



# Headquarters REPORT

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Association Resources, Inc.

Summer/Fall 2000

## Tips & Tidbits

- The communications server has been upgraded eliminating the need for modems. We now have a DSL line, which greatly increases the speed at which we communicate electronically.
- Professional development opportunities are never lacking at AR. Karan Murray recently accepted the position of Web Assistant where her strong computer skills will be more fully utilized. Suzanne Berry was a featured speaker at the ASAE Annual Conference. Lorna Bolduc attended a two-day human resource conference and Lisa Hutner recently attended another week-long course at the Institute for Organizational Management.
- Suzanne and Peter Berry have been elected co-presidents of the Kingswood-Oxford School Parent Association. They are looking forward to serving in a volunteer capacity and experiencing the volunteer leadership role as opposed to the staff role.

## New Copier Technology Increases Efficiencies

Copier technology has changed dramatically in the past few years making this a year of anticipation for Lorna Bolduc, Vice President, as she researched the options for replacing the existing Mail Center copier. According to Lorna, "It was apparent from the first copier demonstration that new digital technology was perfect for Association Resources."

After months of research, decisions made and leases negotiated, a new connected copier was installed this summer. Digital technology had finally come to the smaller copiers and was affordable to companies like AR. The footprint of digital copiers is smaller, there are fewer moving parts, and they are quieter. Acting as both a walk-up copier and a printer, the new machine promises less down time, increased

printing power, and high quality walk-up copies.

Our new Cannon IR600 is a black and white copier/printer that does everything the older, larger, louder copier did — but it does it with a new level of sophistication. With the copier connected to our PC network, staff now send their documents to the copier via the network instead of printing hard copy and walking to the copier to make photocopies. They simply tell the copier what to do from the copier print drivers installed on their PCs.

The benefits of this technology for staff include:

- Printing variable data (merged letters, dues invoices, conference acknowledgments, etc.) to the copier at 60 pages per

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### Did You Know?

*Association Resources has ongoing relationships with several affiliated companies. These companies provide additional resources and expertise to our clients in areas such as marketing and public relations, accounting, survey research and strategic planning. If you have questions about the services our affiliates provide, please contact Lorna Bolduc, (860) 586-7523 extension 518.*

# In the Limelight

## Program Director Swings into Action

Satisfying client needs drives the services AR offers and the staff it hires. Cheryl-Ann Tubby was hired to service a client needing someone to oversee their many programs and work with their committees. The match seems to be a perfect one as Cheryl-Ann not only has the right experience, but also the right personality for the job.

A graduate of Central Connecticut State University, Cheryl-Ann worked for a charitable organization before joining AR. As program director at her previous place of employment, she managed committees, drafted grant proposals, worked on budgets, and created marketing materials. She is doing similar work at AR and has already accomplished several major projects, including an annual report and a new

awards brochure. Cheryl-Ann's thoroughness and excellent communication skills are great assets in her position.

"It has been a pleasure to work with Cheryl-Ann," states Suanne Berry, Executive Vice President. "I whisked her away to several meetings right away and she fit right in, taking on tasks and accomplishing them to everyone's complete satisfaction."

Getting into the swing of things at a new job is sometimes difficult but that hasn't been the case for Cheryl-Ann. Not only did she jump right into several projects, she also made herself a valued member of the client team and



the AR staff. "My skills are so well-matched to this position that it was easy for me to take on new responsibilities and succeed," says Cheryl-Ann.

Not that there aren't challenges. Although

Cheryl-Ann came to AR from a medical charity and is now working with a medical non-profit, the fields are "very different," according to Cheryl-Ann. "There is a lot of new terminology and the organization serves the needs of the professional. The charitable organization served the patient population," she points out.

Cheryl-Ann resides in Middletown with her cat and enjoys traveling and cross-stitch.

## Computer Tips for the Not-So-Techno-Savvy User

No matter how much we know about the PCs we operate, there is always some little tip that can make a difference in the way we work. We hope you find something in this short list to help you become a little more techno-savvy.

### Screen Print Options

- To capture the screen and print it out, simply press the *screen print* key, open your wordprocessor and click *paste*.
- To capture just the active window on the screen, press *alt, screen print*. Paste into your

wordprocessor for a graphic of the active window only without background and other non-active screens.

### Helpful Software

- Browsers work differently and sometimes what works well in one doesn't work as well in another. You can load two browsers on your computer so when you have problems with a site, you can try using a different browser. Download the free software from the software company's site or go to [associationresources.com/links](http://associationresources.com/links) for quick access to either

Microsoft and Netscape. If you don't have the latest version of these browsers, now is a good time to upgrade. Old browsers aren't compatible with some of the newest Web features.

- Another useful free software package is Adobe's Acrobat Reader, which allows you to open and print PDF files. Access this software at [associationresources.com/link](http://associationresources.com/link) or at [adobe.com](http://adobe.com). Remember, once you've downloaded the program, you will need to install it. Installation is as easy as double clicking so don't be shy.

# Paperless Policy Manual Streamlines Operations at Association Resources

Gone are the days of putting policies on paper, copying, distributing, and hoping – that’s right, hoping – the new or revised policy will actually end up in the employees’ notebook. Now AR staff no longer rely on a three-ring binder that may or may not be current. Instead information is easy to access, always up-to-date, and just a click away from any workstation at AR — and it’s always the right version of the policy.

