

“ALA is a comprehensive program that provides association professionals with much needed knowledge relating to all areas of association management.

Katie Bradley, NYS School Boards Association

This program is possible thanks to the generous contributions of



2019
2020

THE ASSOCIATION LEADERSHIP ACADEMY is an eight-month accelerated program for association executives and emerging executives in the association management field. The academy offers a unique learning experience over a series of monthly educational forums led by accomplished association and corporate leaders.

Academy graduates become part of a group of distinguished association professionals who have completed the program. Graduates are recognized among their peers and receive a certificate at the Empire State Society of Association Executives (ESSAE) conference and tradeshow in May 2020.

ALA credits count toward the completion of the Certified Association Executive (CAE) designation. Graduates have found the academy curriculum beneficial in preparing and qualifying for certification and/or recertification.

Graduates are encouraged to remain involved by connecting with peers, engaging in ESSAE committees, and helping formulate future educational programs.

WHO SHOULD PARTICIPATE?

ESSAE's Association Leadership Academy is a great way to formalize and update everything you know about running associations — and to learn in areas you want to grow. The quality of the Academy's instructors and the information-sharing among peers sets association professionals on a new path.

The Association Leadership Academy is open to all ESSAE members and non-members. We invite association executives, senior association staff, support staff with management potential or interest in studying association management, and current and aspiring Certified Association Executives (CAEs) to enroll in the program.

CURRICULUM

Participants in the Association Leadership Academy will emerge with knowledge and critical decision-making ability on timely and significant topics relevant to association management. See the full schedule for program-by-program details.

WHERE AND WHEN

Courses will be held at the New York State School Boards Association training center in Latham, New York. Courses will be held according to the schedule in this brochure. From time to time, education sessions may be offered offsite. Participants will be notified well in advance of venue changes.

“It was clear from the topic selection, the content and the high-quality presenters that ESSAE and the team that prepared the ALA curriculum REALLY put in the time to develop a top-notch program. The topics were relevant and timely. We received practical advice based on real-life situations. ALA challenged me to think about ways I can become a more effective manager and how I can develop my leadership skills. The deans who opened each session and introduced the presenters were outstanding. They are in the association “trenches” and spoke with authority. Ignore their advice/wisdom/guidance at your own peril! The presenters were fantastic — from within the Capital Region and of national renown. Invest in yourself, your association and your career, and participate in the ALA. You will learn and be challenged.

Mark Amodeo, The Business Council of NYS, Inc.



Class of 2017 - 2018

PROGRAM SCHEDULE

Enrollment: July 15 through August 31, 2019
Sessions: September 2019 through May 2020

September 13 (9 AM–2:30 PM)

Developing Your Personal Leadership Journey

Prepare to lay the foundation of your leadership journey. What are your leadership perceptions as you start? Where do you want to focus in the coming months? Where do you have expertise that you could use to guide others? Get ready to explore practical, tangible leadership qualities and skill sets that you can start honing immediately. We will learn together how we can listen better and communicate more clearly. Get to know your classmates as we lay the groundwork of support and connection for the months to come.

Speaker: **Lowell Aplebaum, CAE, CPF, CEO & Strategy Catalyst, Vista Cova, LLC**

October 4 (9 AM–2:30 PM)

Effective Association Management Practices

Examine the fundamental elements required to direct today's associations. Explore how to build strong and productive relationships among volunteer and staff leaders, as well as how to effectively meet board expectations, motivate a limited staff, and stay ahead of membership needs and interests.

Speaker: **Robert Harris, CAE, CEO, Harris Management Group, Inc.**

November 15 (9 AM–2:30 PM)

Advocacy, Politics, and Grassroots Campaigns

Limited resources, conflicting priorities, and unclear rules surrounding PACs, lobbying, and grassroots campaigns, make

work challenging for associations seeking to represent their members' interests in the state's legislative process. Examine effective advocacy practices and strategies you can use to advance your association's advocacy programs with 21st century tools and gain an understanding of today's political climate.
Speakers: **James Carr and David Previte, Hinman Straub Advisors, LLC**

January 17 (9 AM–2:30 PM)

Human Resources Management

Get an overview of the current laws and challenges pertaining to association workplaces, including the Family and Medical Leave Act; sexual harassment; hiring and firing; and other workforce dilemmas and liability issues. Focus on how to set direction, as well as mobilize and motivate your workforce.

Speaker: **John Bagyi, Esq., Bond Schoeneck & King**

February 7 (9 AM–12 PM)

Marketing and Communications

Strong market strategy and communications are key to building and maintaining membership within your association and, just as important, to taking your association's message to broader audiences. Get an overview of key marketing principles, and internal and external communications practices that will put your association in the best light and get results.

Speaker: **Gramercy Communications**

March 6 (9 AM–12 PM)

Understanding the Fiduciary Responsibilities of Association Managers and Board Members

Fiduciary duty requires the exercise of "reasonable care" in performing functions for the association. Learn the principles

of forming and managing a nonprofit, finance in the workplace, ethical responsibility and fostering fiscal integrity.
Speaker: **Kevin Testo, CPA, Principal, Bonadio Group, LLC**

April 3 (9 AM–12 PM)

Creating Community Through Membership

Knowing your membership is key to creating productive engagement and member loyalty. What does the research say about what today's association members want? How can the research guide you in creating a community that members value? Learn how to leverage that research for greater member satisfaction.

