

CALSAE WEBINAR WEDNESDAY – 8 PART SERIES



This [8-part virtual series](#) will explore relevant topics curated to enhance leadership skills and provide strategies to navigate today's ever-evolving landscape.

Each session will focus on a domain of the CAE credential.

1. **Oct 30, 2024** - AI, Your New Best Friend in the Office for Association Professionals
2. **Nov 13, 2024** - Deliver the Right Value at the Right Price
3. **Nov 20, 2024** - Associations General Legal Update: Navigating Employment Laws in 2024 & 2025
4. **Jan 29, 2025** - Revitalize, Collaborate, Innovate: A Journey to Effective Organizational Governance
5. **Feb 26, 2025** - Collaborative Excellence: Crafting Award-Winning Membership Campaigns
6. **March 26, 2025** - The Ethical Association Leader
7. **April 30, 2025** - Don't Be Afraid of Advocacy
8. **May 21, 2025** - Leadership & Governance in the Digital Age

Detailed descriptions for each webinar follow:

Wed, Oct 30 | 10:00 – 11:00 a.m.

Webinar #1: AI, Your New Best Friend in the Office for Association Professionals

From member engagement to keeping up with the latest digital transformation technologies, it's harder than ever to manage and grow an association. But in today's fast-paced and digitally driven world, AI stands out as a powerful tool for transforming the operations and impact of associations. This keynote session, led by Sharon Gai, a seasoned expert in ecommerce, digital transformation, and AI will show association professionals how AI can be the new best friend in the office. From enhancing member engagement to optimizing operational efficiency, this session will provide actionable insights and real-world examples of how AI can be seamlessly integrated into your organization's strategies to drive innovation, increase revenue, and improve member retention.

- Learn how AI-driven tools can personalize member interactions, predict needs, and deliver tailored content and service
- Understand how AI can automate routine administrative tasks, reducing manual workload and improving overall efficiency
- Gain insights into how AI can analyze large datasets to uncover trends, forecast outcomes, and inform strategic planning
- Discover AI tools that lead to cost savings by optimizing resource allocation and streamlining processes
- Equip yourself with a forward-thinking mindset to stay ahead of technological advancements and industry shifts.

Sharon Gai, author, [Ecommerce Reimagined](#)

Nov 13 | 10:00 – 11:00 a.m.

Webinar #2- Deliver the Right Value at the Right Price

Your association is setting prices whether you have a structured pricing model in place or not. But without a proper governance model, you most likely are leaving money on the table. If there's one thing most associations faced over the past few years, it's that a lack of a pricing and value strategy for your products and services leads to knee jerk reactions when an emergency hits. The good news? Now is the perfect time to implement a pricing and value strategy. Learn what components your strategy needs, where to start, and how to carry on your strategy with continuous improvement for years to come – emergency or not!

Michael Tatonetti, CAE, CPP, Founder, Consultant and Speaker, [Pricing for Associations](#)

Nov 20 | | 10:00 – 11:00 a.m.

Webinar #3: Associations General Legal Update: Navigating Employment Laws in 2024 & 2025

Stay ahead of the curve with this comprehensive update on essential legal requirements for California and Oregon employers in 2024 and 2025. This session will cover critical topics, including employer obligations for paid sick leave, managing employees' lawful off-duty use of recreational cannabis, and new mandates surrounding non-competition agreements and workplace violence prevention programs and laws that will become effective in 2025.

Designed with your members in mind, this presentation is a must-attend for those looking to identify potential legal pitfalls and gain practical guidance on complying with evolving regulations. Attendees will benefit from actionable advice on balancing legal compliance with effective business management, ensuring your organization stays compliant while fostering a safe and productive work environment. Additionally, California's mandates requiring written workplace violence prevention plans will be a key focus. We'll outline the minimum requirements for these plans and provide targeted advice for hospitality industry employers on the importance and advantages of implementing a robust workplace violence prevention program.

Conor J. Dale, Attorney at Law, [Jackson Lewis P.C.](#)

Jan 29, 2025 | 10:00 – 11:00 a.m.

Webinar #4: Revitalize, Collaborate, Innovate: A Journey to Effective Organizational Governance

A well-functioning governance structure is a key component of driving successful outcomes—it sets the tone for how the organization manages daily operations, approaches decisions, and embraces change for future growth. One professional association recognized its operational inefficiencies and outdated governance as hindrances to its success.

Join an executive director and senior operations manager for an insightful education session based on the transformative journey of a professional association in redefining its governance structure for optimal outcomes. Discover how the organization's strategic plan addressed challenges by emphasizing governance changes, enhancing member value, and expanding educational offerings.

