

WELCOME TO ASAE

We're glad you're here.
We can't wait to get to know you.



ASAE is the essential organization for association management, representing both organizations and individual association professionals. We believe associations have the power to transform society for the better. Our passion is to help association professionals achieve previously unimaginable levels of performance. We do this by nurturing a community of smart, creative, and interesting people: our members. In short, we are the Center for Association Leadership.

- **Our promise.** ASAE provides exceptional experiences, a vibrant community, and essential tools that make you and your organization more successful.
- **Our guarantee.** Our goal is to provide truly exceptional offerings and service, and we won't be happy until you are. If any programs, products, or services of ASAE do not fulfill our promise, we will make the situation right.



The Center for Association Leadership



GET STARTED



3 EASY WAYS TO GET STARTED

1. Personalize your experience by setting up your profile
2. Learn to navigate Collaborate
3. Access our research, models, and samples





FEATURED EVENTS

 **AUG 10 - AUG 12**



2020 ASAE Virtual Annual Meeting & Exposition

 **AUG 19 - SEP 09**



Marketing Online Course Collection

 **AUG 26 - SEP 16**



Association Law for Nonlawyers Online Course Collection



YOUR ASAE PROFILE

- Your Interests
- Your Preferences
- Your Activity
- asaecenter.org/my-profile



USING YOUR ONLINE COMMUNITY



collaborate.asaecenter.org

Collaborate

The ASAE Collaborate community is a place where associations can meet and share their experiences online.

- Discover volunteer opportunities
- Learn about upcoming events
- Build your brand
- Join the conversation by asking a question or sharing your expertise





Welcome back,
**Vanessa
Gonzalez-
Leyva**

PROFILE COMPLETION

55%

- MY PROFILE
- MY NETWORKS
- MY SUGGESTED CONTACTS
- MY COMMUNITIES
- MY SETTINGS

GETTING STARTED

COMPLETE

POST

SUGGESTED
COMMUNITIES

VOLUNTEER TODAY

GETTING STARTED

- My Communities
- All Communities
- Volunteer Communities
- Suggested Communities
- Sections/Functional Areas
- Geographic
- Industry

ACTIVITY FEED



speaker trai

POSTED BY: **BARBARA
SILVERSTONE**, 46 MIN

Found in: [Meetings & Expositio
Discussions](#)



**Pricing Met
for Virtual
Events: A
Conversatio
with Dr. Mic
Tatonetti**

POSTED BY: **MICHAEL**

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and association bes
Loudoun County. Br
and yourself. For ad
tom@visualimpactpr

- My Communities
- All Communities**
- Volunteer Communities
- Suggested Communities
- Sections/Functional Areas
- Geographic
- Industry

n. Group participants are primarily
rs. All are welcomed. The group
pm for professional development
Meetings are held in Reston, VA or
esume if seeking your next success,
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last person joined 2 ho

ASAE Young Professionals Community

A group and a place where the young professionals can meet, mingle, and share their experiences in the association community. Follow YP discussions on Twitter through the #asaeYP hashtag. Join other YPs on our Young Professionals Facebook Fan Page.

To ensure the best possible experience for all community members, please adhere to the [rules and etiquette guidelines](#) for our community.

last person joined an hour ago

JOIN

Discussions 17K Libraries 58 Members 1.1K

Asia Pacific Federation of Association Organizations

Asia Pacific Federation of Association Organizations

last person joined 4 years ago

View Only

Discussions 0 Libraries 0 Members 4

Asian-Pacific Islander Association Executives

A forum to help create a supportive community of Asian/Pacific Islander association executives. We can shape it as membership grows!

last person joined 8 days ago

JOIN

Discussions 25 Libraries 0 Members 67

Aspiring Executive Leaders

A community for those:

- Committed to a career in the association profession
- Who have earned CAE or passed that level of competency

JOIN

Discussions 498 Libraries 31 Members 596

ASAE RESEARCH & BENCHMARKING

- **Research on topics that affect you and your work**
 - Technology
 - Governance
 - Foresight Works
- **Benchmarking resources**
 - Compensation & Benefits
 - Operation Ratios
 - AssociaMetrics

foundation.asaecenter.org/research



DON'T REINVENT THE WHEEL; FIND WHAT YOU NEED IN OUR MODELS & SAMPLES

- Business plans
- Requests for Proposals
- Diversity assessments
- Job descriptions
- Policies and procedures
- Contracts and agreements



<https://www.asaecenter.org/resources/models-and-samples>

FIND INDUSTRY SUPPLIERS & CONSULTANTS

Here's How:

- ASAE MarketBASE
- Collaborate
- ASAE Business Solutions
- ASAE Alliance Partners Program



MarketBASE

Categories

COVID-19

Resource Center

Advertise With Us

SEARCH LISTINGS

Keyword



Search Listings & Articles or leave blank to view all

View All

COLLABORATE COMMUNITY DISCUSSIONS



- RE: Scholarship software
By: Amy Rutledge September 15, 2021
Posted in: Small Staff Association Professionals
- RE: Scholarship software
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Read More

SEARCH BY CATEGORY

▶ Advertising

- [Advertising Agencies](#)
- [Advertising Services / Suppliers](#)
- [Eco Friendly Promotional Products](#)
- [Promotional Products / Services](#)

▶ Association Management Companies

- [Accredited Association Management Company](#)
- [Association Management Company](#)

▶ Communications

- [Communication Services](#)

<https://www.asaebuyersguide.com/marketbase>



**A portfolio of essential enterprise solutions
designed to help associations grow and prosper.**

Learn More: asaebusinesssolutions.org

Professional Development



visit ►
asaecenter.org

Celebrating 20 Years!

