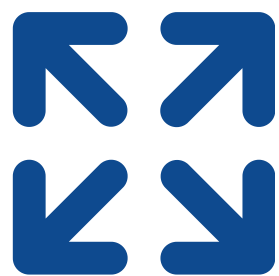


CalSAE®

ADVANCING TOGETHER



MAXIMIZE Your Membership

THE 2024-25 GUIDE FOR NEW MEMBERS & BEYOND

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Welcome Message

Message from the President/CEO

Welcome to one of the friendliest and most knowledgeable communities you may ever be a part of! I'm thrilled at how the 1,400+ members are eager to get to know each other and share their experiences. Like any opportunity though, you get out of it what you put into it - so jump in!

Here are just a few examples:

- We have tons of [educational and network events](#) throughout the year, virtual and in-person, often local and sometimes complementary. Nearly 100 hours of programming throughout the year.
- [Volunteering](#) is a terrific way to learn about association strategy and expand your network. We are also focused on ensuring the work is meaningful and impactful.
- We have lots of resources - check out the [Knowledge Hub](#) on the website, the AI drive Update newsletter, or use our online [MyCalSAE](#) community to ask questions and get advice.
- Post a job or look for jobs in our [Career Center](#).
- The [CalSAE staff](#) loves to help members - reach out with a problem or question, large or small. Chances are we can get you connected to other resources or people that can help.



Wishing you the best in your journey!



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 1,400 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

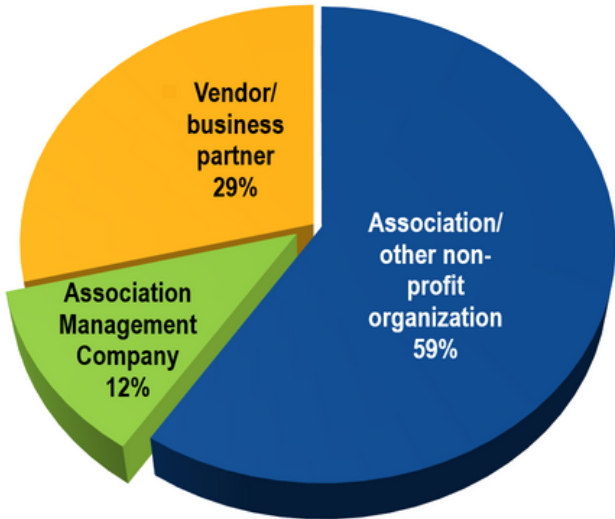


For more information or way to get involved
in DEI at CalSAE www.CalSAE.org/DEI

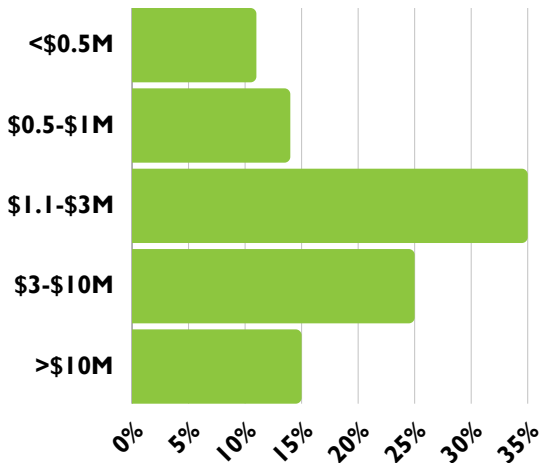


Who Are Our Members

CalSAE is the second-largest local Society of Association Executives/Professionals in the nation with over 1400 members.