This session will explore the pivotal role of technology evaluation and data integrity in aligning the organization's goals and discuss the collaborative efforts of volunteers and staff in analyzing data, recommending governance changes, and ensuring financial transparency. This session is a must for those seeking to revitalize their governance structures for sustained success and future growth.

Peter Finn, Executive Director, [SmithBucklin](#)

Marli Honcoop, Senior Manager, Association Management, [SmithBucklin](#)

Feb 26, 2025 | 10:00 – 11:00 a.m.

Webinar #5: Collaborative Excellence: Crafting Award-Winning Membership Campaigns

Join us to explore the story behind a groundbreaking membership marketing campaign that set new records for recruitment and retention, earning the coveted ASAE Gold Circle Award. Learn how collaboration across membership, marketing, communications, and technology was key to this success. We'll dive into how to create compelling videos that captivate both potential and existing members, and how to harness digital platforms for maximum impact. Discover the power of building a digital library for efficient video deployment, repurposing, and use across multiple campaigns. This session offers actionable strategies from a cross-departmental partnership that not only elevated recruitment efforts but also achieved industry-wide recognition for excellence.

Learning Objectives:

- Learn how to design an enterprise-wide membership campaign to drive recruitment, retention, and engagement.
- Understand how to develop a process to effectively collaborate with multiple departments (Communications, Marketing, IT)
- Hear how to strategize building an asset library to use across campaigns.

Steve Broadwater, CAE, Director, Membership Strategy, [American Institute of Architects](#)

Rebecca Myers, Managing Director, Account Operations & Creative Design, [American Institute of Architects](#)

Mike P. Skiados, MBA, CAE, CEO, [National Association of Professional Insurance Agents](#)

March 26, 2025 | 10:00 – 11:00 a.m.

Webinar #6: The Ethical Association Leader

In today's rapidly evolving landscape, association professionals are tasked with making decisions that not only serve their members but also uphold the highest ethical standards. Balancing these responsibilities can be challenging, especially when faced with complex issues around governance, member interests, and external partnerships.

This webinar will focus on the core principles of ethical leadership within associations. Explore how to foster transparency, trust, and accountability while navigating challenges unique to associations, such as conflicts of interest, member advocacy, and industry regulations. Through real-life case studies from the association sector, you will gain insights into how to make value-based decisions that align with your organization's mission and goals.

Leave with actionable strategies for creating an ethical framework that strengthens member trust, enhances organizational reputation, and promotes long-term success. Whether you're an executive director, board member, or association professional, this webinar will provide essential guidance on how to lead your association with integrity. Don't miss this opportunity to elevate your leadership approach and positively impact your organization and its members.

April 30, 2025 | 10:00 – 11:00 a.m.

Webinar #7: Don't Be Afraid of Advocacy

As we navigate a new Congress and a new or established administration in 2025, member engagement in advocacy remains paramount. Our members are the cornerstone of our associations' advocacy efforts. However, a significant number of them may not fully grasp their role or the significance of their involvement. Join us to discover the key factors in motivating members to take action and learn effective strategies to encourage advocacy engagement that not only benefits the association but also positively impacts the industry at large.

Learn from ASAE's 2024 Professional Performance Award Recipient, Stefanie Reeves, FASAE, CAE, Deputy Chief of Public Policy and Engagement, American Psychological Association, as she she shares her decades of insight and wisdom.

Stefanie Reeves, FASAE, CAE, Deputy Chief of Public Policy and Engagement, [American Psychological Association](#)

Webinar #8: May 21, 2025 | 10:00 – 11:00 a.m.

Leadership & Governance in the Digital Age

In a world of constant change, learn how to identify key issues and best practices in attracting, retaining, and advancing volunteers, achieving sustainability, and advancing organizational mission. Discuss how to best work with different generations in the workplace by understanding trends, implications & business impacts, Review how successful organizations are attracting, developing & retaining talent. Examine how associations & nonprofits are establishing and implementing their strategic direction for the future. Examine how organizations are expanding the talent aperture & considering non-traditional candidates; New key hiring criteria & what talent with different backgrounds can bring to association and nonprofit organizations. Lastly look at how leading boards of directors for Impact: sourcing, storytelling & managing to create effective boards.

- Identify the framework for effective and efficient leadership & governance design, development, and execution
- Review case studies and practical benchmarks for progress and change
- Create relevant organization individual Next Steps in applying leadership and governance principles & practices

Don Dea, co-founder of Fusion Productions and co-producer, [digitalNow](#)

Richard Yep, CAE, FASAE, Global Principal, Ocean Vista Advisors, VP, [Vetted Solutions](#)