ASAE Learning and Professional Development

[ASAE's signature conferences](#) offer concentrated learning and networking opportunities for leaders seeking to continue their professional development.



ASAE Annual Meeting & Exposition

The ASAE Annual Meeting & Exposition is where thousands of association professionals and industry partners gather to exchange resources, strategies, and solutions. Select from more than 100 education sessions in diverse learning formats, engage in dynamic networking opportunities, explore a bustling expo hall, and more.

Subject matter: Business Operations, Fundraising and Non-dues Revenue, Governance, Human Resources, Diversity + Inclusion, Leadership, Learning and Development, Marketing and Communications, Meetings and Events, Membership, Personal and Professional Development, Research, Technology

Visit the Annual Meeting Website for upcoming dates, locations, and call-for-proposal information.

Marketing, Membership & Communications Conference

Attend the Marketing, Membership & Communications Conference (MMCC) to learn the smartest communication strategies and latest technology tools to engage your members and drive results for your organization. Leverage what you learn from education sessions, solution providers in the exhibit hall, and fellow attendees to boost your effectiveness and help your association reach its goals.

Subject matter: Marketing, Branding, Member Recruitment, Member Service/Retention, Communications, Public Relations, Component Relations, Volunteer Management

Visit the MMCC Website for upcoming dates, locations, and call-for-proposal information.

Technology Exploration Conference (TEC)

Experience learning tailored to your needs at ASAE's Technology Exploration Conference (TEC), whether you're a CEO, CIO, director, manager, or other professional with a role or interest in technology. Your colleagues at TEC may come with different experiences and expertise, but they bring similar challenges and goals—guaranteeing an exchange of sharp insights and bright ideas to take back and share with your organization.

Subject matter: IT infrastructure, IT Strategy and Management, Mobile Technologies, Website Development and Analytics, E-Learning, Marketing Technologies, Association Management Systems, Security, Collaboration Tools, Data Integration and Management, Artificial Intelligence and Machine Learning


Visit the TEC Website about upcoming dates and locations

<https://www.asaecenter.org/signature-conferences>

ASAE Learning Online


[ASAE Learning Online](#) has curated courses you need to excel, in a resource that enables you to determine and reach your own goals and guide your staff through their professional development journeys.



 **OCT 13**

Exceptional Boards: Strengthening the Governance Team


Location: San Antonio, TX CAE Credits: 11.75 Duration: 1 Day 8 Hours

 **OCT 17**

Law Essentials for Non-Lawyers Online Seminar Series

Location: CAE Credits: 5 Duration: 5 Days

[EXPRESS REGISTRATION >](#)

 **OCT 17**

Law for Non-Lawyers: Event and Hospitality Industry Contracts: Friend or Foe

Location: CAE Credits: 1 Duration: 1 Hour

[EXPRESS REGISTRATION >](#)

<https://www.asaecenter.org/asae-learning-online>

<https://www.asaecenter.org/programs>

Leadership & Recognition



DIVERSITY EXECUTIVE LEADERSHIP PROGRAM



Today's competitive environment requires organizations to develop leaders who bring a wide variety of professional and personal experience to the table. ASAE's answer to that challenge is the Diversity Executive Leadership Program (DELP).

Learn More: [DELP Program](#)

Diversity Executive Leadership Program (DELP)



Goals include:

- To provide individuals from identified under-represented groups in the association community (i.e., people of color, lesbian/gay/bisexual/transgender people, people with disabilities) with support, access, and opportunities for leadership.
- To provide the association community with increased access to a diverse pool of talented leaders.

NEXTGEN ASSOCIATION SUMMIT



An initiative which invests in high-potential leaders in the association community.

Learn More: [NextGen Summit](#)

Certified Association Executive (CAE)

The Certified Association Executive (CAE) credential is a marker of a committed association professional who has demonstrated the wide range of knowledge essential to manage an association in today's challenging environment.



WHY CAE CERTIFICATION?

Drives professional performance and career advancement

Enhances organization success

Brings widespread recognition in the association community

Opens doors and creates connections

ELIGIBILITY REQUIREMENTS

One year as a CEO or c-suite level executive or five years at the staff level at a qualifying organization

Currently employed or have been employed by a qualifying organization within the last five years

Bachelor's degree or higher

Committed to upholding the ASAE Standards of Conduct

Completed 100 hours of professional development



Maximize Your Membership



Now more than ever, let ASAE be your one-stop shop for your association management needs.

Visit: www.asaecenter.org/membership/maximize-your-membership to further connect and engage to great people and great ideas

NEED SOMETHING? WE ARE HERE FOR YOU!

ASAE staff members are available to help you identify solutions to your most pressing issues, no matter how big or small.

Contact us:

asaeservice@asaecenter.org

or

mbrdev@asaecenter.org



**Thanks for
your time!**



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