

Growth in Membership

10:45 AM – 12:00 PM



A vice president at Marketing General Inc, Erik Schonher not only directs the management of *MGILists*, he also oversees one of the company's largest books of business in MGI client sales. Some of Mr. Schonher's clients include:

National Association of Housing Redevelopment Professionals
SPI

American Association of Justice

American Health Information Management Association

American Society of Consultant Pharmacists

American Chiropractic Association

Association of School Personnel Executives

Mr. Schonher is an experienced strategic planner and a seasoned tactician who blends direct marketing, media placement, branding, creative design, and web marketing into coordinated multi-channel campaigns.

Mr. Schonher is regularly asked to present at major meetings and conferences including the ASAE Annual Conference and the ASAE Marketing & Membership Conference. He has also conducted sessions at the CESSE Annual Conference, DMAW List Day, and CalSAE where he shared strategic planning insights, membership development tips, sales management concepts, circulation management suggestions, and direct marketing best practices.

Erik is the author of many professional articles and Marketing General white papers as well as his blog "Experts in Membership Marketing," examining membership marketing best practices, market research and analysis, communication theories and sales techniques.

Mr. Schonher earned his Bachelor of Science from SUNY Fredonia and a Masters of Business Administration in Managerial Marketing and Management Information Systems from the Lubin Graduate School of Business at Pace University. He is also an avid musician and can be seen occasionally playing his 1974 Fender P-Bass at local charity events.



Sarah Karle has been employed at the U.S. Green Building Council for over five years and during that time she has seen large fluctuations in membership growth and engagement. She is currently the manager of membership and in that role she develops and oversees membership recruitment and retention programs as well as technology upgrades and customer service communications. Sarah graduated cum laude with a Bachelor of the Arts from the University of Richmond, she was a member of the 2011 ASAE Leadership Academy and she holds an executive certificate from Georgetown University in nonprofit management.



Andrew Goldschmidt has been a Director at NACo—National Association of Counties since January 1998 and has brought NACo his many years of experience in both the private sector and in the association world. Andrew was brought in with the challenge of building NACo membership through an increased emphasis on benefits, awareness and “putting the member first” and this effort has succeeded. NACo, which had stayed around 1,700 members for many years prior to 1998, now has more than 2,900 members which translates into 95% market penetration and has seen phenomenal growth. The current membership total is the highest total in NACo’s illustrious 75-year history and membership continues to grow while NACo has one of the highest membership retention rates in the nation at 97%. Andrew developed NACo’s prescription discount card program that has helped more than 1,400 counties to assist millions of county residents with prescription drug price relief. The program has saved more than \$400 million while making national news and is just a sample of the programs that Andrew has implemented.

Andrew is also a CAE or Certified Association Executive and is the only NACo staff member to achieve this designation. Andrew holds a BA in Organizational Sociology from the University of Kansas and an MBA in Nonprofit Management from Walden University.



Barry Pilson has been working in membership and marketing for associations and non-profits for close to 20 years. He is currently Director of Marketing & Membership (and IT!) for TESOL International Association. Most recently he served as Vice President for Sales and Marketing at Americans for the Arts and as Director of Marketing at the American Association of Museums. Barry earned his CAE in 2002 while Manager of Marketing and Member Services at the American Geophysical Union. He has served on the CAE action team and Marketing Section Council of ASAE, and is currently a member of the ASAE Communications Section Council and Power of ‘A’ awards committee. He has presented on marketing and membership for numerous groups including ASAE, the Alexandria Brown Bag, and Association of Media & Publishing. Barry also volunteers his time with the Taproot Foundation providing pro-bono marketing assistance to small non-profits in the DC area. Barry earned a master's degree in Public and Environmental Affairs (MPA) from Indiana University, Bloomington and a bachelor's in Political Science from the University of Massachusetts, Amherst.