

# Avenue M Solutions

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We're a global, full-service research and consulting organization with expertise in driving member growth, increasing revenue, and building brands.

Avenue M can help your association unlock its potential through research, strategy, financial modeling, and DEIA initiatives.

## Ready to unlock your potential?

1. **Research and Insights:** Avenue M helps associations dig below the obvious using creative research techniques to get the insights needed to achieve your goals. We provide member needs assessments, branding and communication studies, conference and event surveys, industry and workforce studies, and marketplace analysis.
2. **Membership and Marketing:** We customize our work to your specific needs to deliver actionable insights and realistic solutions. We provide audit and assessments of your current efforts and develop strategic and tactical marketing plans to help you achieve your goals.
3. **Dues Modeling and Restructuring:** Avenue M has extensive experience aligning value with cost through research, financial modeling, and market testing. We can help you explore a variety of models, weigh the risks and rewards, forecast possible outcomes, and help you transition to a new model.
4. **Strategy and Facilitation:** Imagine a strategic planning process that uses organizational strengths and research to help you discover the best of what is, envision what could be, and adjust practices to create positive change. Develop a data-driven, visionary, and realistic strategic plan with an experienced partner who has the capacity to conduct meaningful research and assess your current environment.
5. **Governance and Staff Alignment:** Avenue M can help your organization build or modify its existing governance structure while ensuring your key stakeholders feel engaged and part of the process.
6. **Diversity, Equity, Inclusion, and Access Guidance:** Avenue M helps associations advance diversity, equity, inclusion, and access through workforce studies, volunteer engagement and governance, and social network analysis.

Learn more at [www.avenuemgroup.com](http://www.avenuemgroup.com) or contact Sheri Jacobs, FASAE, CAE, at [Jacobs@avenuemgroup.com](mailto:Jacobs@avenuemgroup.com)

# Avenue M: What Makes Us Different

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## 1. We Wrote the Book on Membership

We have a proven track record of helping organizations align with the changing needs of an industry, while ensuring the organization has the support of its volunteer leaders. We engage with forward-thinking association partners, frequently speak at industry events, and continually learn from all industries, regardless of tax status. Our CEO is the best-selling author of *The Art of Membership* and *Pivot Point: Reshaping Your Business When It Matters Most*.

## 2. Size Really Does Matter

When you are selecting a partner for an important initiative, size and industry knowledge matters. We have found that a team of our size is the sweet spot that allows us to make sure every client receives superlative focus and attention. Unlike smaller groups, we have the bench strength and bandwidth to handle the ebb and flow of business. Unlike larger groups, we will never assign a junior team member to your project with just executive swoop-ins. When you partner with Avenue M, you get the A+ team every day.

## 3. Our Commitment and Dedication is Unsurpassed

Sheri Jacobs, FASAE, CAE worked in associations for many years prior to becoming a consultant. She earned the CAE designation, was selected by peers to receive the industry's highest service award, and achieved the Fellow designation (bestowed on only 1% of the association community). Having served on a staff executive team as a Chief Marketing Officer and a member of the ASAE and ASAE Foundation Boards, Sheri can say, "I have sat in your seat" to almost every individual in this industry, including a chair, finance committee member, treasurer, executive staff, director, and manager. Most importantly, Sheri gives back. She donates all book sales profits to the ASAE Foundation and frequently offers pro bono services to underserved communities.

## 4. We Help Associations Achieve Real Results

By partnering with Avenue M, your association will benefit from our ability to provide realistic recommendations that result in measurable outcomes.

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# ABOUT US

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At Avenue M Group, we believe all people should have the support and opportunities they need to succeed in a respectful, fair, and equitable environment. We have a deep commitment to advancing diversity within our firm and the association community.

## CEO **ACT!ON** FOR DIVERSITY & INCLUSION



## Avenue M's Guiding DEIA Principles

1. **Belonging:** Provide a safe, welcoming environment and cultivate an inclusive culture that respects and supports the contributions of diversity.
2. **Commitment:** Invest in and integrate diversity, equity, inclusion, and access (DEIA) in all aspects of the organization, including project assignments, leadership opportunities, education, and recognition.
3. **Knowledge:** Provide the necessary training and education to ensure staff are knowledgeable about issues surrounding DEIA, including bias, discrimination, and systemic racism. Give our team the knowledge and skills necessary to foster a sense of belonging and understanding of how to be allies to our peers, colleagues, and clients.
4. **Continued Improvement.** Aim to be honest and transparent with ourselves and each other about how we can do better in the areas of diversity, equity, inclusion, and access.
5. **Pledge:** To create a more diverse, inclusive, and equitable workforce, we have signed the CEO Action for Diversity & Inclusion pledge

## OUR **FOUNDER** (and the story behind our name)

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Sheri Jacobs, FASAE, CAE  
**CEO and President**

Long before Sheri founded **Avenue M Group**, she questioned why so many associations spent their time (and money) pushing information out to its members rather than taking the time to understand and engage them. Over time, she thought, the lack of engagement could impact member recruitment and retention. She vividly remembers working on a direct mail campaign during the day and, that evening, moving a stack of promotional mailings from her mailbox to the garbage bin under her kitchen counter. It was in this moment that she realized how essential it was for associations to create a two-way street (or **Avenue**) between their organizations and their members (**M**) if they wanted to remain relevant in the future.

