



TRAVEL & TOURISM
RESEARCH ASSOCIATION

TTRA Management Review: Year End 2009

To: TTRA Board of Directors & Chapter Presidents

From: Rick Cain, Board Chairman

Management reviews play a critical role in the health and well being of any organization. They provide a process to assess and receive feedback in performance while recognizing achievements and identifying opportunities for improvement.

This will be the first year that we review of the service provided on behalf of TTRA International by Treeline Associates. The health and growth of TTRA is firmly grounded in its membership Chapters. Chapter Presidents may wish to involve Chapter Administrators in completing the review where appropriate.

Your assessment and comments will be of great help in providing the Board of Directors with a base line to monitor performance and responsibilities and, most importantly, build and reaffirm accountability and commitment between TTRA's Board of Directors and our management team.

I strongly encourage you to take the time to complete the review. Your input is essential to enable the Board to undertake a comprehensive review of the quality, effectiveness and efficiency of the services provided by our management company.

Hope that it will be possible for you to return your completed form to me no later than **Tuesday, December 15**, by

Email: rick.cain@tns-global.com or

Fax: 818-998-2346



TTRA Management Review 2009: Questionnaire

Please rate the effectiveness of Treeline Associates using the scale below. Please give a rating for each sub point. Given this is Treeline's first year, some points should be rated NA or not applicable.

Please also provide input explaining the particular rating you gave including observations on the management team's strengths, as well as areas where further attention is warranted.

	Outstanding	Exceeds Expectations	Achieves Expectations	Partially Achieves Expectations	Needs Improvement	Not Applicable/ Don't Know
A. Financial Management and Fiscal Integrity A.1 Budgeting A.2 Accountability A.3 Reporting						
B. Membership and Marketing B.1 New membership marketing B.2 Marketing/PR for TTRA B.3 Website management						
C. Member Communications C.1 Quality of communication C.2 Frequency of communication C.3 Responsiveness to members						
D. Board Relations and Communications (Board members only) D.1 Report & documentation for Board meetings D.2 Quality of communications D.3 Responsiveness to members						
E. Chapter Relations E.1 Communications E.2 Administration E.3 Chapter and membership supports						
F. Annual Conference F.1 Pre-planning and communication F.2 Onsite conference management and implementation F.3 Achievement of budgetary goals F.4 Achievement of networking goals						
G. Website G.1 Ease of Use G.2 Needed information available G.3. Information on website current						
H. Overall Administration of TTRA						

Any other comments/suggestions welcome

