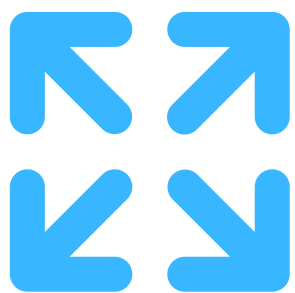




California Society of Association Executives ®



MAXIMIZE Your Membership

A GUIDE FOR NEW MEMBERS & BEYOND

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Welcome Message

Why People Join CalSAE

Dear CalSAE Member,

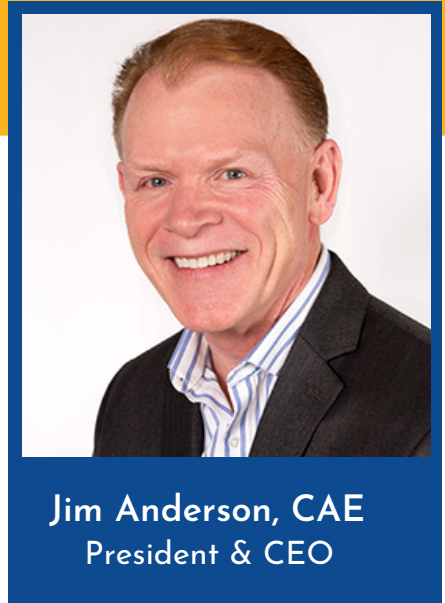
I'm honored to welcome you to our community of over 1,300 association professionals and industry partners.

Working for an association is one of the most rewarding professional opportunities you'll have. How many careers are specifically designed to impact and improve the lives of others? Association management is a career in itself, and it's full of challenges, surprises, and fulfilling experiences.

CalSAE has tons of education to help advance your career, and all kinds of resources and tools you can use to benefit your members. CalSAE is a great place to expand your network, as well as build business relationships with hundreds of industry partners that are dedicated to the association community.

YOU get to decide what you want from your membership and what YOU want to contribute. CalSAE has an amazing staff and team of eager volunteers to support you - and include you. All you need to do is ask.

Wishing you the best of success,



Top Reasons for Membership in CalSAE



CalSAE Overview

Our History



The California Society of Association Executives is a nonprofit 501(c)6 membership organization advancing and fostering the educational and professional needs of the association community in California and Oregon. CalSAE is the second largest local Society of Association Executives/Professionals in the nation with over 1,300 members.

CalSAE was created in 2002 through a merger with the Capital, San Diego, and Southern CA Societies of Association Executives. The Bay Area Region was formed in 2005 by a vote of the membership, and the Oregon region joined CalSAE in 2022 through an agreement with the Oregon Society of Association Management.

Mission

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



Vision

To inspire, empower, and connect the best association professionals!

CalSAE Objectives

- Build a welcoming community among members with a culture and environment that inspires collaboration and produces valued relationships.
- Create opportunities for members to exchange knowledge and resources.
- Build a learning community that is responsive to the changing dynamics of the association and not-for-profit management professions.
- Run CalSAE as an effective model business.

Diversity, Equity & Inclusion

CalSAE's Statement

CalSAE believes that diversity is a strength and aspires to bring our members together to co-create opportunities and solutions that elevate our industry.



We are committed to:

- Being a safe space where there is continual learning
- Acting consciously with open minds to remove obstacles
- Fostering opportunities to contribute & volunteer
- Measurably building diversity, equity, and inclusion in CalSAE and the organizations of our members

Top strategies being implemented:

- Recruiting the association community to engage in best practices
- Curating resources for organizations to use
- Delivering learning and exchange opportunities
- Developing partnerships with other DEI-focused organizations
- DEI liaisons within committees and councils

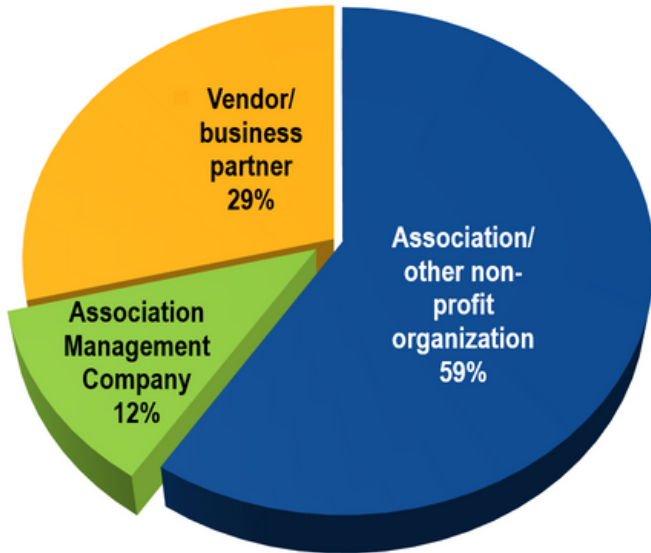
For more information or way to get involved in DEI at CalSAE

