


[Subscribe for Free](#)

If you don't see images, [click here to view](#)

[Story Ideas](#) . [Events](#)

To ensure delivery, please add newsletter@bisnow.com to your address book, [learn how](#)

ASSOCIATION & NON-PROFIT BISNOW

Sent Using iContact

WASHINGTON

REAL ESTATE • LEGAL • FED TECH • ASSOCIATION/NON-PROFIT • THE SCENE • DINING • RESIDENTIAL

National | Atlanta | Austin | Baltimore | Boston | Charlotte | Chicago | Dallas-Fort Worth | Houston | Los Angeles | New Jersey | New York | South Florida | Washington

July 20, 2011

The Golden Standard

Freebie Alert! [Download](#) Network for Good's free eBook "**The Online Fundraiser's Checklist 2.0**." Learn what it takes to ensure success in online fundraising, email outreach, and events management.

National Court Reporters Association CEO **Mark Golden** can't imagine anything better than association work. "Whatever group of people in whatever profession, it's about working with them to accomplish something **bigger than they are**," he says. Recently, the 30-year vet of associations received ASAE's **Key Award**, the association world's most prestigious leadership prize.



NCRA's **23k members** do everything from courtroom and deposition work to television captioning and instantaneous transcription for deaf clients. Twenty-five years from now, Mark hopes the one thing people will remember about him and his time at NCRA will be his focus on **education**. Since joining the association in 1998, Mark has helped add new certifications and offer online testing. His team also looked at new **teaching methods** and went to Congress to get funding that would allow schools to invest in teaching captioning in real time and traditional court reporting. This year, NCRA is putting extra emphasis on **promoting the profession** to the people who use its services. The national organization will work with its network of state associations to help train people to make presentations and become **evangelists** for their profession. Mark explains there are too many audiences for NCRA to reach on its own. But if **2%** of the membership made one presentation to a bar association somewhere near their home, that would be **400 presentations**.

Free eBook: The Online Fundraiser's Checklist 2.0

10 Checklists for Success
in Fundraising, Email
Marketing & Event
Management

[DOWNLOAD](#)

Network for Good.



1522K
OFFICE CONDOMINIUMS ON K STREET

EUGENE KENNEY
(202) 739-0372



In high school, Mark struggled to figure out what he wanted to do with his life. "Do you want to go to school to **learn a skill** or to **learn**?" his father asked. "I had the luxury to say let me just go learn," says Mark (seen here with ASAE CEO **John Graham**). That **thirst for learning** has carried with Mark throughout his career. It's what helps you find the next thing that's going to completely change your world, Mark says. "There's no such thing as **useless knowledge**. There's just knowledge you haven't figured out how to apply yet."



Mark also tells us he has a huge passion for **opera**. (We snapped this of him a couple years ago with a **conductor's baton** he keeps in his office.) In the past year alone, Mark has seen performances in **Budapest, Paris, Milan, New York, Los Angeles, Chicago, and DC**. Any time he travels for work, the first thing he does is look up what operas are playing. Mark tells us he always loved music but claims to have no talent for it (though he was a theater major in college). He got hooked on opera after taking a class on it in college and now attends about **20 operas a year**. He sees similarities between opera and associations too. "It's all **human drama**," he says. "Sometimes it's a happy ending, and sometimes it's tragedy, but it's always interesting."

BISNOW

Non-Profits Take Stand in Deficit Talks

fun by Design

At WorkSpaces, we provide furniture solutions for your commercial environment based on your needs – not ours. So go ahead, tell us what kind of space you want to work in... we're listening.

What do you want to work in?

WorkSpaces LLC
Service by Design



Independent Sector, a coalition of non-profits and foundations, is fighting deficit reduction proposals that would hurt non-profits through a full-page ad printed in *Politico* yesterday. In a letter signed by **126 non-profit leaders** from the American Cancer Society to United Way Worldwide, Independent Sector urges the President and members of Congress to avoid cuts to programs that provide a **social safety net** and educational and employment opportunities. The letter also objects to a proposed cap on the value of the **charitable deduction** for certain taxpayers. "The government is unlikely to find another vehicle that can leverage private spending for community services on a nearly **3-to-1 ratio**," the letter states.

BISNOW

Bisnow Women's Event



Bisnow's Washington Women series has brought together top female leaders in non-profits, law, technology, and business. Now, we're bringing in the media mavens for an **Aug. 9 Breakfast & Schmooze** at the Willard InterContinental. PBS NewsHour co-anchor **Judy Woodruff**, PBS CEO **Paula Kerger**, and Gannett president **Garcia Martore** will talk about everything from the growth of digital media to the challenges of women in media—or any field. [Get more info and register here.](#)

Send news and story ideas to reporter Jessica Sidman, jessica@bisnow.com.



Subscribe for Free

Comprehensive Solutions to help achieve your financial goals.

Bill Mundy
703.848.2176

Allison Wakenight
571.499.3678

Greensboro Office
8270 Greensboro Dr.
Suite 500
McLean, VA 22102

Bethesda Office
7315 Wisconsin Ave.
Bethesda, MD 20814

Investments
Not FDIC Insured • Not Bank Guaranteed
May Lose Value

www.cardinalbank.com

BISNOW & 
**2ND ANNUAL
SCHMOOZA
-TENNIS**

- A PRE-TENNIS SCHMOOZARAMA WITH FOOD AND DRINKS
- TOP BUSINESS NETWORKING
- A PREMIUM CHAIR-BACK SEAT AT THE SEASON FINALE TENNIS MATCH

**SPECIAL DISCOUNTED
PRICE \$34**

CLICK HERE 

THURSDAY, JULY 21, 2011

