



Focus on the Future

Guest Predictions: Richard Storey

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

Rich Storey, CAE. Rich retired from a 35 year career in association management and is currently President and CEO of DaaRoo Pharmacy in Chevy Chase, Maryland. He served as the chief executive of state, national and international associations. He is married to Carol R. Storey, R.N. a practicing nurse in Fairfax County Virginia. They have four daughters and eight grandchildren.

Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?

A: The single largest benefit has been serious progress in technology and communication. Advanced computer programs improve our ability to analyze, plan, and then to communicate the results. The virtual explosion of the Internet as a source for both communication and research is nothing short of miraculous.

Q: What changes have been the most troubling to you?

A: The younger generation is not as focused on acquiring key management skills and undertaking critical interactions necessary to stimulate growth as I would hope. There is a very different attitude in the current group from the beliefs of the boomers. As a result, volunteer organizations have been having increasing trouble attracting younger members, and getting younger members to engage as volunteers on projects.

Q: How will globalization affect your professional area in the near term?

A: Inferior products produced abroad are rapidly appearing and competing with those produced at home. This is undermining our ability to both produce and fill the capacity of U.S. companies. There is a great deal of discussion in the groups with which I am engaged as to our inability to compete without dropping our standards. It is a detriment to the US economy to rely on outsourcing jobs to other countries as a means to lower the cost of doing business.

Q: What significant challenges might be anticipated in your professional area in the next few years?

A: Organizations need to develop or acquire different skill-sets from those in place only a few years ago. They need to evolve plans following a critical path to replace the steadily reducing ranks of skilled Leaders. This is putting us at risk at the same time that recruiting of young talent for non-profits is getting tougher.

Q: What are the greatest challenges confronting young professionals in Western culture today?

A: Young Professionals are challenged to take what they have learned academically and apply this to their areas of responsibility expeditiously. There is a need for a mechanism to boost skills and enhance the foresight to look to the future. All young leaders should feel the need to find mentors to help them move through their careers.