

MSAE Education Catalog

Dear MSAE Member,

To ensure quality professional development offerings, MSAE embarked upon journey to assess members' educational needs. As a part of this process, we reviewed evaluations of programs; conducted focus groups and talked to members regarding their experiences in the classroom. We wanted to glean from their perspective and transform our education program into quality learning and leadership experiences.

In strengthening our professional development opportunities, MSAE recruited members to provide innovative ideas and strengthen programming. For 2016-2017, this impacted the Association Law Symposium, CEO Circles, Movers and Shakers, Operations Conference, the Thanksgiving Brunch and ORGPRO. MSAE wants to earn your respect as your go to place in meeting the professional development needs of you and your team.

From an online learning perspective, MSAE continues to provide educational opportunities to members through our partnership with SeminarWeb and create unique opportunities for online learning through our own online learning platform, Webinato. If you're interested in pursuing Webinato as your own online platform, please contact MSAE to obtain a member benefit.

In meeting the diverse learning needs of adult learners, MSAE incorporates at least two of the learning styles—visual, aural, kinesthetic and conceptual—into each education session. We want to make sure that each participant leaves with a better understanding on the topic and knows how to make the changes necessary to ensure a successful product or service. Bottom line, we want you to receive a return on investment.

Please peruse the Education Catalog and identify the courses that can assist you and your team in meeting the learning and leadership experiences to enhance your organization. At the end of the Education Catalog, MSAE created suggested education courses for members to consider. If you have any questions or concerns, please feel free to contact me at 517-332-6723.

Thanks for your consideration!

Edward Woods III
Director, Learning and Leadership Experiences
Michigan Society of Association Executives

ACADEMY OF ASSOCIATION MANAGEMENT

The Academy of Association Management remains the only statewide and comprehensive educational program specifically designed for association professionals who want to broaden their knowledge of association management and grow in this profession.

Prerequisite:	Two years of work experience for the full Academy, or just working in that discipline for a single session
Elevance Capacity:	Association/Organizational Knowledge
Taxonomy:	AK52K100GM, General Management
Target Audience:	New association executives, senior management, emerging leaders, association personnel working in a particular discipline

Cost –

Member Full Course: \$750

Non-Member Full Course: \$850

Member Single Sessions: \$80

Non-Member Single Sessions: \$180

The Academy curriculum consists of the following courses.

Governance and Structure

Explore the governance and structure of associations, as well as the legal issues surrounding associations. Identify and assess what governance and structure to maximize the benefits to members, volunteers and staff.

Taxonomy:	AK67K260AG, Association Governance AK97P140RBDC, Role of Board of Directors and Committees
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Aug. 22, 2016—East Lansing

Aug. 29, 2016—Farmington Hills

Larry Merrill, CAE

Executive Director

Michigan Townships Association

Strategic Planning

Learn how to create a measureable strategic plan.

Taxonomy:	AK76k3505SP, Strategic Planning
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Sept. 12, 2016—East Lansing

Sept. 26, 2016—Farmington Hills

Donnelly K. Eurich, CAE, CMP

President

Eurich Management Services, L.L.C.

Leadership

Sharpen your leadership acumen and provide direction for your organization, while valuing diversity and ethics.

Taxonomy: PA16R180VD, Valuing Diversity
PA24P170L, Leadership
PA27P200PE, Personal Ethics
PA28P210AE, Association Ethics

Nov. 7, 2016—East Lansing
Nov. 14, 2016—Farmington Hills
Michael D. Bills
Principal
MB Strategies

Finance and Budgeting

Ensure the fiscal health and sound practices for running a credible association.

Taxonomy: AK55K130F, Finance
AK56160CMG, Budgeting
AK62K200HRF, Human Resources Functions
AK63K220RT, Relevant Technologies

Oct. 10, 2016—East Lansing
Oct. 24, 2016—Farmington Hills
Kathie C. Feldpausch, CPA, CAE, RCE
Chief Financial Officer
Michigan REALTORS®

Meeting Planning

Obtain best practices for negotiating and planning an event or meeting.

Taxonomy: AK64K230RM, Risk Management
AK100K220TD, Talent Development (Meetings)

Dec. 5, 2016—East Lansing
Dec. 12, 2016—Farmington Hills
Debbie Kopkau, MBA, CAE, CMP, GMS
Certification Director, MIEM
Director of Operations, Michigan Society of School Business Officials

Nate Melvin, CMP, CGMP, CTA
Business Development Manager
Discover Kalamazoo

Professional Development

Identify effective learning techniques to increase retention and application in the workplace.