Speaker: **Amanda Kaiser, Chief Path Finder, Kaiser Insights LLC**

May 8 (9 AM–2:30 PM)

Strategic Planning and Innovation

Conclude your leadership journey with an overview of the strategic planning process that includes innovation and embracing new technologies. Given the fundamental shifts the industry is experiencing, how do associations stay ahead of the curve over the traditional three to five-year strategic plan? Explore membership analysis and benchmarking, as well as implementation of a strategic plan that reflects your association's mission and ties together what you've learned in the Association Leadership Academy.

Speaker: **Mark Nelson, PhD, MBA, CAE, Executive Director, Systems Dynamic Society**

May 28, 2020

Class of 2020 Graduation Ceremony



"I highly recommend ALA to anyone who has a desire to spend their career in associations. The ALA exposes you to all of the topic areas that you need to know in order to lead a successful organization. Not only were the sessions informative, but they were interactive, which made learning easier and more fun! I enjoyed meeting all of my fellow ALA classmates on their journey in the association world. The connections and lessons learned throughout the class left a positive, long-lasting impression on me and my future in associations."

Ashley Ranslow, National Federation of Independent Business

"When I first registered for ALA, I had the expectation that I would learn from a few professionals about how to improve in my job and my career. After finishing the course, I can say that was achieved along with much more that I didn't anticipate. I have gained confidence in myself, my knowledge and my skill set, increased motivation to continue to advance in my career and pursue my CAE, and a network of professionals to use as a resource."

Meagan Bowker, CAE, Capitol Hill Management Services

CERTIFICATE REQUIREMENTS

Enrollment in the Association Leadership Academy is a commitment to learning and professional development in the association management field. To be recognized as an ALA graduate, you must attend all eight sessions.

Participants who are unable to attend all eight sessions should contact the ESSAE office at (518) 463-1755 or vanessa@essae.org for information regarding makeup opportunities.

GRADUATION HONORS

Participants will graduate at the ESSAE Annual Conference, where they receive a certificate of completion, graduation pin, and be listed on the Academy website by graduating class year.

CAE CREDIT

A total of 36.5 CAE credit hours will be earned by attending all eight sessions of this Academy, which can be used toward your CAE exam registration or CAE recertification.

ENROLLMENT PROCESS

The enrollment process begins July 15, 2019. To enroll, please apply online at www.essae.org/ALA. Your application and payment must be received no later than August 31, 2019.

TUITION

For ESSAE members, the cost of the full program is \$750 (the equivalent of \$93 per session) and includes eight courses, all program materials, and lunch during extended programs. Non-members may enroll for \$1,500 for the full program and all materials. Non-members are encouraged to join ESSAE and receive the full benefit of membership in the organization plus the member program rate.

Need financial help? ESSAE has established a scholarship program to ensure the continued professional growth of colleagues who represent and are dedicated to our profession. Details can be found online: www.essae.org/rita-lashway-scholarship

AUDITING COURSES

ESSAE members not enrolled in the full program may audit a course for a \$200 fee. One course may be audited per program cycle. Non-members may audit a course for \$400.

"If you want to assess what you and your organization are doing right and identify the areas of opportunity for improvement, I would highly recommend ALA. — Cynthia Kimble, Finger Lakes Tourism Alliance"

ACADEMY DEANS

Academy deans are executive staff and presidents/CEOs of statewide, regional or national associations who represent professional achievement and accomplishment. Each educational forum will be moderated by an academy dean. The deans of the 2019-20 ALA program are:

Stephen Acquario, Esq.
Executive Director, NYS Association of Counties

Brian Buff
Vice President, Association Management Operations, Capitol Hill Management Services, Inc.

Jeffrey Keller, CAE
Executive Director, NYS Rural Housing Coalition

Jennifer Martin, MBA
Executive Director, NY School Nutrition Association

Lindsay Miller, MPH
Executive Director, New York Association on Independent Living, Inc.

Maura Ryan
Executive Director, New York Government Finance Officers Association

Robert Schneider, CPA, CAE
Associate Executive Director, NYS School Boards Association

George Swain
Associate Director for Evaluation and Accreditation, NYS Association of Independent Schools

ALA PLANNING COMMITTEE

Co-Chair
Rita Lashway, MBA, CAE (retired)

Co-Chair
Barbara Bradley, CAE (retired)

Georgi Ann Bailey, CAE
Executive Director, American Institute of Architects, New York State

Jeffrey Keller, CAE
Executive Director, NYS Rural Housing Coalition

Vanessa LaClair, CAE, CMP
Executive Director, Empire State Society of Association Executives

Jeanine Santelli, PhD, RN, AGPCNP-BC, FAAN
Executive Director, American Nurses Association - New York

George Swain
Associate Director for Evaluation and Accreditation, NYS Association of Independent Schools