClearVantage’s ability to streamline how we manage information and our ability to more effectively market our events to our members.”

According to Mr. Case, his organization is now able to track members’ participation in various training programs, the committees they have joined, and the awards/certifications they have received. “This is particularly useful when marketing comes into play,” Mr. Case continued. “With ClearVantage, we can be selective about who receives what information based on specific criteria.”

“NWPPA’s success is a testament to what can be achieved when great organizations work together,” notes Euclid’s CEO Charles Vinal. “Our partnership with NWPPA these past few years demonstrates the Euclid way of doing business — we listen to our clients, work hard to understand their vision, deliver great software, and back it up with an experienced and friendly staff. We are truly lucky to have such a great client base and to be working with groups like NWPPA who are so dedicated to their mission and to serving their membership.”

Volume 1, Issue 2

Euclid Welcomes the Newest Members to its Family of Clientele:



With over 18,000 members, the [ACA](#) is the largest professional association in the world representing chiropractors.



Comprised of over 750 members, [ELFA](#) represents various companies engaged in financing the investment of capital goods.



As one of the oldest bar associations in the United States, [CBA](#) is dedicated to enhancing the professional practice of law.



[SDA](#) is a non-profit organization that represents the major manufacturers of cleaning products across America.



Employee Spotlight: Nicole Berger

“Our customers are our #1 priority. For most of our clients, our software is the key piece of the puzzle in their business. We need to make sure that we understand our clients’ business needs and follow through on implementing the software in the most effective way possible.”



Nicole has played a vital role at Euclid since her start with the company in 2003. Recently promoted from Senior Business Systems Analyst to Project Manager, Nicole is actively involved in all aspects of the implementation of Euclid’s association management software (AMS), ClearVantage. From the first meeting with a client to post implementation support, Nicole works closely with developers and analysts to ensure that the ClearVantage software is tailored specifically to the exact needs of each individual client.

Prior to joining Euclid in 2003, Nicole obtained her Bachelor of Science degree from the University of Delaware, where she majored in Operations Management and earned a minor in Information Systems. While still in college, Nicole worked at two different nonprofit organizations: Rebuilding Together and READ-ALOUD of Delaware. Her education and background, along with her tenure at Euclid, have made her well versed in the intricacies involved in managing an association, as well as the need for each to have a strategic business strategy.

Throughout her years with Euclid, Nicole has not only witnessed her own personal growth as a project leader, but has also seen first hand

new fields on our own within the query tool and screens?’. With ClearVantage 7, this need is met and exceeded. A user now has the flexibility and control to add new fields and re-label them as necessary.”

Euclid rise as an industry leader in both technology and service. “Since the first project I was on at Euclid, our implementation process has grown tremendously, along with our staff,” says Nicole. “At Euclid, we understand that every client deserves the utmost amount of attention and respect so that every job is done right, time and time again. The experience I’ve gained over the years has not only helped me in making sure each implementation is executed smoothly and efficiently, but has also helped me to better understand the various needs of organizations within this unique industry.”

According to Nicole, Euclid’s latest software release, ClearVantage 7, serves to heighten the company’s competitive edge by offering clients software that is even more “in-tune” with an association’s needs. “As an example, I think that one of the biggest advantages ClearVantage 7 gives to associations is the flexibility it offers through customization of various areas in the software,” Nicole states. “One of the first questions we typically get during an initial training session is ‘can we re-label these fields and/or add

Nicole also takes pride in being a part of a team of professionals equally dedicated to seeing a job done right with every client. “Our customers are our #1 priority. For most of our clients, our software is the key piece of the puzzle in their business. We need to make sure that we understand our clients’ business needs and follow through on implementing the software in the most effective way possible.”

In addition, Nicole credits Euclid’s success over the years to a highly trained, passionate, and committed workforce. “We do a lot of team-building activities within the office that serve to enhance camaraderie,” Nicole concluded. “There is a great sense of pride within the Euclid community and this extends to our client base. It is truly a team effort at Euclid.”



Euclid Technology

Questions? Comments?
Interested in an AMS solution
for your organization? We want
to hear from YOU!
Please send any and all
questions to:

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