



# Watt's New

February 2010

### Special points of interest:

- Annual Conference
- Past Due Memberships
- Checklist for Accountability
- Executive Director's Message

### Inside this issue:

Annual Conference	1
Checklist for Accountability	2
Executive Director's Message	2
Membership	4
What to do in Kansas City	1

## 2010 Conference in Kansas City, MO

The ILEA Annual Conference is scheduled for July 21-24, 2010 in Kansas City, Mo.

This year's conference should prove to be quite informative with topics including:

- **Emerging Technologies** - new technology is exploding all around us. Twitter, Facebook, Cloud Computing, etc. What is the significance of these technologies? Will you use them? What are the benefits to your association?
- **Financial Management** - Strategies for creating financial stability for your association. Ideas for cutting expenses, increasing revenue, and solidifying your bottom line.
- **Taking the Pulse of Your Members** - Utilizing surveys to learn how to better serve your members. How to ask the right questions. What technology is available to make this easier for your members and you.
- **Event Planning** - Objectives, logistics and negotiations. How to get the best possible outcome for your events.

And two speaker presentations:

- **"The State of the Industry"** - Jim Lucy, Editor, Electrical Wholesaling Magazine. From his vantage point, Jim keeps an eye on the pulse of our industry. He is a regular speaker on this and other topics in the



Midwest. He is always well received and will give us a great view of the electrical industry in the US and Canada.

- **"Marketing Your Association"** - More information to follow about the speaker and topic.

We have added a bonus section this year on Saturday morning titles **Trade Show Work Shop**. Anyone is welcome, but it is intended for those of you who produce trade shows. The format is largely up to the group, but we hope to cover topics such as: Promotion, Exhibitor Value, Seminars (Free? Exhibitor Run?), Sponsorships, Busses, and Registration, Hours, costs, etc.

More details on the conference will be forwarded as they are made available or check out the website at [www.ileaweb.org](http://www.ileaweb.org).

## So What's There to do in Kansas City in July?

Kansas City is an important, historic trading post and was founded in the 1820s, when the city became a major center for cattle. These days, Kansas City is a vast and spacious city, straddling the Missouri and Kansas state line

things... their fountains, jazz and barbeque. Little known fact - Kansas City has over 200 fountains located throughout the metropolitan area. In fact, Kansas City (known as the City of Fountains) has more fountains than any other city in the *world* except Rome!

Kansas City, dubbed the Heartland of America, is most well-known for three

(Continued on page 3)

## Executive Director's Message



ILEA  
Executive Director  
Kirstie Steves

Welcome to 2010!

I must apologize for not posting a newsletter in January. With the Board meeting later in January and the lack of content submitted from the member Association/Leagues, it was felt we should withhold printing until we had sufficient content to print. I expect the first quarter of 2010 to be quite busy for myself as I am single-handedly planning my local Association's trade show on March 31st in Rochester, NY. I

respectfully ask for everyone's patience as I juggle all my duties.

Coming back from the Board Meeting in Chicago a couple of weeks ago, I am very pleased to report on the positive position ILEA is in. Most organizations have submitted their 2010 dues payments on time and the Board of Governors discussed many enhancements they would like to implement to provide added benefits to the member organizations.

Much of the discussion in Chicago was around the 2010 Conference in Kansas City, MO in July. Planning is fully underway with the much of the discussion and speaker presentation topics chosen. More details can be found on page 1 of this newsletter and in future communication from Skip Morris, Conference Manager and on the website at [www.ileaweb.org](http://www.ileaweb.org).

Kirstie Steves  
ILEA Executive Director

## Independent Sector Checklist for Accountability

In introducing its checklist for accountability, the Independent Sector (IS) states that *"building an organization committed to the highest ethical standards demands more than just following the law: it also requires fostering practices that create an environment of transparency, accountability and integrity"*.

Nine principle are listed with a brief explanation and lots of reference material for organizations that want to dig more deeply into any or all of the principles.

**There are nine steps to demonstrate accountability, including:**

1. **developing a culture of accountability and transparency.** People must understand why rules and standards are important. Teach your principles to new employees and display them on your website, intranet and internal communications,

2. **adopting a statement of values and a code of ethics.** This is a board-approved statement describing principles that an organization's staff and volunteers would follow including the values it is committed to uphold,

3. **adopting a conflict-of-interest policy.** The new 990 asks whether you have one and whether potential conflicts are required to be communicated annually,

4. **ensuring that the Board of Directors understands and can fulfill its' financial responsibilities.** The board or a committee should include individuals with financial literacy who review financial statements regularly,

5. **Conducting independent financial reviews particularly audits.** For this principle, IS suggests that your

(Continued on page 3)

*"building an organization committed to the highest ethical standards demands more than just following the law"*

## What to do in Kansas City, continued...

(Continued from page 1)

Go anywhere in Kansas City and you will hear the bluesy, swing-style, beboppin' sound of jazz music, unique to Kansas City. The city was the heart of America's jazz heydays from the roaring 20's through the early 40's. Visit the American Jazz Museum and attend some fierce, late-night jam sessions hosted by the Mutual Musicians Foundation.

A "Can't Miss KC Tradition" are the barbeque joints. There are nearly 100 barbeque joints smoking in Kansas City. The melding flavors and styles from across the country result in award-winning, mouth watering, tummy-stuffing flavors that defy conventional adjectives.

Kansas City offers many more unique sights of interest, such as the Spanish-inspired Country Club Plaza, KC's famed shopping district; The Crown Center which is the international headquarters for Hallmark Cards; and the Crossroads Arts District of locally-owned boutiques, restaurants and a thriving arts scene. Kansas City is also home of museums that have garnered national distinctions and worldwide attention such as: The National World War I Museum at Liberty Memorial, The Nelson-Atkins Museum of Art and the Negro Leagues Baseball Museum.

