



Potomac Digitek Now a National Partner with the Small Association Leadership Alliance

Small associations with challenging missions and much to accomplish often struggle to find the reliable support and workable technical solutions they need to be successful. Potomac Digitek has been helping organizations like these for more than 20 years and is pleased to see and support the emergence of the [Small Association Leadership Alliance](#) (SALA).

"Finally, there is an organization focused on under-served small associations." says Paul Finkel, Potomac Digitek's president. "Small associations will benefit greatly from an organization focused on their concerns, understanding their challenges, and providing for their unique needs. We are eager to support SALA's mission by being both a National Partner and by providing support to SALA Staff and insights to SALA members."

Rich Lawson, SALA EVP sets the stage for great things to come, observing, "As a long-time leader in providing innovative solutions for associations, we are thrilled with strong support from PODI. We are eagerly looking forward to working with them to provide new and meaningful solutions to small association challenges."

In fact, SALA and Potomac Digitek are already working to develop the Fall 2018 rollout of webinar content and a Small Association Resource Fair for SALA's Washington D.C.-based membership. Details will be announced soon.

See you at the ASAE Expo in Chicago

The PODI Team is heading to Chicago next month for the **American Society of Association Executives** Expo. The meeting and expo was very well attended the last time it was held in Chicago in 2007 and we're hoping for another big turnout in the Windy City. If you are going to the ASAE meeting, are based in Chicago, or are just in town for a visit, stop by and see us. Expo hours are from 10:15am-1:45pm on Sunday, August 19th and Monday August 20th. We'll be in Booth 730 handing out the 20th edition of our fresh-from-the-printer 17-month desk calendars.

Sold Out in 18 Minutes!

The online registration form goes live precisely at 1:00pm EST. Members of the **Association of Investment Management Sales Executives** (AIMSE) are at the ready: accessing, completing, and submitting the form quickly. Available openings melt away and all are sold in minutes. The form is taken offline at 1:18pm!

It doesn't happen for every meeting, but AIMSE has found that its regional networking events held at Major League Baseball games are very popular.

A Look Back at 25 Years of PODI

Next year we'll be celebrating PODI's 25th birthday! That was a distant milestone we didn't imagine when we started the business in 1994. Back then we were spending most of our time introducing clients to the concepts of email and the Internet - long before Google and Amazon were a part of our daily routine.

Instead, Excite, AltaVista, Yahoo!, and Ask Jeeves were providing vast lists of categorized content and state-of-the-art indexing. All of us were sending our first emails on competing services like Lotus Notes, ccMail, or AOL. Email interoperability remained a dream.

As we pause to look back, we are thankful for all the personal and business friendships that we gathered along the way. Since our start, we've helped hundreds of clients build, maintain, and benefit from their online presence. Many of these clients have stayed with us, and we're pleased to say that our average client engagement is more than 10 years. And, in looking at our list of active clients, we find six that have been with Potomac Digitek since the previous millennium.

So, here's a huge "Thank You" to the clients who are with us now and were there at the start – the *Over 20 Club!*

- [American Benefits Council](#) (ABC)
- [Council on Employee Benefits](#) (CEB)
- [Eastern North American Region](#) of the International Biometric society (ENAR)
- [National Association of Corporate Treasurers](#) (NACT)
- [National Institute for Certification in Engineering Technologies](#) (NICET)



American Benefits Council



Council on Employee Benefits



National Institute for Certification in Engineering Technologies



National Association of Corporate Treasurers



Eastern North American Region International Biometric Society

A world before Facebook, Instagram, and Twitter has already dimmed in our memory. Imagine what we'll be encountering in the next 25 years.

Other News and Notes

The [International Association of Oral and Maxillofacial Surgeons \(IAOMS\)](#) launched their new site this month. The new IAOMS web site utilizes a modern CMS, allowing staff to easily make updates to the content of the web site without causing issues with the layouts (a concern they had on their old web site). The new look also appeals to their international audience, having involved members from around the world in the design phase.

Conference registration opened for both the [Decorative Plumbing & Hardware Association \(DPHA\)](#) and the [Bath and Kitchen Buyers Group \(BKBG\)](#).

Entries for the [American Council of Engineering Companies](#) ' annual Engineering Excellence Awards are submitted, reviewed, judged, and selected using PODI-developed software. Now that same award process software is being adapted and rolled out in ACEC's Member Organizations. The first three (Colorado, Ohio, and Wisconsin) debuted this month. More are being readied and will follow soon.

Thanks for your time. We'll see you in Chicago!

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