

THE Exchange

Professional Exchange Service Corporation

Association Management Proposal

Prepared for:



Date: May 19, 2023 | **Proposal Valid for 60 days**

Submitted by:

Marcel Bourdase, MPA, CAE

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About The Exchange

Founded in 1980 in California's San Joaquin Valley, the Exchange specializes in association management and serves as a virtual back office for more than 20 non-profit organizations and businesses.

Our clients include associations focused on the following members: architects, business owners, health insurance professionals, brokers, historians, building officials, architects, psychiatrists, physicians and attorneys. We also work with charitable organizations and foundations.

We put the power of our experienced team of executive and administrative professionals to work on your behalf. Our staff becomes your staff. We answer emails, phone calls, run events, manage board meetings, update websites, maintain databases, process checks, run financials reports and so much more. If you name it, we can most likely do it. Our specialized skill sets and unique range of services enable us to customize services specifically for your needs.

The more you turn over to us, the more you can focus on what you do best!

Our Services



Executive & Administrative Support

Our experienced team of executive and administrative professionals serve as your staff and work on your behalf to advance the mission and goals of the organization. We help you run every aspect of your organization. We answer emails, phone calls, run events, manage board meetings and so much more.



Event Management

We have experience planning and executing events for all shapes and sizes. Our event planners are detail oriented and have successfully run conferences and events all over the world.



Financial Management & Accounting

Take advantage of our experienced bookkeeping and accounting team today. By letting us handle your bookkeeping and accounting, your leadership team will have detailed, accurate and easy to understand financial data that will ensure your ability to make informed decisions. We reconcile bank statements, provide monthly financial reports, process account receivables and account payables in accordance with Generally Accepted Accounting Principles.



IT: Website & Database Management

We develop websites that are clean, functional, mobile friendly, affordable and meet the latest security standards to ensure your data is protected. Our web-based CRM databases improve communications, track data and automate basic tasks which save you time and money.



Marketing & Communications

Getting someone's attention these days requires strategic thinking and technical expertise. Our communications team has the tools and experience to ensure you have high email open rates and a marketing plan that maximizes your budget and reach.



Membership Management

We help our clients develop strategies for maintaining, tracking and growing their membership. Our membership database serves as the backbone for dues billing, communication, membership recruitment, and retention.

About Our Proposal

At the Exchange, we believe that successful outcomes are achieved when a positive relationship between the volunteer leaders and the administrative team is built around communication and trust. We work hard to maintain open lines of communication and always strive to exceed expectations.

Our full-service association management contract includes executive and administrative staff support, IT support to manage the NSITSP website and database as well as bookkeeping and accounting services.

We assess your staffing and manpower needs and establish a flat monthly rate for all services to be provided. Our contract includes up to a set number of hours per month based on our time estimates to complete the various tasks outlined in our discussions. Fees are based on average requirements over a 12-month period, as administrative needs can vary from month to month. We are committed to providing the manpower needed to ensure smooth and continuous operations without disruption.

Our contracts do not include a set-up fee. Since we do not charge a set-up fee, it is important to keep in mind that there is typically some level of reconciliation that must be done during the transition process. To ensure the transition process runs smoothly, dedicated staff time will be allocated during the first six months to transition based tasks in addition to the routine day to day management of the organization.

On behalf of our Association Management team, thank you for the opportunity to submit this proposal to the NSITSP board.



Our Team:



Matthew Haas
President & CEO



Christie Lebeiko
Chief Financial Officer



Marcel Bourdase, CAE
Chief Operating Officer



Jose Torres
Chief Information Officer

Melissa Brown | Accountant

Samantha Doderio | Associate Executive Director

Maggie Furrow | Associate Executive Director

Nicholas Grim | Marketing & Communications Manager

Alexia Johnson | Administrative Associate

Kelsey Jones | Project Coordinator

Courtney Kalashian | Energy & Grants Division Manager

Stephen Gamboa | Associate Executive Director

Kelsey Ostrow | Director of Administration & Events

Mark Rodgers | IT Assistant

Liliana Mendoza | Accountant

Greyson Stalcup | IT Assistant

Chris Stockton | Associate Executive Director

Rochelle Thomas | Energy Manager

Randall Van Ornam | Director of Administration - Marketing



Our Ability to Deliver

We have been successfully providing association management services for more than 20 years. Our staff of 19 employees, serves roughly 20 nonprofit organizations made up of local, state, international associations and charitable organizations.