## It’s All in the Browser

Putting Web technology to work for us internally, we developed our browser-based policy and procedure manual, *AR Online*. The electronic manual is hosted on our Novell file server, no special equipment needed. Users access the manual by clicking on our *AR Online* icon, now a feature on every desktop.

The manual itself looks and responds just like a Web site on the Internet, with banners, buttons, and navigation bars.

## An Unveiling Made Fun

When we unveiled the manual in February 1998, those staff who were using the Internet were already familiar with browsers and Web technology. There were, however, many people who weren’t accessing the Web from work or home and the technology was new to them.

After installing icons on all of our desktops, we introduced the manual at a staff meeting. We demonstrated how to get around, highlighted the features in each section, and encouraged staff to give us feedback on content and navigation. Questions were answered and concerns were addressed. The meeting ended with a contest.

We knew we needed a way to get everyone comfortable with the new technology or the manual would not be used. We developed a simple contest in which each staff member received a list of ten items that were in the manual. The object of the game was to find where each item was located and write down the

*We needed a way to get everyone comfortable with the new technology or the manual would not be used.*

location. The first five people to return their list with ten correct answers received a half day off. We had 100

percent participation and five happy winners! Meanwhile, our objective was accomplished. Everyone had their hands on the manual and learned quickly that navigating the manual was easy.

## Creating Opportunities

The online manual started as an electronic version of the paper format. Employees could check on benefits, access department procedures, and print out forms. But that was really just the beginning. As we used the manual, we discovered it was the perfect

place for new employee information, training, and IT support.

Since the manual was the one of the first places we sent our new employees, we created a welcome just for them. It included information that is nice to have that first day on the job. Although some of the material was already in the manual as a policy, summarizing the smoking policy, lunch hours, etc. in one place for new staff has helped make them feel comfortable more quickly.

We also discovered that the electronic manual is a great place for help information. We created help files for voice mail, our association management database, and the computer system. We asked staff to submit their tips in these areas and posted them to *AR Online*.

Help wasn’t the only opportunity we discovered. We’ve also turned part of *AR Online* into a training module. The training section is used by new staff during their orientation program and by veteran staff as they develop new skills or when a new tool is added to our repertoire.

## Phase II Comes to Life

When we first developed *AR Online*, the goal was to start with company-wide policies and procedures and then develop online access to client policies and procedures.

AR has policies and procedures that apply to all staff and all work being done for all clients. Ex-

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## Paperless Manual

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amples include processing credit card payments or creating reports in the database. Each client, however, has a policy and procedures manual that is specific to that organization. For example, some organizations sell mailing lists and some don't. Those who do may have different prices and different criteria that the list buyer has to meet before the list will be sold. This policy, because it is client specific, was not on *AR Online* but in the client's policy and procedure manual – and was another set of three ring binders that had to be maintained by staff.

The electronic version of each client's policy manual is now online giving staff immediate access to their client policies and procedures, eliminating the need to maintain multiple notebooks for the same client, and making client policies available to other support staff when they need it. But now that everyone is familiar with Web technology, the transition from binders to icon was natural.

## More Than a Policy Manual

*AR Online* has become AR's intranet. It started out as the resource on AR policies and procedures. But we soon discovered it was the perfect medium for so many other things. Its effectiveness as a company-wide information resource has benefited our company, our clients, and our staff, making all policies and procedures accessible with just a click. Oops – it's not just policies and procedures any more, is it? That click gives staff access to so much more.

## New Copier Technology Increases Efficiencies

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minutes instead of to the laser printer at 16 pages per minute.

- The laser printers are not tied up with large jobs.
- The digital technology allows for the printing of screens and photographs that didn't reproduce well on the walk up copier.
- Jobs are printed on demand instead of printed and stored.
- Jobs left in the print queue can be printed again without resending them.
- Forms can be stored in the copier's memory for quick access, then printed — no hard copy required.

As staff utilize the new technology, it is hard to remember the days when walk up copies were the only choice.

"The new technology has allowed me to be more creative with flyer designs," states Corinne Hobbs, graphic artist. "When I created flyers that were to be reproduced

on the copier, I was limited in what I could do because of the technology. With the new digital copier, I can utilize screens and

images to make the flyers more interesting and eye-catching."

Graphic considerations are not the only improvements that staff have realized. "I frequently print personalized letters for my

client," says John Acari, Membership Services. "The old copier wasn't connected to the network so I had to print up to 6,000 personalized letters at a time to the laser printers. It was slow and kept the printers busy for two days. Now I print to the copier and my letters are ready in less than two hours."

Embracing the digital technology was easy for AR staff. The ability to print to the copier simplified the copy process, improved the quality of the output, and increased productivity. "It's been great!" says Peter Berry, President. "My only regret is this technology wasn't available sooner."

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*— Lorna Bolduc,  
Vice President*

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*Published by Association Resources, Inc., 342 North Main Street,  
West Hartford, CT 06117 • (860) 586-7523 • Fax (860) 586-7550  
• E-mail [LBolduc@associationresources.com](mailto:LBolduc@associationresources.com)*

*Comments, questions, and editorial materials should be submitted to  
Lorna Bolduc, Editor.*