

Expanded Benefits

AW offers a wide variety of [educational programs](#). You can get a brief overview using the "[Education Snapshot](#)".

Local Education and Networking

WSAE members will continue to enjoy the same level of local education and networking they have come to expect – now supported by the broader resources of Associations West (AW). The Washington Regional Council will oversee programs tailored to the interests of Washington's association professionals, maintaining familiar formats such as local luncheons, leadership roundtables, and topic-specific meetups.

In addition, members will gain access to the entire Associations West regional event network, which includes programs hosted throughout California, Oregon, and Nevada. These cross-state events provide opportunities to meet peers in similar roles, crowd-source solutions, and expand professional connections. Washington members will also be invited to participate in the AW 'community of regions' – a platform for collaboration among leaders from all five regions – ensuring Washington voices and ideas are part of the broader learning landscape.

Virtual Education

Associations West offers an expansive calendar of virtual learning that supports ongoing professional growth without the need for travel. These programs are free or low-cost for members and are designed to make professional development easy to access, no matter where members are located.

- **AW Asks** is a peer conversational learning series featuring 10 live sessions each year. Each one spotlights timely topics such as leadership trends, membership value, public policy, event design, or technology innovation. Sessions are free for members and designed for high interaction – participants share challenges and solutions in an informal, collegial setting. CAE credit eligible. These sessions are similar to the Shop Talk sessions that WSAE has been holding for the last five years.
- **Webinar Wednesdays** deliver focused, one-hour sessions featuring industry experts and member presenters. Each webinar provides CAE-eligible credit and practical takeaways that can be implemented immediately. Webinars are recorded and will be made available to registered attendees for 30 days.

Signature Events

Associations West's has two signature annual programs – ELEVATE Annual Conference and Seasonal Spectacular – which anchor the professional calendar and attract association professionals from across the western states.

- [**ELEVATE Annual Conference**](#) is held each spring and offers four days of high-impact learning, community building, and leadership development. The program includes multiple learning tracks, peer exchanges, and special events for association professionals of all roles and levels. The conference typically offers up to 10 CAE credits and is known for its inclusive, energizing environment.
- [**Seasonal Spectacular**](#) is held each December and brings together the association community through education, a robust tradeshow, and a sales appointment show. It is a bustling atmosphere infused with the cheer of the holiday season. Washington members will be invited to participate fully – as attendees, speakers, or exhibitors – expanding their professional reach and connections.

Specialty Events

In addition to the signature programs, Associations West offers a series of targeted events designed for specific professional roles, goals, or leadership stages. Here are a few examples:

- **Insights Executive Summit** - member only retreat that brings together CEOs and senior executives for peer-to-peer learning, high-level discussions, and professional reflection. These training events are similar to the Next Level Leadership Summits that WSAE has conducted.
- **Ascend Leadership Forum** - focuses on emerging and mid-career professionals, building leadership capacity through hands-on workshops, mentoring, and cross-functional networking. This forum is like an expanded version of WSAE's Art of Association Management training.
- **Membership & Marketing Summit** - is a one-day deep dive into membership recruitment, retention, and communication strategies, ideal for association staff and marketing professionals.

Each of these specialty events combines education with community-building, offering members the chance to develop expertise and expand their network within the profession.

AW distinguishes between Association Professional and Industry Partner members, offering distinct but connected value for each group. Industry Partners play a full part in the community, including committee and board participation and leadership. Member benefits for each category are detailed on our website [Association Professionals](#) and [Industry Partners](#).

Additional Resources

All WSAE members will also gain access to Associations West's online tools and member services:

- [**AW Connect**](#) - Access community virtually 24/7 - a member-only place to ask questions, seek solutions and get support from peers who get it.
- [**Knowledge Hub**](#) - Associations West's library of free downloadable industry studies, white papers, guides, reports, research, & much more.
- [**Career Center**](#) - Post or search for positions in the association industry in various locations. Also get member discounts on job postings.
- [**Industry Partner Business Directory**](#): A one-stop shop to do business with Associations West industry partner members who are trusted and value your business

While WSAE has a version of each of these tools, the expanded membership and reach of the combined organizations makes each of them more valuable, particularly the online member community and the business directory.

In summary, through Associations West, WSAE members will gain both continuity and expansion: local programming remains strong, while new opportunities for education, connection, and professional growth open across the western region. This merger offers stability, a wider array of resources, and an expanded community for every member.