Taxonomy: AK100K220TD, Talent Development (Meetings)

Jan. 9, 2017—East Lansing
Jan. 23, 2017—Farmington Hills
Aaron Wolowiec, MSA, CAE, CMP, CTA

CEO/Founder
Event Garde

Public Relations and Marketing

Receive tips and illustrations to enhance your brand and capture the market for your association.

Taxonomy: AK57K150TM, Targeted Marketing
 AK59K170SM, Strategic Messaging
 AK60K180CV, Communication Vehicles
 AK61K190BP, Branding and Positioning

Feb. 6, 2017—East Lansing
Feb. 20, 2017—Farmington Hills
Denise Donohue, CAE
Director
County Road Association of Michigan

Knowledge Management

Generate an understanding how organizations utilize knowledge, improve knowledge outcomes and learning and transfer knowledge to sustain itself.

Taxonomy: IU46P110KMS, Knowledge Management Strategies
 IU47P120KMA, Knowledge Management Application

March 13, 2017—East Lansing
March 20, 2017—Farmington Hills
Sue Radwan, MEd, ARM, CAE, SMP
Owner
Leading Edge Mentoring

Government Relations

Navigate the public policy arena to become an effective advocate for your association.

Taxonomy: AK72K310GR, Government Relations
 AK73K320A, Advocacy
 AK71K300GC, Grassroots Communications

April 10, 2017—East Lansing
April 24, 2017—Farmington Hills
Barry Cargill, CAE
Executive Director
Michigan HomeCare & Hospice Association

Membership

Boost your membership through proven recruitment and retention techniques.

Taxonomy: AK74K330MD, Membership Development
 AK78R100MN, Members' Needs
 AK79R100MR, Member Relationships

May 1, 2017—East Lansing
May 15, 2017—Farmington Hills

Marcy Dwyer, MBA, CAE, CMP
Executive Director
Detroit District Dental Society

Diversified Revenue and Fundraising

Increase your ability to assess and diversify revenue streams for your organization.

Taxonomy: AK75K340DBR, Diversified Business Revenue

June 5, 2017—East Lansing

June 19, 2017—Farmington Hills

Donna Oser, CAE

Director of Leadership Development and Executive Search Services

Michigan Association of School Boards

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. In addition, it fulfills the requirements for those seeking hours to qualify for the CAE exam or meet CAE recertification requirements.

Cost –

CEO (Segments 1-17) Member Price - \$599

Staff Employee (Segments 1-4, 6-11) Member Price \$229

Staff Specialist (Segment 1-11, 14-17) Member Price \$459

Board Member (Segments 1, 2, 3, 6, 11, 12, 13) Member Price \$199

Vendors/Supplier (Segments 1, 2, 3, 5, 6, 7, 10, 14) Member Price \$269

Prerequisite: None

Elevance Capacity: Association/Organizational Knowledge

Taxonomy: AK69K280AC, Association Connections

Target Audience: New employees, those seeking CAE designation, those seeking CAE recertification

CERTIFIED ASSOCIATION EXECUTIVE (CAE) PREP COURSES

MSAE's prep course for the CAE exam has demonstrated success with an average pass rate of over 90%, touting participants from over 35 states and more than five countries. Our program has helped more association executives become CAE's than any other entity through online education, writing the original CAE Study Guide; generating reading outlines by domain; mock exams; and CAE Terminology and Key Concepts Flashcards. Prep course participants can call in from anywhere. All conference calls are recorded for those who are unable to participate in the scheduled calls. MSAE offers the program twice a year, for both exam cycles.

Prerequisite: Employed three years as a full-time chief staff executive or five years as an executive association manager. Candidates must also have completed 100 hours of broad-based, association management-related continuing education or professional development within the last five years.

Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK52K100GM, General Management
Target Audience: Association executives

Spring 2017 Dates –

Jan. 23– Kick-Off Orientation Conference Call

Jan. 27 – Reading List Begins

Apr. 24 – Simulated Exam

May. 5 – CAE Exam

Fall 2017 Dates –

Aug. 21— Kick-Off Orientation Conference Call

Aug. 25 – Reading List Begins

Nov. 17-19 – CRAM Session

Nov. 20 – Simulated Exam

Dec. 1 – CAE Exam

Cost –

Member Full Course: \$795

Non-Member Full Course: \$895

Member Concentrated Course: \$595

Non-Member Concentrated Course: \$695

CRAM: \$450-\$850

CAE SUMMIT

As the worldwide leader in creating CAEs, MSAE created the CAE Summit to meet the continuing education requirements for CAEs. Each year, MSAE reviews the trends and analysis that impacts the association industry in creating the curriculum for the summit. This CAE Summit will explore different patterns of thinking that will help you frame an issue and move to an effective resolution. Whether the issue is about engaging millennials, workforce development in your industry or conflict resolution, these patterns will give you a foundation for thinking through what's really going on in new ways.

Prerequisite: Earned CAE designation
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK52K100GM, General Management
Location: Metro Detroit
Target Audience: CAEs

Dates: May 3-5, 2017

Cost –

Member: \$595

Non-Member: \$895

CEO CIRCLES

The CEO Circles strengthen the leadership foundation of chief staff executives to affect change and success. In this interactive and confidential networking format, chief staff executives bring challenges and stimulate discussion in resolving strategic issues that prevent associations from thriving. The CEO Circles meet six times annually for three hour sessions.

Prerequisite: Employed full-time as a chief staff executive
Elevance Capacity: Personal Awareness
Taxonomy: PA24P170L, Leadership
Target Audience: Chief Staff Executive

Dates: TBD
Cost: \$1200

MOVERS AND SHAKERS CIRCLE

The “Movers and Shakers Circle”, designed specifically for deputy directors, CFOs, COOs, and department directors – in essence, those that report to the chief staff executive and have interaction with the board of directors. The goal is to facilitate conversations on the most important issues facing senior staff executives. The Movers and Shakers Circle meets six times annually for two hour sessions over lunch.

Prerequisite: Employed full-time as senior staff personnel
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK53K1100S, Operational Strategies
Target Audience: Deputy Directors

Dates: TBD
Cost: \$900

CMP PREPARATION COURSE

MSAE’s CMP Preparation Course is an in-depth learning experience that will enhance your preparation for the CMP Examination. The course aligns with the most current CMP International Standards (CMP-IS) developed by the Convention Industry Council (CIC). Through a six-month time period leading up to the exam date, the course addresses topics presented on the CMP Examination through features including:

- Free orientation to guide you through the application process
- Comprehensive curriculum outline to guide participants through the course curriculum
- Specific and relevant reading assignments from each of the three recommended texts: Convention Industry Council Manual 8th Edition; Convention Industry Council International Manual 1st Edition; and PCMA's Professional Meeting Management 5th Edition
- Online quiz questions with immediate results to test reading comprehension
- APEX terminology reviews
- Two mini-reviews that replicate the actual CMP Examination
- One timed practice exam that replicates the actual CMP Examination

Prerequisite: Application and 25 hours on continuing education units within the past five years
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK100K220TD, Talent Development (Meetings)
Target Audience: Meeting Planners

Spring 2017 Virtual Dates –
Mar. 6 – Kick-Off Orientation
Aug. 4-13 – CMP Exam

Cost –
Member Full Course before Feb. 17: \$449
Non-Member Full Course before Feb. 17: \$549
Member Full Course after Feb. 17: \$499
Non-Member Full Course after Feb. 17: \$599

Fall 2017 In Person Dates –
Aug. 15— Kick-Off Orientation
Jan. 2017 – CMP Exam

Cost –
Member Full Course before Jul. 1: \$449
Non-Member Full Course before Jul. 1: \$549
Member Full Course after Jul. 1: \$499
Non-Member Full Course after Jul. 1: \$599
Member Full Course late rate: \$549
Non-Member Full Course late rate: \$649

CMP SUMMIT

The CMP Summit is a total immersion learning experience with invaluable tools and information exclusively for CMPs, or those who are currently taking steps toward obtaining their CMP. Planned by CMPs for CMPs, this program features national speakers on topics that affect your daily work responsibilities and help improve your professional and personal life. The Summit provides opportunities to network with fellow CMPs and build lasting relationships.

