



MACS Times

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The Newsletter of the Middle Atlantic College Stores, Inc. serving Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, and West Virginia since 1970.

MANAGEMENT VS LEADERSHIP

by Rich Barnett
Education Chair

Did you know that there is a difference between management and leadership? Frequently, the terms are used interchangeably. However, there is a difference. Jeffrey Cufaude of Idea Architects explained the difference in his educational session "Effective Volunteer Leadership: The Fundamentals that Produce Results" at the 2010 State and Regional College Association Leadership Conference at NACS.

Every summer, NACS hosts the annual Leadership Conference, inviting board members from associations around the country. The Conference dates back to the early 1980s and was the brainchild of Cynthia D'Angelo. In its current format, Stephen Hochheiser (Cengage Learning), Bob Anderson (CACS), and Ueli Stadler CCR (NCBA) facilitate the meeting in partnership with Cindy Thompson and Julie Nemac from the NACS staff.

This year, 20 members representing thirteen associations attended the conference. MACS was represented by Secretary Mary Tutalo and Education Chair Rich Barnett. Flying into Cleveland, we had a couple of hours before the conference got underway. But, once things started Saturday afternoon, it was a non-stop, jam packed agenda.



Jeffrey Cufaude started the conference with a very lively and interactive opening networking session "Engaging Individual Strengths, Building Shared Community." Values, perspectives, talents, and strengths all influence our direction personally and professionally. Our personal and professional direction, in turn, guides us (MACS) as an association.

And it is that "association" part that makes this a very unique and invaluable conference. I mean, we have all been to conferences. Hopefully, you will be doing it again November 6 - 9 at MACS's 40th Anniversary celebration in Lancaster. (How's THAT for a shameless plug?) But all of those sessions and meetings are geared towards helping us meet the challenges and changes in our industry. This conference, however, is focused on our state and regional associations and keeping them strong and viable.

What makes an association like MACS strong and keeps it viable? Dedicated volunteers? How should we attract and keep dedicated and active volunteers? Relevant and topical educational programs and sessions? Where do our session speakers and meeting facilitators come from and how do we decide the topics? A dynamic trade show and worthwhile annual meeting? What kind of planning goes into a four-day annual meeting with a trade show? Site location? Room block and food and beverage minimums and guarantees? Contract negotiations? How do we communicate and market not only our meeting and trade show, but the association itself as worthwhile and valuable?

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