

Mid-Atlantic Society of Association Executives

# MASAE

Advancing the Profession of Association Management

**NEW  
PROGRAM!**



# Association Connection

On-demand comprehensive  
association training

Association specific  
training for:

- ❑ CEOs
- ❑ Board Members
- ❑ New Employees
- ❑ Staff Specialists
- ❑ Vendors/Suppliers

# Association Connection



## What is Association Connection?

Finally, there is an online video resource available for anybody who comes in contact with associations for the first time! This resource, containing 20 titles, can be used for private learning to shorten the learning curve of someone new to the association environment and for group learning with your staff or board.

If you know anyone who is new to the unique culture of associations, the content of this series will give each individual the appropriate context to understand this environment for working, making decisions and creating relationships.

## Earn CAE Points

The Certified Association Executive (CAE) designation is designed to elevate professional standards, enhance individual performance, and designate association professionals who demonstrate the knowledge essential to the

practice of association management. CAE domains have been designated for each Association Connection segment. Ten application hours may be applied to your CAE application upon completion of the CEO segment available in the Association Connection series.

## Discount Pricing

The series is packaged for five different audiences new to associations. Choose from the menu below or one can be created just for you! Segments are available for 30 – 60 days from the date of purchase.

- |  |                                   |
|--|-----------------------------------|
| • CEO (Segments 1-17)                                  | Member Price: \$599 (\$700 Value) |
| • Staff Employee (Segments 1-4, 6-11)                  | Member Price: \$229 (\$359 Value) |
| • Staff Specialist (Segment 1-11, 14-17)               | Member Price: \$459 (\$539 Value) |
| • Board Member (Segments 1, 2, 3, 6, 11, 12, 13)       | Member Price: \$199 (\$299 Value) |
| • Vendors/Supplier (Segments 1, 2, 3, 5, 6, 7, 10, 14) | Member Price: \$269 (\$309 Value) |

## Three Easy Ways to Register

1. Visit [www.midatlantic-sae.org](http://www.midatlantic-sae.org)
2. Fax registration form to 973-838-7124.
3. Call 973-283-4347.

<b>Segment Name</b>	<b>Length</b>	<b>CAE Domain</b>	<b>Member Price</b>
<b>Segment 1: The Nature of Associations</b>	<b>10 minutes</b>	<b>1</b>	<b>\$10</b>
This brief introduction into the association world is a primer for the webcast series. This brief video brings to the forefront the context and history of associations as well as the meaning of non-profit status.			
<b>Segment 2: Speaking Association Lingo</b>	<b>50 minutes</b>	<b>1</b>	<b>\$49</b>
The world of associations has its own jargon. This video sheds light on the meaning of terms, such as bylaws, lobbying, PACs, UBIT, 501c organizations, and antitrust.			
<b>Segment 3: Association Relationships</b>	<b>20 minutes</b>	<b>5</b>	<b>\$39</b>
Explains relationships unique to the association environment: What is a “board of directors”? How should staff treat board members? What does a board do?			
<b>Segment 4: Staff Relationship to Members</b>	<b>20 minutes</b>	<b>7</b>	<b>\$29</b>
Focuses on the staff relationships to members. It gets to the heart of the member service culture. It includes staff interactions at social functions and as committee liaisons.			
<b>Segment 5: Vendor Role &amp; Relationship</b>	<b>27 minutes</b>	<b>3</b>	<b>\$29</b>
Primer for vendors of any type in the association world. It includes how to analyze and target the fit of your product with association memberships, making the sales call, cold-calling, gifting and how to gain and maintain the trust of association partners.			
<b>Segment 6: How Decisions Get Made in Associations</b>	<b>25 minutes</b>	<b>1</b>	<b>\$29</b>
Explores the various paths of association decision-making. The paths described address the unpredictable process of decision making that occurs inside associations. This inefficient process causes frustration for people who just want to get something done.			
<b>Segment 7: Wearing Many Hats</b>	<b>20 minutes</b>	<b>3</b>	<b>\$29</b>
Offers solutions to time management, project management and how to manage multiple bosses. This segment offers practical solutions to those who wear many hats. Handout required.			
<b>Segment 8: Professional Relationships with Members</b>	<b>26 minutes</b>	<b>7</b>	<b>\$29</b>
Sheds light on special needs of members, including dealing with difficult people and multi-cultural etiquette.			
<b>Segment 9: Professional Relationships with Co-workers</b>	<b>27 minutes</b>	<b>3</b>	<b>\$29</b>
Focuses on how to create positive relationships among co-workers in an association environment. What activity maintains a sense of team. The webcast includes tips on chairing and participating in internal task forces.			
<b>Segment 10: Communication Tips</b>	<b>46 minutes</b>	<b>9</b>	<b>\$49</b>
Segment 10 offers practical tips around various communication methods, including telephone, face to face, and written communication as well as email etiquette.			
<b>Segment 11: Be Direct with Respect</b>	<b>55 minutes</b>	<b>9</b>	<b>\$59</b>
Addresses how to be direct with people but not offend them. This critical practice in communication will reduce tension and baggage that develops in relationships when there is unexpressed frustration in a relationship. The content applies to both professional and personal relationships.			