Sheri believed associations needed to understand what matters to their members, understand their stressors and challenges, and determine how to provide meaningful and accessible solutions at a price members were willing to pay. This would require listening to members and rethinking the value proposition, delivery channels, and/or pricing model. Sheri chose the name, **Avenue M Group**, because she had a strong desire to help associations engage their members (or **create a two-way street**) and achieve their missions.



# CLIENT LIST

## Association Related/Non-Profit/Other:

American Association of University Women  
American Fraternal Alliance  
American Library Association  
American Mensa, Ltd.  
American Society of Interior Designers  
AMC Institute  
ASAE  
Association for Theatre in Higher Education  
Association Forum  
Association Forum of Chicagoland  
Association Management Center  
Association of College and Research Libraries  
Association of Corporate Citizenship Professionals  
Association of Corporate Travel Executives  
Association of Fundraising Professionals  
California Society of Association Executives  
Choose Chicago  
Colorado Society of Association Executives  
Convention Industry Council  
Exponent Philanthropy  
Greater Public  
International Advertising Bureau  
Meeting Professionals International  
National Association for Music Education  
National Council for Jewish Women  
PCMA  
Philadelphia Convention & Visitors Bureau  
Public Affairs Council  
Professional Ski Instructors of America  
Texas Society of Association Executives  
Women's Basketball Coaches Association

## Business/Financial/Legal

American Bar Association  
American Health Lawyers Association  
American Institute of Certified Public Accountants  
Association of Proposal Management Professionals  
Arizona Society of CPAs  
ASIS International  
Association for Corporate Counsel  
Association of Corporate Citizenship Professionals  
Association of Corporate Growth  
California Society of CPAs  
California Society of Enrolled Agents  
CCIM Institute  
CFA Institute  
Club Management Association of America  
Colorado Society of CPAs  
Connecticut Society of CPAs  
DRI Voice of the Defense Bar  
Financial Executives International  
Financial Planning Association  
Florida Institute of CPAs  
Georgia Society of CPAs  
Illinois CPA Society  
Illinois State Bar Association  
Indiana CPA Society  
International Advertising Bureau  
Kentucky Society of CPAs  
Massachusetts Society of CPAs  
Michigan Association of CPAs  
Minnesota Society of CPAs  
Missouri Society of CPAs

National Association of Enrolled Agents  
NAIFA  
National Association of Bar Executives  
National Association of Personal Financial Advisors  
National Association of Trial Lawyers Executives  
National Court Reporters Association  
National Investor Relations Institute  
New Jersey Society of CPAs  
New York State Society of CPAs  
Ohio Society of CPAs  
Oklahoma Society of CPAs  
Pennsylvania Institute of CPAs  
Property Casualty Insurers Association of America  
Society of Actuaries  
Tennessee Society of CPAs  
Texas Society of CPAs  
Turnaround Management Association  
Virginia Society of CPAs

## Built Environment

American Institute of Architects  
American Planning Association  
American Society of Civil Engineers  
American Society of Heating, Refrigerating and Air-Conditioning Engineers  
American Society of Interior Designers  
Appraisal Institute  
Association of Wall and Ceiling Industry  
Building Owners and Managers Association  
Construction Management Association of America  
Construction Specifications Institute

CoreNet Global  
Design-Build Institute of America  
Energy & Environmental Building Alliance  
Green Building Initiative  
Institute of Real Estate Management  
International Code Council  
National Association of Home Builders  
National Association of the Remodeling Industry  
National Institute of Building Sciences  
National Frame Builders Association  
National Glass Association  
National Roofing Contractors Association  
New Buildings Institute  
Professional Landscape Network  
Regional Hispanic Contractors Association  
RMC Research & Education Foundation  
U.S. Green Building Council  
Urban Land Institute

## Education

American Association of Colleges for Teacher Education  
American Association of Physics Teachers  
Association of Fraternity/Sorority Advisors  
Association for Theater in Higher Education  
Association of College Unions International  
California Association of School Business Officials  
Council for University Chairs of Obstetrics and Gynecology  
Independent Schools Association  
Maryland Retired School Personnel Association  
National Association for Music Education  
National Science Teachers Association  
Texas Computer Education Association



