

Washington's Regional Council and Local Identity

The Washington Regional Council will serve as the foundation for maintaining Washington's local identity and community connections within Associations West. The regional council structure is a defining feature of AW's governance model—it ensures that members in each geographic area have their own leadership body to plan, act, and engage locally while contributing to the success of the organization as a whole.

Regional Council Goal: Build community among its members with a culture and environment that produces valued relationships.

Responsibilities:

1. Membership recruitment and engagement.
2. Networking development and enhancing local events.
3. Enriching peer and individual relationships.

The purpose of the [Regional Council](#) is to provide leadership and guidance for member engagement, professional development, and networking within the state. It acts as the primary voice of the Washington membership—ensuring that programs, events, and communications reflect local priorities and strengthen connections among Washington-based association professionals and industry partners.

The Washington Regional Council will be open to all members of Washington that want to contribute to supporting events and membership engagement within Washington. Here's a snapshot of the volunteer process:

- Volunteer Information session (March)
- Applications (April)
- Orientation session (June)
- Service begins July 1

The Regional Council will meet a minimum of four times per year, either in person or virtually. Subgroups often convene around event planning, membership engagement, or special projects. The Council will maintain an annual work plan aligned with Associations West's strategic plan, with council outcomes reported annually to the AW Board. All Regional Council and Committee leaders are invited to attend AW Board meetings.

Washington's long history of collaboration and professional excellence will remain central to its new regional identity. The Council will have the options to continue traditions such as producing state-specific receptions or providing professional awards or recognition of outstanding leadership. Its focus on community and personal

connection will preserve what members value most about WSAE while expanding their access to new programs, peers, and resources across the western region.

Volunteer Opportunities

Volunteerism is central to both WSAE and Associations West, and this will remain unchanged—if anything, opportunities will expand. AW's leadership model is intentionally inclusive and provides multiple entry points for involvement.

Members can serve through:

- **Regional Councils** – guiding local programming and engagement.
- **Committees and Task Forces** – addressing areas such as professional development, membership, DEI, communications, and legislative affairs.
- **Board of Directors** – the governing body responsible for strategy, policy, and fiduciary oversight.

To ensure Washington's perspective is represented, the Associations West Board has approved adding a new board seat and opening a special application window for WSAE members in January. In addition, regional council leaders are also invited to attend board meetings.

Associations West maintains 10 standing committees. Volunteers may serve on short-term projects or year-long assignments that align with their interests. Each committee is chaired by a volunteer and supported by AW staff. Participation typically requires a modest time commitment—often one hour per month plus project work—and is open to both Association Professionals and Industry Partners.

Volunteering offers members the chance to expand their professional network, build skills, and give back to the community. Opportunities range from micro-volunteer tasks to long-term leadership positions. Details and application forms are available at: <https://www.myassociationswest.org/volunteer>.