



SUMMERS & ASSOCIATES

Strategic Business Solutions

Whether your organization requires a full range of management services or you simply need to outsource a project, we're here to help.

We provide association management, event management, member services, marketing and communications support, and consulting, as well as a variety of other contract-based services to help you accomplish your goals.

Make your next move strategic with Summers & Associates!

Your Strategic Partner...

Summers & Associates is a full-service association management company providing professional management and outsourcing services to non-profit trade associations, professional societies and foundations, as well as for-profit entities. Our primary goal is to free you and your association volunteers to focus on your mission rather than the routine duties of managing the organization. Whether you're in need of full or partial support, we can provide a variety of services to meet your needs and help you reach your goals.

Our forward-thinking and highly skilled professional staff, with more than 40 years of combined experience in association management, will work alongside your volunteers to gauge your current status, set goals and move forward toward meeting them. Our customized, high quality and cost-effective solutions provide expertise in all aspects of association management and can be tailored to your needs, your budget and your timeframe.

In addition to our comprehensive backgrounds and expertise, the specialized talents of other professionals are utilized as needed.

Contact us today to discuss how our full-service or project-specific management capabilities can benefit your organization.

We're committed to your success!

Services Available Include:

- Association and Foundation Startup
- Association and Foundation Management
- Administrative Services
- Consulting & Strategic Advice
- Communications
- Educational Programming
- Event Management
- Financial Management
- Fundraising
- Grant Writing & Management
- Marketing & Promotion
- Membership Management
- Public Relations
- Publications
- Trade Show Management
- Web Site Development & Maintenance



Available Services Include:

Association/Foundation Startup

We can guide you every step of the way – from focusing your vision to establishing your non-profit status.

Association/Foundation Management

We can provide innovative and cost-effective solutions to carry out your strategic objectives and accomplish your goals.

Administrative Services

We can provide the support needed to effectively carry out the day-to-day goals and objectives of your organization, as well as board and committee support.

Consulting & Strategic Services

Sometimes you need expert advice or just a second opinion from an outside source. Our wide range of services can provide you with sensible, efficient and cost-effective solutions.

Communications

We can help you develop and manage targeted email lists, newsletters, surveys and more.

Educational Programming

We can provide expert guidance and delivery, as well as promotion and attendee registration.

Event Management

Board meetings and dinners, theme parties, annual conferences, award ceremonies, or educational seminars, we can provide you with site selection, program development, registration and onsite management.

Financial Management

We can provide you with financial management and oversight of budgeting, accounts payable and accounts receivable, credit card processing, deposit of funds, and monthly financial statements, as well as oversight of annual CPA audit and tax filings.

Sponsorship Management

We can help you develop strategies for your targeted audience, develop supporter levels and packages, manage execution of the plan, collect donations, provide followup and track results.

Grant Writing & Management

We can help you develop strategies and match your needs with available funding, prepare applications and required documents, manage project and all required reporting.

Marketing & Promotion

Using a mix of media, we can communicate the value of your organization to promote a greater awareness of your organization or your event and deliver a full range of communications, marketing and promotional materials to produce results.

Membership Management

We can develop a campaign to recruit new members, plan and execute a program for membership retention and develop new member benefits and services.

Public Relations

We can develop and implement a public relations plan that will enhance the awareness of your organization and its value to your audience – from press releases to press conferences, we can help you reach your full potential.

Publications

Whether it's magazines, print and/or electronic newsletters, membership directories or annual reports, we can provide you with high quality products to inform your members and enhance the image and professionalism of your association.

Trade Show Management

We can provide you with expertise planning and execution of your trade show – from site selection to marketing and promotion, exhibit sales, and on-site management.

Web Site Development & Maintenance

We can provide you with website development and management to engage your audience and take your organization to a new level.

We're Your Strategic Partner!

We can deliver cost-effective solutions to all of your business needs. Our association management expertise and proven track record can help you reach a greater level of success. Give us a call today to discuss how we can help you accomplish your goals!



DANNY SUMMERS possesses a wealth of knowledge in various business sectors of for-profit and non-profit business management. Prior to Summers & Associates he served as Executive Vice President of the Southern Nursery Association, a regional trade association with more than 1,800 members, for 18 years (1988 - 2006). Danny developed one of the industry's largest trade shows, with more than 800 exhibitors and 10,000 attendees, and created and managed an education foundation for 16 years. His for-profit experience includes, sales and marketing management of retail, wholesale, and manufacturing businesses. Danny's areas of expertise encompasses association/foundation startup and management, consulting and strategic services, event and trade show management, grant writing and management, fundraising and marketing, and implementation of systems and workflows to support these programs. Danny is known for his no-nonsense and straightforward approach, and his ability to see the "big picture" and provide a roadmap for a business to succeed. He currently serves as Community Manager for The Garden Center Group, Board Advisor of the Southern Nursery Association and Executive Vice President of the Sidney B. Meadows Scholarship Endowment Fund.



KAREN HYLTON SUMMERS has an extensive business management background with more than 18 years in association management. During her early career she was advertising assistant for one of the nation's largest retail chains, assistant manager of a retail floral shop, and office manager of a large real estate appraisal firm. These positions developed her strong marketing, administrative and customer service skills. She served as Director of Administration for the Southern Nursery Association (1989 - 1994) and Director of Marketing (1994 - 2006). She is well versed in administrative services, communications, marketing, public relations and event management – from 10 to 10,000 attendees. Karen currently serves as the Executive Vice President of the Southern Nursery Association.