# CLIENT LIST

## Healthcare and Medical Societies:

AABB  
Academy of General Dentistry  
Academy of Nutrition and Dietetics  
Ambulatory Surgery Center Association  
American Academy of Cosmetic Surgery  
American Academy of Dermatology  
American Academy of Family Physicians  
American Academy of Hospice and Palliative Medicine  
American Academy of Implant Dentistry  
American Academy of Orthopaedic Surgeons  
American Academy of Otolaryngology - HNS  
American Academy of Pain Medicine  
American Academy of Pediatrics  
American Academy of Pediatric Dentistry  
American Association of Clinical Endocrinologists  
American Association of Critical Care Nurses  
American Association of Endodontists  
American Association of Equine Practitioners  
American Association of Healthcare  
American Association of Nurse Anesthetists  
American Association of Neurological Surgeons  
American College of Chest Physicians  
American College of Emergency Physicians  
American College of Health Care Administrators  
American College of Healthcare Executives  
American College of Occupational and Environmental Medicine  
American College of Osteopathic Family Physicians  
American College of Physician Executives  
American College of Rheumatology  
American College of Obstetricians and Gynecologists  
American College of Surgeons

American Counseling Association  
American Dental Association  
American Epilepsy Society  
American Gastroenterological Association  
American Gynecological & Obstetrical Society  
American Health Information Management Association  
American Hospital Association  
American Medical Association  
American Nurses Association  
American Optometric Association  
American Osteopathic Association  
American Pain Society  
American Pharmacists Association  
American Physical Therapy Association  
American Psychiatric Association  
American Public Health Association  
American Society for Clinical Pharmacology & Therapeutics  
American Society for Gastrointestinal Endoscopy  
American Society for Nutrition  
American Society of Anesthesiologists  
American Society of Clinical Oncology  
American Society of Colon and Rectal Surgeons  
American Society of Regional Anesthesia and Pain Medicine  
American Student Dental Association  
American Thoracic Society  
American Urological Association  
American Veterinary Medical Association  
America's Essential Hospitals  
A.S.P.E.N.  
Association for Academy Psychiatry  
Association for Medical Imaging Management  
Association for Advancing Physician and Provider Recruitment

APICS  
Association of periOperative Registered Nurses  
AWHONN  
Brain Injury Association of American  
College of American Pathologists  
Emergency Nurses Association  
Heart Rhythm Society  
HIMSS  
International Society for Traumatic Stress Studies  
International Society of Arthroscopy, Knee Surgery and Orthopaedic Sports Medicine  
Massachusetts Dental Society  
Medical Group Management Association  
Minnesota Medical Association  
National Association of Medical Staff Services  
National Association of Neonatal Nurses  
National Council on Family Relations  
National Quality Forum  
North American Neuromodulation Society  
Nursing Organization Alliance  
Oregon Medical Association  
Pacific Coast Society of Orthodontics  
Parenteral Drug Association  
Pennsylvania Medical Society  
Society for Vascular Surgery Patient Safety Organ.  
Society of Critical Care Medicine  
Society of Gynecologic Oncology  
Society of Hospital Medicine  
Society for Vascular Surgery  
The Endocrine Society  
The Joint Commission  
Urgent Care Association of America  
Washington State Medical Society  
Washington State Nurses Association  
Wisconsin Medical Society



# CLIENT LIST

## STEM

- American Anthropological Association
- American Association for Anatomy
- American Association of Laboratory Animal Science
- American Association of Physics Teachers
- American Chemical Society
- American Council of Engineering Companies
- American Dairy Science Association
- American Industrial Hygiene Association
- American Society of Civil Engineers
- American Society of Mechanical Engineers
- American Society of Safety Engineers
- American Water Works Association
- Association for Psychological Science
- Association for Materials Protection and Performance
- Association of International Petroleum Negotiators
- BICSI
- CESSE
- Coastal and Estuarine Research Foundation
- Engineers Australia
- IEEE
- IEEE Power Electronics Society
- INFORMS
- Institute of Food Technologists
- ISACA
- National Association of Chemical Distributors
- National Science Teachers Association
- National Student Speech Language Hearing Association
- Society for Neuroscience

## Trade Associations

- American Traffic Safety Services Association
- American Coatings Association
- Ambulatory Surgery Center Association
- America’s Essential Hospitals
- Association of Wall and Ceiling Industry
- Center for Food Integrity
- Chicago Convention and Tourism Bureau
- Construction Specifications Institute
- Destinations International
- Flavor and Extract Manufacturers Association
- Flexographic Technical Association
- Home Builders Association of Metro Portland
- Independent Sector
- International Liquid Terminals Association
- International Society of Arboriculture
- Iowa Corn Growers Association
- LeadingAge
- LeadingAge California
- LeadingAge Illinois
- NAFA Fleet Management Association
- National Association of Chemical Distributors
- National Association of Clean Water Agencies
- National Association of Independent Life Brokerage Agencies
- National Automatic Merchandising Association
- National Corn Growers Association
- National Safety Council
- Philadelphia Convention & Visitors Bureau
- Plumbing-Heating-Cooling Contractors Association
- Selected Independent Funeral Homes
- Small Business Association of Michigan
- Student Youth Travel Association
- Tire Industry Association
- Tree Care Industry Association

- Turfgrass Producers International
- Two Ten Footwear
- Visit San Antonio
- Urgent Care Association of America

## Corporate Clients

- 360 Live
- Aptify
- Association Management Center
- KRM
- M Booth Health
- Pivotal Labs / VMWare
- Segall Bryant & Hamill
- SurePayroll
- Yum Brands