

# CASE STUDY

February, 2015



## WORKING IN SYNC; It's not a one-size-fits-all approach

The Attorneys for Family-Held Enterprises (afhe) is an independent, non-profit association of attorneys and serves as a resource for individuals, business entities, trade associations, the business press, and other groups. Members of afhe focus on the establishment, growth, and success of family-held enterprises, the engine behind entrepreneurship.

The Center for Association Resources is an AMC Institute - accredited association management firm that provides comprehensive leadership and management services to trade associations, professional societies and philanthropic organizations. The Center's primary objective is to deliver premier management services with the highest degree of integrity and ethics.

### CHALLENGE

Four years ago, afhe had numerous financial challenges with only sixty-five members and eight sponsors. It was necessary to increase revenue and raise afhe's presence in the marketplace. There were so many organizational and management details that required attention and no one person had the time to handle them all. A change was in order.

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## SOLUTION

After a comprehensive search process, The Center for Association Resources was retained to manage afhe for the long term and help with growth. Since The Center was brought on board, there is a healthy cash reserve, more than 130 members and 10 sponsors. This all happened due to an in-depth analysis and the creation of a blueprint to manage and grow the organization in a planful way. afhe's growth has become sustainable by working closely with The Center and adjusting strategies as needed.

## RESULTS

"We are in sync," says Michael de Leon Hawthorne, President of afhe. "Our members are happy. The organization is happy. This is due to our successful collaboration with The Center for Association Resources." All of those little things that needed to be done added up to some major issues. He comments, "The Center has the right people to handle our needs promptly and with enthusiasm."

## CONCLUSION

"We are extremely happy with our collaboration with The Center for Association Resources," states Hawthorne. "The Center developed a plan that helps us serve numerous clients and bring us into the view of more organizations. afhe is now providing greater value and more programming to its members while also providing greater value to afhe's sponsors."

Through a custom designed, proprietary process, The Center was able to successfully address afhe's needs and exceed their expectations.