Prerequisite: Earned CMP designation
Elevance Capacity: Personal Awareness (Leadership Development)
Taxonomy: PA24P170L, Leadership
Target Audience: CMPs

Dates: Oct. 10-12, 2016

Costs—

Member Full Conference: \$225
Non-Member Full Conference: \$325
Member Thursday Single Day: \$175
Non-Member Thursday Single Day: \$275
Member Friday Single Day: \$175
Non-Member Friday Single Day: \$275

EXTRAORDINARY BOARD ORIENTATION

This engaging workshop will focus on the role and duties of board leaders, discuss the rules of engagement, provide the necessary tools for process facilitation and analyze how to define your governing process.

Prerequisite: Current chairman or incoming chairman; chief staff executive
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK67K260AG, Association Governance
AK97P140RBDC, Roles of Board of Directors and Committees
Target Audience: Current chairman, incoming chairman and chief staff executive

Dates: Jun. 13 and Dec. 12, 2017

Cost –

Individual Registration

*Member-\$199

*Non-Member \$299

2-person Team (Chairman-Elect+ Chief Staff Executive)

* Member \$359

* Non-Member \$459

3-Person Team (Chairman+Chairman-Elect + Chief Staff Executive)

*Member \$359

*Non-Member \$459

GOVERNMENT AFFAIRS ACADEMY

This program is intended to provide the knowledge, for anyone involved in Michigan's legislative environment, to understand and comply with the laws and rules that guide the process. This is NOT how to skirt the laws.

MSAE urges participants to learn from all four sessions. Single sessions are available to purchase separately but to truly improve the public policy environment we need everyone to understand the rules and police each other.

Prerequisite: None
Elevance Capacity: Industry Understanding
Taxonomy: IU35K160IR, Industry Relationships
IU45P100E, Industry Environment
IU50P150SD, Industry Staff Development
Target Audience: Association Board Members, Chief Staff Executives, Deputy Directors, Lawyers, Lobbyists, and Government Affairs personnel

Dates: Sept. 22 and Sept. 29, 2017

Cost –

Member : \$549

Non-Member: \$649

Single Session Member: \$395

Single Session Non-Member: \$495

ASSOCIATION LAW SYMPOSIUM

MSAE's annual Association Law Symposium addresses and shares the latest information on law, tax code, regulations, risk management, finance, governance and human resources.

Prerequisite: None
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK66K250ATL, Anti-Trust Law
AK64K230RM, Risk Management
AK65K240AE, Association Exposure
Target Audience: Association Board Members, Chief Staff Executives, Deputy Directors, Lawyers, CFOs/Finance Directors and Human Resource Directors

Dates: Nov. 14, 2016

Cost –

Member: \$199

Non-Member \$299

THANKSGIVING BRUNCH

Come and experience the joys of the holidays and engage in the latest and greatest technological advances to increase efficiencies for associations. Not only will you come away full, you may be bearing resources to enhance the return on investment for your members.

Prerequisite: None
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK79R110MR, Member Relationships
Target Audience: Association Personnel

Dates: Nov. 18, 2016

Cost –

Association Member \$50

Supplier Member, \$75

Association Nonmember \$150

Supplier Nonmember, \$175

LEADERSHIP SERIES

MSAE's Leadership Series arms senior level directors or new executives to broaden and strengthen their expertise as it relates to leadership, assessment, board relations, financial management, strategic communications and innovation. In developing the Leadership Series, MSAE applies the principles of adult learning with a heavy dose of simulated-learning activities to increase retention and practical application to the association environment.

Prerequisite: Director level or higher
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK67K260AG, Association Governance
AK97P140RBDC, Role of Board of Directors and Committees
PA24P170L, Leadership
Target Audience: Association Personnel

Dates: Feb. 27, April 24, July 24, Aug. 28, Oct. 16 and Dec. 4

Cost –

Member \$750

Nonmember \$850

LEGISLATIVE AND PUBLIC POLICY CONFERENCE

As Lansing's first and foremost legislative and public policy event of the year, this is truly an engaging and interactive conference that provides you with the latest legislative and public policy information to digest, deliberate and possibly debate.