www.CalSAE.org/DEI

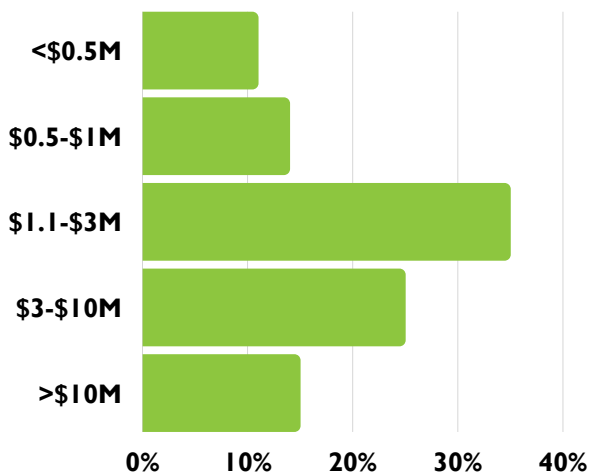
Take the Pledge | Share Your Journey | Best Practices | Resources

Who Are Our Members

CalSAE is the second largest local Society of Association Executives/Professionals in the nation with over 1,300 members.

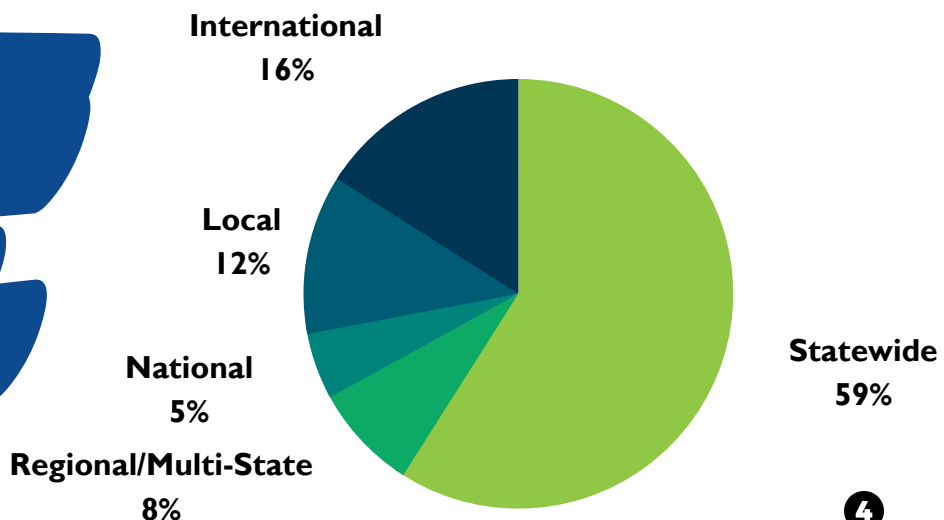


annual budgets of our members



- 87% are **DECISION MAKERS**
- 21% are **Meeting Planners**
- 30% are **Membership & Marketing**

Each member organization spends an average of \$450,000 on products & services in the association industry, and \$230,000 on conventions and meetings per year

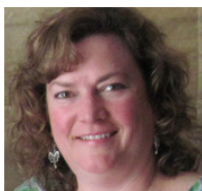


Meet the Team



Jim Anderson, CAE
President & CEO

Jim supports the Board and its committees in developing and implementing the strategic plan, organizational policies, and programs. He also directly staffs the Board of Directors and the DEI, Legislative, Audit, and Nominating committees. He's responsible for daily operations, including financial management & reporting, and staff supervision.



Heidi Ursino
Director of Operations

Responsible for financial processes, office management, regional/statewide event registration management, membership processes, and database maintenance.



Lindsay Poss, CMP
Director of Meetings & Events

Secures the venues and plans the detailed meeting logistics for all regional events, statewide events, and board meetings. She handles the booth sales, partnerships, and sponsorships for ELEVATE Annual Conference and Seasonal Spectacular.



