



## Why choose Southwest Management?

### Service Advantages

- Integrated services
- Aligned incentives that motivate us to help clients drive revenue and growth opportunities
- Highly-qualified staff who focus on relationship-building, personalized client service, and member satisfaction
- Prompt, efficient, cost-effective day-to-day administration
- Flexible on-demand staffing as needed

### Financial Advantages

- No employees; no payroll, no benefits management, no employer risk or liability
- No office rent
- No furniture or equipment ownership/maintenance
- Lower overhead
- No long-term commitments

### Economies of Scale

- Leveraged buying power; bulk purchasing
- Shared staff and equipment
- Cross-functional staffing reduces inefficiencies and ensures continuity (no downtime if a staff member is out)
- Cross-client vendor relationships and management

---

## What we do

### Membership Growth

- Membership database management
- Member services and inquiries
- Support member recruiting initiatives
- Develop marketing materials
- Manage member renewals and dues collection
- Market research and competitor intelligence
- Targeted prospecting

### Board and Committee Support

- Board member engagement and support
- New director orientation
- Board, committee, and volunteer engagement
- Board and committee meeting management
- Minutes recording and reporting
- Strategic planning support

### Contact:

**Marc Chappell**

214.665.8890

[mchappell@southwestmanagementllc.com](mailto:mchappell@southwestmanagementllc.com)



## What we do (*cont'd*)

### Event Management

- Budget development and management
- Site selection and contract negotiations
- Program development support
- Marketing and promotions (website, mobile app, brochure design)
- Sponsor solicitation and relationship management
- Sponsor and exhibitor agreements and payments
- Registration and payment management
- Room block management
- Speaker preparation, support, and expense reimbursement
- F&B selections and management
- On-site logistics, activities coordination, and troubleshooting
- A/V services negotiations and management
- Post-event evaluations
- Post-event analysis and reporting

### Office Solutions

- Physical office and furnishings
- Phone and internet services
- Dedicated phone line and answering service
- Mail receiving and sending services
- Copier, fax, and postage meter
- Filing and historical archiving and storage

### Communications Support

- Website management and maintenance
- Social media management

- Public and media relations
- Publication preparation and distribution
- External resources management

### Financial Administration

- Financial database management
- Accounts payable and receivable
- Payment processing
- Financial reports
- Financial trend analysis
- Merchant services and credit card processing
- Budget development and management
- CPA financial reviews
- 990 and other IRS filings
- Bank and investment company relations
- Vendor contract negotiations and management

### Software Solutions

- Website design
- Membership database design and conversion
- Financial database design and conversion
- Microsoft Office applications
- Other client-requested software applications

### Consultant Management

- Project management
- Media relations
- Product marketing and management
- Member communication