Prerequisite: None

Elevance Capacity: Association/Organizational Knowledge

Taxonomy: AK72K310GR, Government Relations

AK73K320A, Advocacy

AK59K170SM, Strategic Messaging

Target Audience: Association Board Members, Chief Staff Executives, Deputy Directors, Lawyers, and Lobbyists

Dates: Feb. 15, 2017

Cost –

Pre-Conference Only

Member: \$100

Nonmember: \$200

Full Conference

Member: \$250

Nonmember: \$350

COMBO (Pre-Conference and Conference)

Member: \$325

Nonmember: \$425

Reception Only

Member: \$50

Nonmember: \$150

MAKE YOUR MARK

Executives today are responsible for business models that evolve at a rapid pace. The common denominator in successful business models is a foundation in strategic thinking. *Make Your Mark™* provides that foundation for today's leaders. Learn how to build a framework that will facilitate change through specific strategies that forge a pattern of success. Fine tune your ability to create and implement strategic direction by relying on relevant, practical, and proven principles. You will be challenged to:

- Identify key assets within your organization;
- Create your strategic implementation plan;
- Maximize leadership teams on both the board and operating levels; and
- Move your plan forward.

Prerequisite: Letter from Chief Staff Executive for association personnel only
Elevance Capacity: Industry Knowledge
Taxonomy: IU40R100IL, Industry Leaders
IU44R140S, Strategies
IU31K120AG, Association Goals
IU32K130AIR, Association/Industry Relationships
Target Audience: Chief Staff Executives and Association Executives

Dates: TBD
Cost –
Member \$3,400
Non-Member \$4,000

Associ8 @ 5:08

MSAE members now have a designated time and place to mingle and borrow brilliance every month! This meets monthly except for the summer months. Hope to see you at one of our after-hours events.

Prerequisite: None
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK79R110MR, Member Relationships
Target audience: Association Personnel

Dates: Feb. 21, Mar. 28, Apr. 18, May 16, Jun. 20, TBD
Cost: Free with cash bar

ORGPRO

ORGPRO is Michigan's premier education and networking event for organization professionals in the not-for-profit sector. The conference includes two full days of learning and leadership experiences targeted to the needs of association executives, chamber executives, not-for-profit executives, staff specialists, and administrative staff, meeting professionals, volunteer leaders and vendor representatives.

Prerequisite: None
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK52K100GM, General Management
Target Audience: Association Personnel

Dates: July 11–13, 2017
Cost: Based on attendance

2016-2017 SEMINARS

Meeting Planning Conference

MSAE's Meeting Planning Conference continues its quest to developing meeting planners in planning and executing educational and memorable meetings and events for organizations. In attracting industry experts and illustrating with association stories, this conference offers unique opportunities for YOUR meetings planning team to evolve and excel in providing quality learning and leadership experiences. Our subject matter experts are more than just theorists; they are also recognized as leading practitioners in their respective field. In addition to obtaining tips and resources, you'll glean from their

experiences and avoid common pitfalls. As a result, your one-day investment in this conference will pay dividends for your association for years to come

Prerequisite: None
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK64K230RM, Risk Management
AK100K220TD, Talent Development (Meetings)
Target Audience: Meeting planners and those who supervise, partner or support them

Dates: Apr. 18-19, 2017

Cost –

Member \$199

Non-Member \$299

Marketing and Communications Seminar

Knowing that marketing and communications impacts the entire organization, MSAE identified subject matter experts with proven expertise in social media, boosting attendance, strengthening relationships between marketing and finance and digital writing and editing. Through this comprehensive seminar, MSAE would like you to recognize a return on investment not only in marketing and communications, but in membership, meeting planning and interpersonal relationships at your association.

Prerequisite: None
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK57K150TM, Targeted Marketing
AK59K170SM, Strategic Messaging
AK60K180CV, Communication Vehicles
AK56160CMG, Budgeting
Target Audience: Marketing and sales professionals and those who supervise, partner or support them.

Dates: Apr. 25, 2017

Cost –

Member \$175

Non-Member \$275

Membership

MSAE's Membership Seminar delineates the latest trends and methods to increase and retain members; while showing a return on their investment.

Prerequisite: None
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK74K330MD, Membership Development
Target audience: Chief Staff Executives, Deputy Directors, Membership personnel

Date: Jan. 27, 2017

Cost –

Member \$175

Non-Member \$275

Sales

MSAE's Sales Seminar seeks to identify innovative and practical marketing and sales techniques that increases profits and efficiency.

Prerequisite: None
Elevance Capacity: Association/Organizational Knowledge
Taxonomy: AK53K1100S, Operational Strategies
Target audience: Deputy Directors, Marketing, Sales, Vendors

Date: Oct. 25, 2017

Cost –

Member \$175

Non-Member \$275