Denize Maldonado
Manager of Membership Engagement

Responsible for member engagement and growth for CalSAE. Manages all recruitment and retention programs and volunteers. She is the staff liaison to each regional council, the Membership Advisory Group, and the Diversity, Equity, & Inclusion Committee.



Jamie Innamorato
Manager of Marketing & Communications

Responsible for CalSAE's marketing strategies including communication to members through email, website, MyCalSAE Community and social media. She also oversees the Communications and Awards Committees.



Megan Denhardt, CAE, DES
Education Consultant

Responsible for the management of educational programming designed to meet the needs of association professionals as well as providing staff support to the Professional Development Committee to implement the education plan.



Dani Siver
Consultant, Oregon Region

Her part-time role for CalSAE is to ensure a clear voice for Oregon members and to support our efforts to serve the Oregon region.



Membership Offerings

What You Can Expect From Us

CalSAE is committed to keeping you inspired, empowered, and connected by providing the knowledge, valued relationships, and trusted resources that professionals are looking for to be successful. Your involvement in CalSAE is essential to advancing together.

Professional Development

In-person and virtual opportunities are available for CalSAE members. We offer our members over 100 CEU opportunities during the year, both in-person and virtual, some of which are complimentary!

Virtual Education Offerings 

Seasonal Spectacular 

In-Person Education Programs 

ELEVATE Annual Conference 

CAE Study Groups (Virtual) 

And More...

For all Professional Development Offerings

[CLICK HERE](#)



Information & Resources

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

[Industry Studies](#)

[The Executive Magazine](#)

[Peer-Reviewed Governance Tools](#)

[Online Career Center](#)

[Industry Partner Business Directory](#)



MyCalSAE Member Community

is a platform exclusively designed for you, our members, to interact, learn and connect with other association peers and professionals. *Must be logged in to access.*

CAE Study Group

CAE Study Group

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



If you're serious about association management as a career and looking to earn your Certified Association Executive (CAE) certification, join our peer-driven CAE Study Group to help prepare for an upcoming CAE exam. The study sessions are candidate-driven with volunteer CAE Mentors on each call to provide guidance on challenging questions as well as prep tips.

CAE Mentors

If you currently have your CAE certification, you know how crucial this resource is. Consider becoming a study group mentor... your peers and colleagues are counting on you. We're looking for domain mentors as well as lead mentors. Mentors will guide the group each week and will be present to assist on specific topic areas.

To learn more about the CAE Study Group [CLICK HERE](#)

Awards

CalSAE recognizes three members each year for their exceptional service to the Society and the association community. The awards are presented each spring at CalSAE's ELEVATE Annual Conference.

Association Executive of the Year

Presented to the CEO of a member association, not-for-profit, AMC, or CVB who has achieved success in overall contributions to CalSAE, service to professional, civic, or charitable organizations, and achievements for their employing organization.

Geri Hayes McDonald Staff Achievement Award

Presented to a staff member of an association, charitable organization, or AMC who has achieved success in overall contributions to CalSAE, service to professional, civic, or philanthropic organizations, and achievements for their employing organization.

Industry Partner of the Year Award

Presented to an Industry Partner member who has achieved success in overall contributions to CalSAE, service to professional, civic, or charitable organizations, and achievements for their employing organization.

2022/23 Award Winners



JENN JONES, MS, CAE, IOM

Executive Director/CEO
CA Water Environment Association



CHRIS LOCKE

Director of Marketing, Membership & Education
Society for the Advancement of Material & Process Engineering



SANDY BROWN

Strategic Account Executive
Cadmium

Additional Resources

Resources for Association Professionals:

www.calsae.org/association-professionals

Resources for Industry Partners:

www.calsae.org/industry-partners

Maximize Your Membership - 4 Easy Steps

01

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 Account](#)
- log on to add your bio and a photo to your profile

02

Share a Problem, Find a Solution

Post on a discussion board and learn from your peers. MyCalSAE is a great way to connect with other professionals and discover answers to industry and association queries. Log in to start!

[CLICK HERE](#)



03

Attend an Event

Join other CalSAE members in getting top-tier education and participating in opportunities for gaining knowledge. Meet other members and expand your network. See the CalSAE online calendar for registration and upcoming events.

