



## **New formats, new institutions, new connections: Opportunities for associations in the new Europe**

**ESAE Annual Congress  
21 – 22 October 2009**



**JOHN H. GRAHAM IV, CAE** became president and CEO of the American Society of Association Executives (ASAE), in August 2003. Graham was previously CEO of the American Diabetes Association (ADA), Alexandria, VA, a position he held for 13 years.

In his tenure as CEO, ADA quadrupled in size, from \$50 million to \$200 million in annual revenues. Accomplishments include the following: successfully moving from 53 independent, separately incorporated affiliate organizations to one nationwide organization with one staff, one budget and one plan; instituting a formal planned giving and major gifts program; developing a nationwide staff structure and performance system; developing a business planning and budgeting process that enables ADA to quickly make decisions based on the opportunities or challenges as they arise; and establishing a processing center to achieve greater efficiency to serve the nationwide organization with data entry, treasury, AP, AR and analysis.

Prior to serving as CEO, John held a number of positions with the ADA, including deputy executive vice president, assistant executive vice president, national director of affiliate development, and executive director of the ADA's Greater Philadelphia affiliate. John has also held various executive positions with the Boy Scouts of America. John has been an active member of ASAE since 1988, and has served on the ASAE Board of Directors, the ASAE Foundation Board of Directors, as well as ASAE's Associations Advance America Committee and Key Philanthropic Organizations Committee, which he chaired in 1996. John is also an ASAE Fellow. He holds a Bachelor's degree from Franklin & Marshall College, Lancaster, PA.