SECTION 02 · NON-DUES REVENUE

A chief revenue officer for your non-dues portfolio.

Your revenue problems are easier to see from outside the building than from inside it. Not because your staff missed something. Because distance sees what closeness can't.

It is usually the same handful of things. Sponsorship sold as logos instead of access. Events priced at what they cost three years ago. Programs quietly losing money because staff time was never allocated to them. I find these, then I rebuild them.

I work with associations and businesses between $1M and $25M in annual revenue.

What I rebuild

Annual conferences. Programs redesigned around what members will actually pay to attend, and events that carry their own weight instead of running on subsidy.

Tradeshows. Floorplans built around attendee flow. Exhibitor demand that outpaces capacity, not the other way around.

Affinity programs. Agreements identified, negotiated, and executed, delivering real value to members and real dollars to your budget.

Sponsorship strategy and sales. Sponsors get what they will actually pay for, without compromising your event or your bottom line.

Products and publications. The assets still delivering value, identified and repriced. The ones that aren't, retired or given a new delivery model.

Corporate and industry partnerships. Existing partnerships right-sized for long-term stability. New partners identified where they unlock real revenue.

A national trade association, run through a federated network of chapters, with partnerships that reached beyond the U.S. Here is what moved.

Non-dues that generate over half the budget

Before: Revenue rollercoaster between $4.5m–$6.5M.

After: Annual budgeted growth, peaking at $14M in gross revenue — roughly 55% of the organization's budget.

A convention you can budget against

Before: an annual meeting that cleared $200K at its best, when it cleared anything.

After: a consistent $500K+ program the organization could plan on.

Sixty products cut to twelve that pay

Before: a $200K annual loss across a bloated catalog.

After: $250K in net revenue, and two full-time roles freed for higher-value work.

A new $1M revenue line from training that travels

Before: Expensive in-seat training, limited candidate pool.

After: Instructor-led online delivery reaching Members who could never travel. Membership value up; revenue up.

How this works

- A broken revenue line, fixed: an event, a sponsorship program, a product catalog, a partnership
- A specific AI tool or agent built to remove one real bottleneck
- A portfolio run as a fractional executive, ongoing

Free conversation to scope what's stuck. Fixed project fee to fix it. No retainer. No hourly clock.

How I work

I rebuild the prospectus. I reprice the events. I retire what should be retired, and I give you the data and board talking points for why. The same handful of moves, applied to a portfolio your size instead of a portfolio five times larger.

What you buy

Not a strategy deck. A rebuilt program, priced correctly, with your board already prepared to approve it. You pay for execution, not for advice.

> Distance sees what closeness can't. Then someone has to execute.