

## Executive Director Report

Coming out of our September meeting and with the start of the new fiscal year, three of the more significant projects we have been administratively getting underway are the switchover to the new operational database system, switchover and redesign of NCSG's website, and the industry-wide survey that we will be doing in partnership with CSIA. For board and staff reference, all three of these projects are being tracked on the dashboard.

We did contract with WebLink International to not only transition our primary database system from iMIS, but to also manage and host the CSIA website (packaging those together has provided additional economies of scale to the organization). Work is already underway on both of these fronts, and as previously mentioned you can see the general timeline via the milestones on the dashboard. The plan is to have the new database and the new website both "live" within 30 days following the upcoming convention.

Relative to the industry survey, final proposals for the project were received from three different companies...all of whom are experienced in national trade surveys. We have selected Wharton Marketing & Research to design and conduct the survey. They are extensively experienced in this type of trade surveying and come very highly recommended by a number of associations including the CA Society of Association Executives, National Ornamental and Miscellaneous Metals Association, Mariner Management and Marketing, National Investor Relations Institute, and the American Congress of Surveying & Mapping. Initial objectives of the survey are to help us measure:

- The perceived overall health of the industry;
- Trends within the industry, including business, technical education, professional development, credentialing and regulatory issues;
- Perceptions of NCSG as a trade association including what NCSG can do to make membership more attractive;
- Perceptions of CSIA as an education and credentialing provider;
- Perceptions of CSIA as a public awareness organization relative to chimney and venting safety issues, including what CSIA can do to make certification in either of its credentialing programs and participation in its educational programs more attractive.

The target for the project to be completed (meaning a report of the results submitted by the provider) is mid-January, with a combination of online and mail surveys being launched in November.

We recently conducted a successful pre-convention site visit with our host property and their management team. The benefit of this type of visit is invaluable for a smooth convention, and this one was no exception. We have a great team onsite to work with,

and having now had the opportunity to meet face to face with not only our primary convention services manager, but finance, housing, security, a/v and in this particular case Disney personnel with be very helpful as we continuing fine tuning and tweaking logistics over the next few months heading into February. Room pickup is usually one of our chief indicators for registrations this far out, and at this point we are already at approximately 85% of our block.

Workers' comp insurance for our members has been a recent conversation on the NCSG discussion list. I have followed up with our liability partner Stratus on that issue and they have indicated that they are working on finding a carrier that can address this on a national level. They have identified a carrier that will work for several states, and that would certainly benefit some, but they are working bigger picture as well. By having a program specifically tailored to our industry, it would provide continuity in the workers compensation class codes and stability in the rates. Similar in concept to the liability program, it is not intended to be an end-all-be-all necessarily, but it would provide a competitive program to many and a necessary program for others who are otherwise unable to find anything suitable on their own these days. Stratus will be reaching out to the membership in earlier November via a brief and pointed survey to gather as much information/data as they can to help them in their approach to a national carrier.

I look forward to speaking with everyone soon.



Mark McSweeney, CAE  
Executive Director