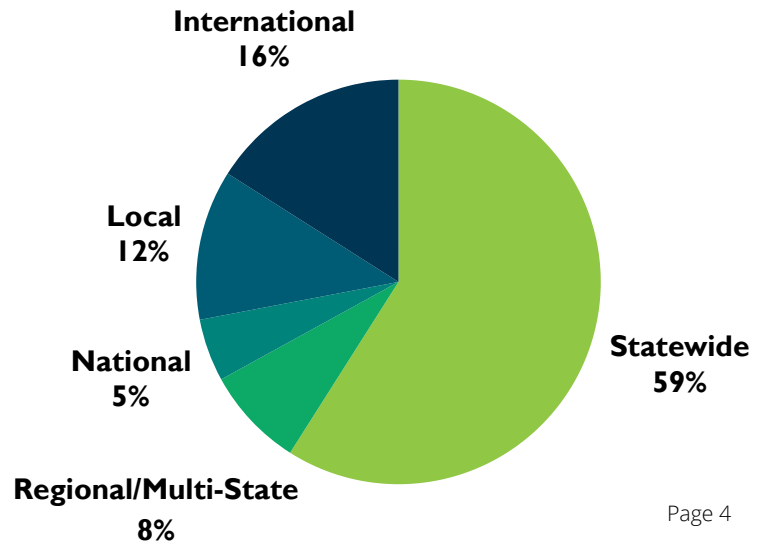


annual budgets of our members



- 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.



Jessica Barker, CAE
Member Services & Operations Manager

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 marcomm strategies including email, website, the MyCalSAE Community and social media as well digital advertising opportunities. 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](#)



Advancing Together Mentorship Program

CalSAE's Advancing Together Mentor Program is a 6-month program.

The program allows members to share knowledge, develop valued relationships, and advance their professional and career goals.

Mentees will gain personal and professional development through problem-solving and constructive guidance from a mentor to help navigate their career journey

Mentors will be given training to develop/enhance coaching and leadership skills which will also serve them in their career journey. During the program, mentors and mentees will be expected to be in contact at least monthly.

Mentees and mentors must also complete the Art of Mentoring online training modules to prepare them for their mentoring relationship.



CAE credits are available through this program.



For more info contact [Denize Maldonado](#)

All Upcoming Events



New events are added to the calendar on an ongoing basis.

Make sure to keep up to date with our calendar of events, as some events are sure to sell out! www.calsae.org/events



Information & Resources

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

[Industry Studies](#)

[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.*

www.mycalsae.org

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](#)

Knowledge HUB

CalSAE's library of free downloadable content includes white papers, guides, reports, research, industry analysis, and much more - provided by experts and organizations that serve the association community.

The CalSAE Knowledge Hub provides instant access to:

- White papers
- How-To Guides
- Industry analysis
- eBooks
- Case studies
- Much more!

[CLICK HERE](#)

INTRODUCING
**CalSAE
Knowledge Hub**



Update Newsletter



One AI-Powered Newsletter.
One Personalized Email For
Every Subscriber.



rasa

Power Up Your Newsletter Today

CalSAE's weekly industry news email, UPDATE, features an AI infusion via an advanced platform powered by Rasa.io. This smart technology serves up news and articles curated just for you! How does the AI work? Once you begin to interact with the new UPDATE email, by clicking on articles that appeal to you, future content will become more relevant and personalized.

Your privacy: The platform is only collecting topical data based on the articles you've clicked on, it is not accessing or using your data from other apps to inform these recommendations and we assure you that your data will not be sold.

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

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](#)

2

We also take on mentors for our Advancing Together Mentorship Program. When applications open you can find that information on our webpage at:



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](#) 



Marketing Opportunities



DRIVE EXPOSURE DIGITALLY ONLINE OR DIRECTLY AT EVENTS

Exclusive advertising opportunities to promote your business.

SPONSORSHIPS

Opportunities designed to increase your visibility and drive exposure to hundreds of association professionals at our annual signature events.

ELEVATE Annual Conference

**Seasonal Spectacular
Tradeshow**

Regional Events

To sponsor any of our events, please contact Lindsay, Poss, Director of Meetings & Events at lindsay@calsae.org

ADVERTISING

Gain more visibility by driving exposure digitally. By joining CalSAE you receive a company listing included with your membership. See below for other opportunities to promote your products/ services:

Upgraded Featured Listing

CalSAE Website Advertising

Sponsored Content E-Blast

To inquire about the marketing opportunities below contact:

Jamie Innamorato at jamie@calsae.org

UPDATE eNewsletter

Sponsored Social Media Posts

PREMIER PARTNERS

The Premier Partner Program provides an exclusive year-round presence to connect and build relationships with key decision-makers, increase valuable contacts, improve brand awareness, gain a greater understanding of associations, and ultimately demonstrate your commitment to the association community

To Learn More

To become a premier sponsor, please contact Lindsay, Poss, Director of Meetings & Events at lindsay@calsae.org



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@CalSAE



Twitter

Instagram