Summer in Kansas City offers many opportunities to visitors. Visit the Schlitterbahn Water Resort, the Kansas

City Zoo, Powell [Botanical] Gardens, the Starlight Theater is an 8,000-seat outdoor amphitheatre featuring concerts and Broadway productions, and the Kansas City Royals Major League Baseball team.

There are many free adventures you can take advantage of while discovering Kansas City:

- \* Boulevard Brewing Company - tour the largest specialty brewer in the Midwest
- \* Frontier Army Museum - focuses on Fort Leavenworth's role in westward expansion.
- \* Harley Davidson Vehicle and Powertrain Operations - tour the facility to see how hogs are made.
- \* Haskell Indian Nations University Cultural Center & Museum
- \* Kemper Museum of Contemporary Art
- \* Federal Reserve Bank of Kansas City's Money Museum - Learn about the nation's financial system through interactive exhibits.

Finally, Kansas City offers several casinos and gaming ventures for those so inclined:

- \* Ameristar Casino & Hotel
- \* Argosy Casino Hotel & Spa
- \* Harrah's Casino & Hotel
- \* Isle of Capri Casino
- \* The Woodlands

(Continued on page 4)

## Independent Sector Checklist, continued...

audit should be available for public inspection; no problem [New York's] attorney general now posts financial statements to the Charities Bureau website,

6. **ensuring the accuracy of, and making public, your organization's form 990.** Again, making this public is no problem because forms 990 are now on the Charities Bureau web site. Review your 990 to make sure it is complete and accurate. IS suggests that an appropriate committee review and approve your form 990. The 2008 form 990 asks how your organizations review their form 990.
7. **being transparent** - use your website and share documents to provide information about your finances, operations, governance, and impact. Consider putting your vision and mission statements, your statement of values and code of ethics, your conflict-of-interest policy and annual filings, as well as information about your programs and their impact on your website.
8. **establishing and supporting a policy for reporting**

**suspected misconduct or malfeasance (a whistleblower protection policy).** Employees and volunteers who identify misbehavior must feel safe to report it. Whistleblowers are required to be protected and a policy helps you communicate and enforce this, and

9. **remaining current with the law.** Assign someone to stay up-to-date with changes in the law that affect your organization. IS suggests the IRS website for charitable organizations and books like Bruce Hopkin's "Nonprofit Law Made Easy" to stay on top of laws that affect your organization.

The principles can be found on Independent Sector's website at: [http://www.independentsector.org/issues/accountability/Checklist/Checklist\\_Summary.pdf](http://www.independentsector.org/issues/accountability/Checklist/Checklist_Summary.pdf)

*Independent Sector Checklist For Accountability* was presented for your information in the ILEA Newsletter. The article was published in "Not-For-Profit Alert", Issue 13, Spring 2009 by Heveron & Heveron, Certified Public Accountants in Rochester, NY.



## **International League of Electrical Associations**

The ILEA Office is located in the Greater Rochester Area in New York State.

39 Harmon Road  
Churchville, New York 14428

Phone: 585-538-6350  
Fax: 585-538-6166  
E-mail: [info@ileaweb.org](mailto:info@ileaweb.org)

The mission of ILEA is to promote, advance and unify the electrical industry by strengthening its representative organizations.

The International League of Electrical Associations, created in 1936, has grown to become an organization of professional electric association and electric league managers from more than thirty US and seven Canadian cities. In most cases the membership base and services offered by ILEA member organizations are consistent throughout the continent.

Generally, ILEA member organizations are supported by electric utilities and offer membership to contractors, manufacturers, distributors and manufacturer's representatives. In a few cases, the organization has a membership that is restricted solely to electric utilities.

Services offered by membership organizations often include monthly meetings, educational programs and networking opportunities. Many organizations offer discount programs for items such as health care insurance, general liability and workers compensation coverage, bonding, cellular phone, automobile rental and leasing and courier services.

To learn more about which programs and services are offered in your area, contact the closest ILEA member office, visit the ILEA web site or contact Kirstie Steves, Executive Director at the ILEA Office.

[www.ileaweb.org](http://www.ileaweb.org)

## **Calendar of Events**

### 2010

**March 31** Electri...FYI! Upstate Electrical Show  
Rochester, NY  
*Electrical Association of Rochester*

**April 14-15** Upper Midwest Electrical EXPO  
*North Central Electrical League , Minneapolis, MN*

**May 3** Consulting Electrical Engineers and  
Technical Forum & Trade Show  
*Electric Association of Chicago*

### 2011

**March/April** Electrical Expo  
*Electrical Board of Missouri & Illinois*

### 2012

April 18-19 Upper Midwest Electrical Expo  
*North Central Electrical League , Minneapolis, MN*

To have your events listed in the newsletter and on the web site, please email [kirstie@ileaweb.org](mailto:kirstie@ileaweb.org)

## **Kansas City, continued...**

*(Continued from page 3)*

Summer in Kansas City proves to be quite eventful with something for everyone. July is the hottest month with a pleasant day-time high of around 79 degrees, making the day-time events bearable and the night-time events quite comfortable.

Information from this article was printed for your information and was derived directly from The Official Visitors Guide of the Kansas City Convention & Visitors Association. For more information, feel free to visit [www.visitKC.com](http://www.visitKC.com).

### **2010 Membership Dues Past Due**

**Still Unpaid are:**

*British Columbia Electrical Association  
Electric League of Western Pennsylvania  
Manitoba Electrical League  
Electrical League of Eastern Ohio*

Please contact kirstie at 585-538-6350 or [kirstie@ileaweb.org](mailto:kirstie@ileaweb.org) ASAP