Our client's range in both their size and scope of the services and type of support they need. They include medical professionals, brokers, architects, legal professionals, building officials and charitable organizations. Each of our clients are run by a volunteer board of directors with a multitude of committees, which oversee planning for a variety of tasks/projects such as: annual meetings, membership, governance, financial management, education, communications and so much more.

Our team comes alongside our volunteer leaders to meet the needs of the organization, its members and volunteers. We have successfully overseen annual events/conferences with over 600 attendees and charitable fundraisers which have raised over \$200,000. We have experience managing organizations with over 1200 members and members located outside of the United States. Our clients have annual budgets ranging from as high as \$1,500,000 to as low as \$50,000.

We assess the needs of each of our clients and assign one associate from our team to serve as their Executive Director and work with the rest of our team to meet their needs.

General Office Hours & Communication

The Exchange office is located at 4747 N. First Street #140 in Fresno, California. Our general office hours are Monday through Friday 9am-4pm (PT). Our Call Center operators are available to answer your phone calls 24 hours a day, 365 days a year. In addition, our Association Management staff is available to work outside of our standard office hours and will make every effort to accommodate the needs of our clients.

A fax line is available for each organization as well as separate voicemail lines for each associate assigned to work on behalf of NSITSP. For email communications, we either use an existing email address and/or set up a general email account (info@) specific to NSITSP.

Meeting Space & Storage

Our office includes a 600 square foot board room which can accommodate up to 25 guests conference style seating and includes a 60-inch LCD Television and a polycom conference system.

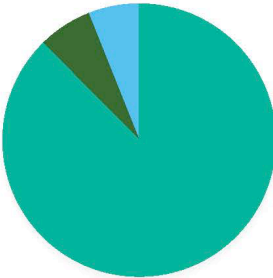
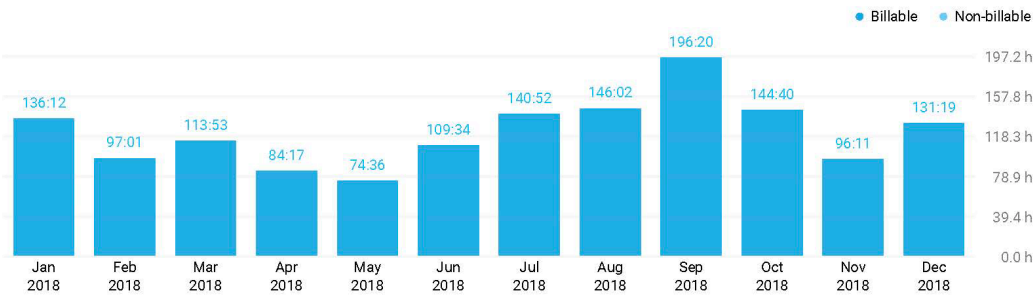
We have limited storage onsite for day to day operations and an off-site storage is available for historical documents and other items as needed. Additional fees may apply.

Summary Report

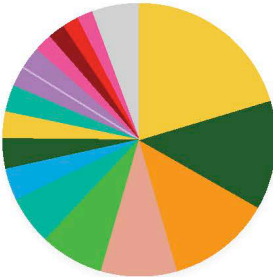
January 01, 2018 – December 31, 2018



TOTAL HOURS	BILLABLE HOURS	AMOUNT
1471:01:25	1470:32:08	0.00



PROJECT	DURATION
AM • Client Name	1288:37:39
ACCT • Client Name	94:15:49
IT • Client Name	88:07:57



TASK	DURATION
Annual Meeting	299:30:14
Membership	190:20:51
Email	180:09:29
Board	132:38:23
Continuing Education	109:56:23
Communication	84:05:26
Finance	55:00:04
Website Design/Development	54:24:14
Newsletter	45:43:53
General	45:33:45
Financial Statements	37:41:17
Event	37:14:07

Time Reports

Our team tracks time spent on your various tasks in our time management software. Reports are provided and reviewed with the board each month. Time reports are available upon request in real time.

We create general categories specific to your organization so you can identify which projects are taking the most staff time.

Proposed Pricing

The Exchange respectfully submits the following proposals for your review and consideration. Our proposal assesses your staffing and manpower needs and establishes a flat monthly rate for all services to be provided.

Proposal #1 - Monthly Fees:

**Executive, Administrative,
Bookkeeping & IT Support**

\$4,560

Notes:

This proposal includes up to 57 hours of staff support per month and would provide support for the various tasks outlined on pages 10-13.

Proposal #2 - Monthly Fees:

**Executive, Administrative,
Bookkeeping & IT Support**

\$4,090

Notes:

This proposal includes up to 51 hours of staff support per month and would provide support for all items listed on pages 10-13 with staff support for up to 36 committee meetings instead of 72.

