



# Ready to Turn Your Association Around?

ASSOCIATION MANAGEMENT • TRADE SHOWS & CONFERENCES • MARKETING & PUBLIC RELATIONS  
FINANCIAL MANAGEMENT • INTERIM MANAGEMENT



The Sanford Organization • North of Chicago

[TSO.net](http://TSO.net)



## **Who Are We?**

TSO is a fully accredited, full-service Association Management Company (AMC) located in northwest suburban Chicago. TSO offers various services from full-service association management to specific areas including accounting and financial services, advocacy, strategic planning, marketing and more.

## **Why TSO**

It is more **cost effective** to engage a management company to run your association rather than hiring a full-time staff since you only pay for the staff time spent on your association. TSO staff expertise can be shared by several clients, so your costs are lower and your funds go farther.

When your organization has a need for increased staff capacity, specialized expertise, or a time-critical deadline, TSO can provide the expert assistance you need.

We offer a wide range of services to complement your current staff or volunteers. Whether it's a professional society, trade association or other not-for-profit, TSO has the right cost-effective, customized service for your needs.



## **TSO Services**

With a **customized plan** that fits your association, TSO can provide you with a comprehensive approach that meets your specific needs.

### **Association Management**

TSO's services are **comprehensive**, giving each association a professional staff, coordination of programs and activities, a headquarters office, and much more all on a "shared cost".



### **Interim Management Services**

TSO's Interim Management Services can get your organization through leadership transition by providing **expert management**, focusing on quality, confidence, and commitment to give you peace of mind.

## Conferences & Events

For meetings large and small, TSO has the resources, connections and personnel to effectively plan and manage any event.

## Marketing & Business Development

Looking for **in-depth support** with digital communications? TSO will help with social media and website assistance, e-newsletter creation, integrated marketing plans and so much more.

## Accounting & Financial Services

With TSO, you can be confident knowing that the assets of the organization are protected. Services include development and **refinement of budgets**, delivery of financial reports, maintenance of financial records and more.



## Advocacy & Government Affairs

TSO staff can provide a variety of advocacy services including the unique approach of **strategic planning and guidance** geared toward preservation and education within your specific industry.

## Strategic Planning

It is TSO's policy to start every new relationship with a strategic planning meeting. Even if one exists, **it's important to review the plan** to be sure we are aligned.

## Our Guiding Principles

TSO focuses on **three main pillars** when managing an association.

### 1) Grow Your Industry

At each point of your association's growth, it encounters new strategic issues. TSO is committed to expanding your reach through:

- **Industry Promotion**
- **Dynamic Marketing**
- **Media & Press Relations**

### 2) Protect Your Industry

In today's complex environment your voice needs to be heard. TSO has a rich history protecting the interest of industries through:

- **Government Advocacy**
- **Analyzing Competitive Market Threats**
- **Political Fundraising**

### 3) Fuel Your Productivity

Education and training is vital to your industry's growth and success. TSO has experience in developing programs that help convert the brain trust of your industry into shared knowledge and education with:

- **Business Excellence Programs**
- **Employee Education Programs**
- **Academic Engagement**

**TSO**

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