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today's realities and how associations operate and what they need to do to remain relevant in the future

Based on more than 40 years of combined experience working with more than 1 000 organizations the authors examine 5 key areas where the traditional approach that organizations have taken in the past needs to be altered The 5 key areas of change are -

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Overhaul the governance model and committee operations and get the right people focused on ...

**Race for Relevance:
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edition by Coerver,
Harrison, Byers, Mary.
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operate and what they need to do to remain relevant in the future.

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Race for Relevance: 5 Radical Changes for Associations by

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Race for Relevance provides practical

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Radical Changes

advice and tools to assess and make radical changes to your association in order to thrive in any

environment. Some interesting ideas, but some I disagree with. If you are in association management, this is a good read. Good points of how associations are changing.

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...
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Radical Changes for
Associations provides a
bold, no-nonsense look
at the realities of
today's
marketplace—and
what it will take for
associations to prosper
tomorrow. This is a
book about
fundamental changes
in the way we think
about association
governance and
management. It

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proposes five radical
changes:

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Race for Relevance: 5 Radical Changes For Associations

Harrison Coerver,
President of Harrison
Coerver & Associates,
is an internationally-
recognized consultant,
speaker and co-author

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of the bestselling
books Race for
Relevance: 5 Radical
Changes for
Associations and Road
to Relevance: 5
Strategies for the
Competitive
Association. Since
1985, Harrison has
consulted over 1,200
associations in
strategy, planning,
governance and
management.

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Race for Relevance: 5

Radical Changes for

Associations by

Harrison Coerver and

Mary Byers. This book

is about improving the

function and

management of an

organization. I found

that it forced me to

rethink the way the

organizations I am

involved with do

business. The basic

premise of the book is

that the business

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climate has changed dramatically over the past 20 years and most associations and nonprofit organizations have not.

Book Review: Race for Relevance: 5 Radical Changes for

...

Race for relevance : 5 radical changes for associations. [Harrison Coerver; Mary Byers] -- Race for Relevance provides a no-

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nonsense look at today's realities and how associations operate and what they need to do to remain relevant in the future.

Race for relevance : 5 radical changes for associations ...

Race for Relevance: 5
Radical Changes for
Associations Hardcover

- Sept. 3 2013. by
Harrison Coerver
(Author), Mary Byers
(Author) 4.4 out of 5

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Coerver; Mary Byers,
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Leadership.] -- Race for Relevance provides a no-nonsense look at today's realities and how associations operate and what they need to do to remain relevant in the future.

Race for relevance : 5 radical changes for associations ...

Our keynote speaker was Mary Byers, author of several books about associations, Race for Relevance: 5 Radical

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Changes for Associations and Road to Relevance. I have read both of these books, along with many others, about the evolution underway for associations, and from each I receive insightful and thoughtful information to ponder throughout my days and nights.

Race for Relevance: 5 Radical Changes for Associations ...

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Harrison Coerver, Mary

Byers and a great

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(ASAE/Jossey-Bass Series) Hardcover – 15 Feb. 2011 by Harrison Coerver (Author), Mary M. Byers (Author)

**Race for Relevance:
5 Radical Changes
for Associations ...**

With our professional approach and customized programs, you'll benefit from proven methods and best practices that will prepare your association to succeed.

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Race for Relevance: Home

Mary helps associations remain relevant in an increasingly competitive environment. The author of Race for Relevance: 5 Radical Changes for Associations and Road to Relevance: 5 Strategies for Competitive Associations, she's

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worked with a wide variety of associations (both individual membership and trade groups) and helps volunteer leaders and staff alike create a viable and sustainable future.

**Mary Byers, CAE |
Speaker, Author,
Facilitator,
Consultant**

Road to Relevance is the followup and complementary

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companion to the bestselling Race for Relevance: 5 Radical Changes for Associations, which identified six challenges that forever changed the association environment and five needed changes.

Road to Relevance: 5 Strategies for Competitive Associations

Speaker, Facilitator.

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Consultant. Author of
Race for Relevance: 5
Radical Changes for
Associations.

Harrison Coerver

**Mary Byers, CAE,
CSP - Owner - Mary
Byers, Inc. | LinkedIn**

Holiday Event Program
and Expo: Race for
Relevance - 5 Radical
Changes for
Associations. Starts:

Dec 5, 2012 12:00 AM
(CT) Ends: Dec 6, 2012
12:00 AM (CT)

December 5, 2012 5 to

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7 pm Pre-event VIP

Reception with special

guest Mary Byers

(separate registration

fee required)

December 6, 2012 8 to

10 am Expo and

Holiday Brunch ...

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