Various Tasks

The tasks on the following pages are based on those outlined in your RFP. Our goal is to communicate the type of tasks associated with the various projects requested and to provide a framework as to how we came up with the fees for this proposal.

If there are projects or tasks that were not included that would impact the total staff time needed or if you would like to discuss potential edits to the tasks listed, please let us know and we can make adjustments. We are happy to continue the discussion in hopes of providing the most accurate estimate and proposal possible.

As is the case with all of our proposals, we can customize it to fit your specific administrative and budget needs.

Support Includes

Board Meeting Support:

Task	Frequency
Attend board meetings (1.5 hours)	12 Meetings
Send meeting requests, track attendance, prepare & distribute agenda, minutes & board packet	12 Meetings

Committee Meeting Support:

Task	Frequency
Participate in committee meetings (1 hour)	72 Meetings
Send meeting requests, prepare & distribute agenda, take minutes	72 Meetings

General Office Administration:

Task	Frequency
Answering phone calls (Roughly 30 minutes per week)	Weekly
Email communication (Roughly 1 hour per week)	Weekly
General organizational filings	Annual

Support Includes

IT Database Support:

Task	Frequency
Website updates	Weekly
Website hosting: server & platform maintenance	Annual
SSL certificate	Annual
Domain name registration & maintenance	Annual
Database management	Monthly
Create CRM database	One-Time

Election:

Task	Frequency
Draft ballot, communications & oversee the process	Annual
Track results and report to board/committee	Annual
Communicate & welcome new committee and board members	Annual

Quarterly All-Member Meeting Support

Task	Frequency
Prep & execute all-member meetings	Quarterly

Support Includes

Accounting-Bookkeeping Support:

Task	Frequency
Reconcile bank accounts, enter journal entries as needed and prepare monthly financial reports	Monthly
Process checks & reimbursements	Weekly
Handle invoicing & accounts receivable	Monthly
Process deposits	Weekly
Reconcile credit card payments	Monthly
Prepare annual budget	Annual
Update & process bank signature cards	Annual
Collect & prepare 1099 information	Monthly
Prepare yearend financial report, account analysis and journal entries	Annual
Coordinate with CPA for non-profit tax return	Annual

Support Includes

Membership Management:

Task	Frequency
Maintain membership dues and records in CRM database	Weekly
Send confirmation emails for new and renewing members	As needed
Generate membership reports	Monthly
Develop and implement membership renewal campaign (Email communications, certificates, applications, etc.)	Annual
Phone calls to lapsed and prospective members	As needed

Social Media & Marketing:

Task	Frequency
Manage Facebook, LinkedIn, Twitter & YouTube (One hour per week)	Weekly
Maintain channel events	As needed
Produce video content	Quarterly
Blogging/posting news & managing online forums	Weekly

Executive Staff for Transition

Meet Marcel Bourdase, MPA, CAE

Chief Operating Officer – The Exchange

As the Chief Operating Officer, Marcel oversees the day-to-day management and operations at The Exchange including the telephone answering and paging service and the Association Management Division. Marcel works alongside the Executive and Administrative staff as well as our IT and Accounting teams to deliver efficient and cost-effective staff support to over 20 nonprofit organizations in California and the United States.

In 2009, he joined the Exchange serving as the Executive Director for multiple clients prior to becoming the manager of the Association Management division in 2013. In 2018, Marcel assumed the role of Chief Operating Officer. He takes pride in the Exchange staff's ability to deliver efficient cost-effective solutions for Exchange clients and those they serve.

Marcel has a Masters in Public Administration as well as his undergraduate degree in Broadcast Journalism from Fresno State. In 2015, he received the top distinction among Association Executives, the Certified Association Executive (CAE) credential.



Experience:

2018 - Present | Chief Operating Officer
2013 - 2018 | VP of Nonprofit &
Business Solutions
2009 - 2013 | Executive Director

Awards:

- 2012 & 2010 - Presidential Citation -
AIA California Council
- 2010 - AIM Award for Highest %
Membership Growth - *NARI*
- 2009-2010 - Highest % Membership
Growth Award - *CSI Fresno*

Insurance Policies

Please find a list of insurance policies pertaining to our association management services.
More detailed information is available upon request.



**Employment Practices
Liability Coverage**

\$1 million

**Commercial
General Liability**

\$1 million/
\$2 million

**Commercial Crime
Coverage**

\$1 million

**Workers Compensation
Coverage**



Questions

Contact Marcel Bourdase
@ mbourdase@pesc.com
(559) 228 - 6140

Thank You!

