



Inventures Insights

March 2024 Newsletter



Non-Profit Does Not Mean Non-Impact

When one thinks about non-profit associations, we associate them with social causes benefiting the community through the arts, social justice, health care, and education. Communities thrive through both financial and volunteer investment by individuals with like-minded interests. But what may not be recognized is the economic impact these associations have on the local economy. Depending on the size of the association, local could mean town, state, national, and even global impact.

According to the [Council of Nonprofits](#), nonprofits employ 12.3 million people in the US, spend nearly \$1 trillion annually for goods and services, attract other businesses due to a better quality of life in the communities they serve, and have a trickle-down effect that creates more jobs and tax revenue.

Inventures understands the importance of associations to the greater community and has a tested knowledge base of best practices and experience that our clients rely on. Learn more about our [Association Services](#), and see why we make a difference.

Employee Spotlight

Michele Lawrie-
Munro
Sr. Program Manager



What is your role at Inventures?

I'm a Senior Program Manager for the International Aerospace Environmental Group (IAEG).

What does your job entail and what does a typical day like?

I mainly support 10 Working Groups and the Communication Committee, providing advice on procurement, tools, and approaches to help meet their objectives and propel the organization forward. I also partner with Inventures' Executive Director, Steve Crumb, on overarching services, like member recruitment, finance, legal issues, and governance. Finally, I assist staff from SAE in planning and executing the organization's semi-annual face-to-face technical conferences.

It's wonderful that videoconferencing quality and accessibility has enabled us to more effectively and efficiently support clients worldwide. Due to the truly global marketplace, I often have early or late calls with colleagues in Europe and beyond.

What's the key to excellent customer care?

Responsiveness and a can-do attitude. You don't have to have all the answers but need to admit when you don't, find out who can help, and follow up to ensure customer satisfaction.

What would it be if you could do another job for just one day?

It would be fun to have insight into something totally different, like being an adventure guide or working on the floor of the NYSE, or, perhaps, something to bring surprises and smiles to peoples' faces, like delivering flowers.

What is your favorite vacation destination?

Edinburgh and Scotland are right up there. I like anything with a bit of history and great walking opportunities, especially places with a balance of vibrant city life and nearby natural beauty.

Three Tips for Strategic & Effective Communication



Learning to strategically communicate is one of the most important skills to have in any organization. Lack of effective communication and communication skills is believed to be the main cause of failures in the workplace. Here are a few tips for how you can ensure your communication style is suitable for the audience you are trying to reach.

1. **Know Your Target Audience:** It is important when communicating with others to understand that some communication strategies and styles may work for one group, but not for another. One way to identify your target audience is to identify key demographics and what information each group needs to hear.
2. **Tailor Your Messaging:** Once you've identified your target audience, it is vital to know the communication channel(s) that will be the most efficient and effective way to deliver your message to that specific audience.
3. **Know the Purpose of Your Message:** Setting goals and target outcomes for the communication of your message is a great way to identify how you should be communicating or relaying a message to a group. It is also important to identify a call-to-action for your audience, so they are clear on what action you want them to take or do with the information provided.

Mastering strategic communication skills is essential for success in any organizational setting. By employing these tips, individuals can bridge communication gaps, foster understanding, and contribute to overall workplace effectiveness.

Client News

SD Association Releases New Specification



The SD Association continued its long history of innovation by defining SD Express Speed Classes and new thermal controls in its latest [SD 9.1 Specification](#). [SD Express Speed Classes](#) ensure a card delivers a guaranteed minimum level of performance for flawless performance. These minimums are essential when recording videos to ensure a flawless viewing experience. The SDA produced a free public [webinar](#) available on-demand (registration required) explaining more details about SD 9.1. The SDA produced its annual article: [The State of microSD and Trends to Watch in 2024](#). This article outlines trends and opportunities ahead for product manufacturers to do more with their products.

Thread Group 2024 Enhancements



[Thread Group](#) announced [six enhancements](#) for their smart home and building technology in 2024, emphasizing an open and interoperable era. These improvements include credential sharing, ubiquitous internet connectivity, Thread over Infrastructure, network diagnostics, secure commissioning at scale, and robustness and scalability enhancements. Developers gain opportunities for innovation, and installers can improve profitability, while end users will experience a more secure and scalable smart home experience. The features, such as standardized credential sharing and network diagnostics, aim to simplify integration and troubleshooting, enhancing the overall deployment and performance of Thread-enabled devices and networks.

Inventures Welcomes New Client



Inventures is happy to welcome our new client, Mobile Satellite Services Association (MSSA). MSSA's vision is to integrate terrestrial and non-terrestrial network (NTN) services to deliver scalable, sustainable, and affordable connectivity to any device, anytime, anywhere. Learn more about MSSA on [their website](#). We look forward to working with them and to what the future holds!

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