*(continued on back)*

Segment Name	Length	CAE Domain	Member Price
<b>Segment 12: Board Roles &amp; Responsibilities</b>	<b>55 minutes</b>	<b>5</b>	<b>\$59</b>
Intended for board members. It defines the act of governing, how boards need to fulfill its governing function, and the basic legal duties that board members must fulfill under the scope of fiduciary duty.			
<b>Segment 13: Board-CEO Relationships</b>	<b>49 minutes</b>	<b>5</b>	<b>\$49</b>
Intended for board members. The presentation looks at the board's multi-faceted relationship with the CEO and offers tips on how to maintain a healthy relationship.			
<b>Segment 14: Basic Meeting Planning</b>	<b>30 minutes</b>	<b>8</b>	<b>\$39</b>
Intended for people new to meeting planning for associations. The presentation includes what members look for in association-sponsored meetings, who can help you plan for a successful meeting, and meeting room setups.			
<b>Segment 15: Budgeting for a Meeting or Event</b>	<b>34 minutes</b>	<b>8</b>	<b>\$39</b>
Focuses on how to determine what to charge for your meeting in relation to the expenses. This webcast includes discussion about fixed and variable costs and walks through mathematical calculations to arrive at a breakeven fee for your meeting. Requires work sheet.			
<b>Segment 16: Marketing Your Meetings</b>	<b>30 minutes</b>	<b>8</b>	<b>\$39</b>
Presents clues on how to develop a marketing piece and a marketing plan for your event. The presentation includes reaching all of your members by using different styles of language as well as the difference between features, benefits and value. The webcast concludes with approaches to a full marketing plan for your event.			
<b>Segment 17: Site Selection &amp; Site Management</b>	<b>35 minutes</b>	<b>8</b>	<b>\$39</b>
Addresses what to look for as you choose a site for your event, contract negotiation points, communication with your chosen facility and what to do as a site manager.			
<b>Segment 18: Working with Speakers</b>	<b>28 minutes</b>	<b>8</b>	<b>\$29</b>
Your speakers for an event are your partners for success. Segment 18 offers clues on communicating with your speakers to assure optimal performance for your members			
<b>Segment 19: Trade Show Exhibiting</b>	<b>45 minutes</b>	<b>8</b>	<b>\$49</b>
Intended for vendors who participate in trade shows, this webcast offers tips on how to attract people into your booth, manage leads and follow through to close sales.			
<b>Segment 20: Introduction to Policy Governance®</b>	<b>51 minutes</b>	<b>5</b>	<b>\$49</b>
Intended for board members and CEOs, this webcast offers a brief overview of the 10 principles of Policy Governance®, as designed by John Carver. Policy Governance® is the only coherent, comprehensive governance model known in the world today.			

Mid-Atlantic Society of Association Executives



Mid-Atlantic Society of Association Executives  
 170 Kinnelon Road • Suite 33 • Kinnelon, NJ 07405  
 Phone 973-283-4347 • Fax 973-838-7124  
[www.midatlantic-sae.org](http://www.midatlantic-sae.org)

# Association Connection

## 2011 Registration Form

Once your registration is complete, MASAE will email a confirmation with login and password that will be good for 30-60 days.

Segments	Members	NonMembers	Segments	Members	NonMembers
<input type="checkbox"/> CEO Package	\$599	\$649	<input type="checkbox"/> Staff Employee Package	\$229	\$279
<input type="checkbox"/> Staff Specialist Package	\$459	\$509	<input type="checkbox"/> Board Member Package	\$199	\$249
<input type="checkbox"/> Vendor/Supplier Package	\$269	\$319			
<input type="checkbox"/> 1: The Nature of Assns	FREE	\$19	<input type="checkbox"/> 2: Speaking Assn Lingo	\$49	\$69
<input type="checkbox"/> 3: Association Rltnshps	\$39	\$59	<input type="checkbox"/> 4: Staff Rltnshp to Members	\$29	\$49
<input type="checkbox"/> 5: Vendor Role & Rltnshp	\$29	\$49	<input type="checkbox"/> 6: How Decisions Get Made	\$29	\$49
<input type="checkbox"/> 7: Wearing Many Hats	\$29	\$49	<input type="checkbox"/> 8: Rltnshps with Members	\$29	\$49
<input type="checkbox"/> 9: Rltnshps w/ Co-workers	\$29	\$49	<input type="checkbox"/> 10: Communication Tips	\$49	\$69
<input type="checkbox"/> 11: Be Direct with Respect	\$59	\$79	<input type="checkbox"/> 12: Board Roles	\$59	\$79
<input type="checkbox"/> 13: Board-CEO Rltnshps	\$49	\$69	<input type="checkbox"/> 14: Basic Mtg Planning	\$39	\$59
<input type="checkbox"/> 15: Budgeting for a Mtg	\$39	\$59	<input type="checkbox"/> 16: Marketing Your Mtgs	\$39	\$59
<input type="checkbox"/> 17: Site Selection & Mgmt	\$39	\$59	<input type="checkbox"/> 18: Working with Speakers	\$29	\$49
<input type="checkbox"/> 19: Trade Show Exhibiting	\$49	\$69	<input type="checkbox"/> 20: Intro to Policy Gvrnc	\$49	\$69

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Check enclosed payable to MSAE       Visa       MasterCard       Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Customer Code \_\_\_\_\_  
(last 3 digits in signature panel)

Mid-Atlantic Society of Association Executives

**MASAE**  
Advancing the Profession of Association Management

**Return form and payment to:**

170 Kinnelon Road • Suite 33 • Kinnelon, NJ 07405  
Fax 973-838-7124 • Register online at: [www.midatlantic-sae.org](http://www.midatlantic-sae.org)