

*Maximize Your
Membership*



THE 2025-26 GUIDE FOR NEW MEMBERS & BEYOND

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Table of Contents



About Us	02
Meet the AW Team	03
Where You Belong	04
Information & Resources	05
Maximize Your Membership - 4 Easy Steps	06
Professional Development & Events	07
Volunteer Opportunities	08
Member Communications	09
Opportunities for Industry Partners	10

About Us



Our Mission

To advance the association profession through knowledge, valued relationships, and trusted resources.

Welcome to Our Community!

As association professionals, you're no stranger to juggling big goals with limited time, staff, and resources. That's where Associations West comes in - to connect you with a vibrant community of over 1,400 members who truly understand your world. Together, we share ideas, tackle challenges, and celebrate wins. With access to meaningful connections, practical resources, and year-round programs, you'll have the support you need to thrive at work, wow your members, and grow your association all while driving your mission forward.

We recently rebranded! Formerly known as California Society of Association Executives (CalSAE). Learn more about our new brand [here](#).

Meet the AW Team



Jim Anderson, CAE
President & CEO



Lindsay Poss, CMP
VP of Meetings & Events



Denize Maldonado
*Director of Membership
Engagement*



Jamie Innamorato
*Sr. Manager of Marketing
& Communications*



Jessica Barker, CAE
*Sr. Manager, Operations &
Governance*



Laura Stiles
*Membership & Events
Coordinator*



Megan Denhardt, CAE
Education Consultant



Dani Siver
Consultant, Oregon Region

Where You Belong

**1,400+
Members**

**38%
Senior Staff**

**26%
Managers**

**17%
Directors**

**18%
Coordinators
/Assistants**

**22%
Meetings/
Events/Ed**

**26%
Ops/
Finance**

**26%
CEOs**

**24%
Membership/
Marketing**

**286
New
Members**

**25%
Industry
Partners**

**75%
Association
Professionals
or AMCs**

Proudly Serving
California • Oregon • Nevada

Information & Resources



Associations West is a one-stop shop for association information and resources. We provide members with access to the following.

AW Connect Member Community

Ask questions, get recommendations and connect with other members digitally. *Must be logged in to access.*

Knowledge Hub

A library of free downloadable content including industry studies, white papers, guides, reports, research, and more. Easy to search by topic or type.

Update - AI Powered Industry News

serving up smart news and articles curated just for you! Once you begin to interact with the articles, future content will become more relevant and personalized.

Online Career Center

Post or search for positions in the association industry in various locations. Member discounts on job postings and promotion.

CAE Study Group

Interested in the Certified Association Executive (CAE) credential? Join our highly acclaimed peer-driven study group to prepare for the exam. Complete with mentors to guide you. Members get a discount.

Qualified Association Specialist (QAS)

A certificate program providing a broad base view of the key elements in running an association. [Contact us](#) for a member discount code.

Industry Partner Business Directory

A one-stop shop to do business with Associations West industry partner members who value the association industry! Easily search by category or location.

Peer-Reviewed Governance Tools

Designed to improve organizational productivity, decision-making, and communication among your Board, committees, and staff.

Maximize Your Membership - 4 Easy Steps

1

Customize Your Profile

This is the first step to getting to know others and introducing yourself. To get the most out of your membership, we encourage you to:

- bookmark your [Member Compass \(aka your account\)](#)
- add your bio and a photo to your profile
- add demographic info

2

Share a Challenge, Find a Solution

Post on a discussion board and learn from your peers. AW Connect is a great way to interact year-round with other professionals and discover answers to industry and association queries. Log in to start!

[CLICK HERE](#)



3

Attend an Event

Join other Associations West members in getting top-tier education and participating in opportunities for gaining knowledge. Meet other members and expand your network. Browse the upcoming event calendar for details and to register.

[CLICK HERE](#)



4

Volunteer with Associations West

Volunteering for Associations West has its benefits. Volunteering will get you connected with your peers, expose you to new ideas, and provide you with meaningful ways to support your industry and association. We've got a variety of opportunities from which to choose based on the type of involvement and time commitment you are looking for.

