

"The Center thoroughly understands the not-for-profit environment and were very easy to work with. On a scale of one-to-five we give them the highest score possible, a five!"



CLMA 
THE RESOURCE FOR LABORATORY PROFESSIONALS

CLMA is an association committed to providing leadership in the clinical laboratory industry and support for laboratory professionals throughout their career. "We educate and advocate on behalf of our members and play a leadership role in enhancing the image and increasing the visibility of our profession," according to Charles Fenstermaker, Director of Marketing and Membership Development.

Dedicated to excellence in clinical services worldwide, CLMA's mission is to enhance professional, managerial, and leadership skills; promote efficient, productive,

high-caliber operations; and to advocacy on behalf of quality patient care and its membership.

The Center for Association Resources was retained to assist CLMA with the development of a market intelligence plan. "Our objective was to develop an internal infrastructure and process to conduct ongoing market intelligence using our own staff and volunteers," says Mr. Fenstermaker. The Center developed a plan that included survey templates, focus group formats, and telephone interview scripts.

"Our return on investment was significant. It was worth much more to our association than hiring a research firm to conduct a single survey for us. The Center's recommendations were insightful and spot-on and we look forward to working with them again!"



Project Outcomes

One of the primary goals of the market intelligence plan was to provide CLMA's Board with valid data and information to use in its strategic planning activities. After the first year following implementation, Mr. Fenstermaker was able to provide the Board with meaningful information regarding the needs and level of satisfaction of the members. "Key recommendations generated as a result of our market intelligence activities have now become an integral part of our various committee workplans. This represents a highly successful outcome for us," says Mr. Fenstermaker.

Major Change

When asked if the Center's recommendations caused any significant organizational change, Mr. Fenstermaker response was, "for the first time, our Board is able to make decisions and plans based on member information as opposed to personal opinions or hunches."

Senior Level Interactions

The Center had much interaction with CLMA's Board, assisting with brainstorming and education sessions that fostered discovery and built trust. As a result the Center was successful in counseling the Board about the opportunities the new plan would present and how to move them forward.

Conclusion

The Center for Association Resources is a premier provider of a diverse array of integrated services designed to differentiate and reenergize your organization. Our group consists of talented thinkers and former CEOs with extensive, multi-disciplinary expertise. Through our custom designed proprietary processes, we were able to successfully address CLMA's needs and exceed their expectations. For more information on how we can assist you, call toll free,

888.705.1434, or visit us on the Web, **association-resources.com**

THE CENTER for Association Resources

Measurable Results. Immeasurable Value.