



# Challenging Common Myths of an Association Management Company (AMC)

**Myth:**

An AMC will not have a high commitment to and understanding of my organization’s mission and vision.

**TRUTH:**

At the heart of AH are passionate and attentive professionals who champion your cultural values and strategic objectives. Our team, alongside your current staff and volunteers provide experience, collaboration, and strategic direction for your association or professional society.

**Myth:**

An AMC will not be able to accommodate our volunteer leaders’ busy schedules.

**TRUTH:**

At AH we are dedicated to making sure all staff and volunteers can find time to meet. We understand the complexity of balancing work life, family and volunteerism. We value flexibility for our employees and client partners to enable the best management of commitments to be successful. Many of our client partners have international members, constituents and/or components. Our staff is very cognizant of working in a global environment and in all time zones.

**Myth:**

Turnover in an AMC can create inconsistencies.

**TRUTH:**

AH prides itself on the continuity of its staff. Senior staff members have been with AH for an average of nine years.

**Myth:**

An AMC will not provide dedicated staff to our organization. Rather, we will have to share our team with other groups.

**TRUTH:**

At AH we customize a team of experts in association management to suit your needs. Because of our flexible staffing model we are able to hire full time, dedicated support for key positions or areas of expertise specifically for your organization. The depth of our staff and its accompanying skill level



possess the tools necessary to fully accommodate the needs of each client partner. Our ability to share ideas and solve problems across multiple industries is valuable to our client partners. With us you have access to a network of professionals who are experienced in tackling the same problems you might be facing in your association.

**Myth:**

AMC staff are generalists and do not have an understanding of our industry.

**TRUTH:**

AH hires experienced professionals from your industry and/or provides the necessary training and time to understand your industry. We are approved by ASAE as an official licensed partner to deliver the Certificate Program in Association Management. This means we have the resources necessary to onboard new staff with little or no knowledge of how associations or professional societies function. You will have an expert team committed to understanding your audience's needs and interests while also having an exceptional knowledge of best practices in association management and services.

**Myth:**

AMCs are too expensive.

**TRUTH:**

Your organization will experience the value that comes from shared resources and elimination of typical legal risks associated with operations. Human Resource costs and issues are also decreased because AH becomes the employer, eliminating the time and money an organization spends on HR-related issues, providing the leadership and staff more time to focus on the needs of the organization. Our offices are located in Southern New Jersey and Washington, D.C. Our Jersey office is located just 12 miles outside Philadelphia giving us the proximity to a major city and airport, but saving in rent. Our D.C. office will provide you with a presence on Capital Hill and a voice in regulatory affairs. When coordinating your events, AH has the buying power to leverage hotel chains, audio/ visual, decorators, printers and other suppliers nationally and globally to keep expenses low for you. Lastly, we have a full marketing and communications agency in-house, which saves you money and time, when you need special projects completed.

**Myth:**

The transition to an AMC is confusing and time consuming.

**TRUTH:**

Since we know how important the transition to new management is for client partners, AH has a wholly dedicated transition team with over 10 years of transition experience. This team's primary objective is to assist our new partners during the transition period, which typically lasts for 60 days, while alleviating the burden from the volunteer leaders. We strive to create memorable experiences for each and every client partner pulling a seat up to the AH table.

**Myth:**

An AMC provides more services than my organization needs.

**TRUTH:**

AH is a full service AMC but we also offer customized, scalable management and service solutions. Your organization may choose to utilize some or all of our services or tailor a custom package by choosing among our project services, ranging from strategic planning, board leadership, accreditation management, and committee support to membership services, financial management, and government affairs.



We Saved **You** a **Seat**



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