[CLICK HERE](#)



Professional Development & Events



Our yearly signature events include ELEVATE Annual Conference (April), Seasonal Spectacular Tradeshow (Dec.), and Membership & Marketing Summit (June). In addition we offer several specialty events and socials at the regional level.

View details for all professional development offerings for the 2025/26 year.

[CLICK HERE](#)

Volunteer Opportunities



Join a Committee

Get involved and easily meet your peers. Committees run July 1- June 30, time commitments vary.

- Diversity, Equity, & Inclusion (DEI)
- Professional Development
- Membership Advisory Group (MAG)
- Legislative Advisory Work Group (LAW Group)
- Communications
- ELEVATE Annual Conference
- Seasonal Spectacular

[CLICK HERE](#)



Become a Mentor

If you currently have your CAE certification, you know how crucial this resource is. Consider becoming a study group mentor. Mentors will guide the group each week and will be present to assist on specific topic areas. To become a mentor for the CAE program please email: Megan Denhardt



Join a Regional Council

Regional Councils are responsible for local education and networking social events. Volunteers are also liaisons to new members – helping them to get connected and involved.

[CLICK HERE](#)



Be a Content Leader

Associations West needs you to share your knowledge & experience to inspire, empower, and connect with your peers! Have you developed innovative strategies and solutions to improve your organization? We want to hear from you! Visit our Call for Proposals webpage for more info.

[CLICK HERE](#)



Member Communications



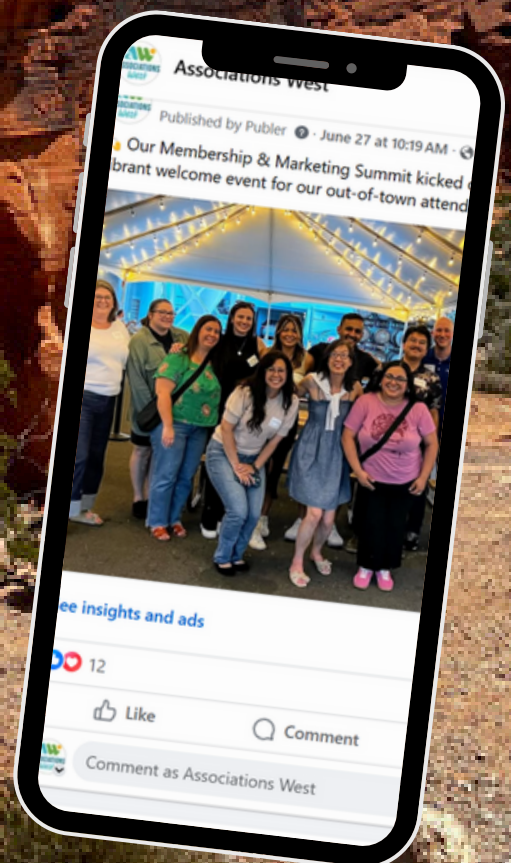
Highlights Email - a snapshot of updates & news just for members

Happenings Email - a snapshot of upcoming events in your region sent out every other week.

Update eNews - AI-powered industry news with articles curated just for you! The more you click, the more future content will become relevant and personalized.



follow along and tag us
@associationswest



Opportunities for Industry Partners

Increased visibility to members seeking new vendors

Company listing in our online Business Directory included with membership.
Option to upgrade to a [Featured Listing](#).



Access to association professional member directory

Ramp up your business development by browsing through over 800 association professional contacts



Sponsorships

Boost your exposure to association professionals, options vary from our larger signature events to more intimate and focused events such as regional socials, luncheons, or happy hours.



Advertising

Reach association decision-makers year-round. Promote your brand through sponsored emails, our weekly industry eNews, or on our website with banner ads, sponsored content, and more.



Premier Partners

Our partners secure exclusive year-round member engagement with first access opportunities to multiple event sponsorships and advertising, plus exclusive bonus benefits