[CLICK HERE](#)



04

Volunteer with CalSAE

Volunteering for CalSAE 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](#)



Volunteer Opportunities



1 Join a Committee

Joining a committee is a great way to maximize your membership and meet your peers. Time commitment is July 1- June 30. Committees include, but are not limited to:

- Diversity, Equity, & Inclusion (DEI)
- Communications
- Professional Development

[CLICK HERE](#) 

Become a Mentor

2

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 please email: [Megan Denhardt](mailto:Megan.Denhardt)



3 Join a Regional Council

Regional Councils are responsible for education and networking events in their region. Volunteers are also liaisons to new members - helping them make the most out of their membership.

[CLICK HERE](#) 



Be a Content Leader

4

CalSAE 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](#) 



CalSAE 2023-24 Volunteer Leadership

OFFICERS & BOARD OF DIRECTORS

Officers

Chair: Alan Pentico, CAE
 Vice Chair/Secretary: Tammy Anderson-Wise, CAE
 Treasurer: Megan Hemming
 Industry Partner Vice Chair: Ben Fajen
 Immediate Past Chair: Stephanie Stephens, CAE
 President & CEO: Jim Anderson, CAE

Directors (term)

Christina Bauders, CAE, CMP (2023-25)
 Jenn Jones, CAE, IOM (2023-25)
 Chris Locke (2023-25)
 Anne Marie Mourhess, CTA, DES (2022-24)
 Anne Ornelas, DES (2023-25)
 Shaun Rundle (2023-24)
 Oyango Snell, CAE, Esq. (2022-24)

REGIONAL COUNCILS

Bay Area

Chair: Aaron G. Smith, United States Bartenders Guild
 Vice Chair: Maria Dempsey, San Mateo Marriott San Francisco Airport

Capital

Chair: Maggie Thyken Huss, Visit Rancho Cordova
 Vice Chair: Shaun Rundle, CA Peace Officers' Association

Oregon

Chair: Kate Kanapeaux, Acumen Executive & Talent Search
 Vice Chair: Amanda Parsons, Oregon Recreation & Park Association

San Diego

Chair: Olivia Galvez, Southern CA Rental Housing Association

Southern CA

Chair: Jodie Muller, CAE, Western States Petroleum Association
 Vice Chair: Michele Ware, BOMA Greater Los Angeles

COMMITTEES

Audit

Chair: (Named by appointment)

Awards

Chair: Jenn Jones, CAE, IOM, CA Water Environment Association
 (The Executive of the Year Award Winner Chairs the Committee)

Communications

Chair: Rachel Selwan, New Level Management
 Vice Chair: John Hooley, Steward

DEI Committee

Co-Chair: Kristina Padilla, CA Consortium of Addiction Programs & Professionals
 Co-Chair: Gary Murakami, Teneo Hospitality Group

ELEVATE Annual Conference

Co-Chair: Jennifer Flohr, CAE, CMP, CA Hotel & Lodging Association
 Co-Chair: Michele Ware, BOMA Greater Los Angeles

Membership Advisory Group

Chair: Kirsten Machi, Association Management Solutions (AMS)
 Vice Chair: Desmond Brown, BOMA Greater Los Angeles

Nominating

Chair: Stephanie Stephens, CAE, CA Park & Recreation Society
 (Held by the Immediate Past Chair)

Professional Development

Chair: Cher Ekasala, Compass Management Solutions
 Co-Chair: Megan MacNee, CAE, MPA, Advocacy & Management Group, Inc

Seasonal Spectacular

Co-Chair: Rachel Hickerson, CMP, Advocacy & Management Group, Inc
 Co-Chair: Flavia Oliveira, Visit Santa Cruz County

Nearly 100
CAE Hours

24 In-Person
Programs

6 New
Programs

15 Virtual
Programs

Fall 2023 Offerings

In-Person

- AMC Retreat
- Associations 360
- LevelUP Regional Programs (x5)
- Peer Luncheons (x4) - **Free!**
- Seasonal Spectacular

Virtual

- Alliance Learning Collective Series
- CAE Study Group
- Couch Chat - **Free!**
- DEI Webinar - **New!**
- Association Finance Leaders Forum (x2) - **New!**
- MAXIMIZE Your Membership - **Free!**
- Speaker Showcase - **New!**

Spring 2024 Offerings

In-Person

- Insights Executive Summit
- ELEVATE Annual Conference
- MAXIMIZE Your Membership - **Free!**
- Membership & Marketing Summit
- Peer Luncheons (x4) - **Free!**
- LevelUP Regional Programs (x4)
- Women in Leadership

Virtual

- Business of Associations Webinar - **New!**
- CAE Study Group
- Couch Chat - **Free!**
- Membership & Marketing Webinar - **New!**