



CLASS OF 2006

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Patrice A. Dugan
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Maura Ryan
Irene Saulsbery
Beth Seme
Peter F. Smith
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Ronald D. Wille
Leslie J. Wood
Kimberly S. Zeoli

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Kimberly A. Gill
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Patricia K. Wood, CAE
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Eileen Carr Trickey
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Barbara J. Conklin
Tedi DeMartino
John T. Evers

Kathy Febraio

Renee Gecsedí
Stacy Gioeli
Paul Heiser
Nancy Kaleda
Kim Lawlor
Karen Leffler-Braman
Lisa Lounsbury
Dan Merkt
Mary Metheny
Deirdre Murphy
Eleanor J. Murray
Katie O'Malley
Garry Polmateer
Edi Samaniego
Lorraine A. Seidel
Megan Thompson
Tammy Wandler-Ginexi
Theresa Wutzer

CLASS OF 2009

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Arlene McKeon
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Deb Orsini
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CLASS OF 2010

Barry Brogan
Teresa Casey
Darci D'Ercole-McGinn
Elizabeth Dribusch
Rebecca Flach
Graham Goffin
Jessica Goldstein
Jennifer Hill
Laura Mann
Brooke Manrique
Christopher Pellnat
Molly Poleto
Tanja Sirago
Katy Stevenson
Beth Wales



*Practical and progressive leadership training
for today's association professional*

CLASS OF 2011



For further information please contact:
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A PROGRAM OF THE EMPIRE STATE SOCIETY OF ASSOCIATION EXECUTIVES, INC.



The Association Leadership Academy (ALA) is an eight month program for executives and emerging executives in the association management field. The academy offers a unique learning experience over a series of monthly educational forums lead by today's distinguished industry and corporate leaders.

Curriculum

Participants in ALA will emerge with knowledge and critical decision making ability on timely and significant topics, including:

- Effective association management practices
- Encouraging community through membership, programs and training
- Communications, marketing and social networking
- Human resource management: maximizing performance & creating a results-oriented work environment
- Advocacy, politics and grass roots campaigns
- The Formation and management of a not-for-profit pursuant to state and federal law
- Strategic planning, benchmarking and membership analysis
- Development of a personal leadership strategy

An orientation will be provided prior to the first session to introduce the structure of the program and the focus of each session, so that the Class of 2011 may begin a dialogue on effective association leadership.

Registration Form

FULL NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

E-MAIL ADDRESS _____

Applicant Criteria:

Please enclose a copy of your most recent resume.

Please answer the following questions:

How many people are employed by your association? _____

How many people do you supervise? _____

How large is your association's annual operating budget? _____

What do you hope to gain from your involvement in the Association Leadership Academy?

Explain one professional goal you would like to attain over the next five years:

Payment Method: Check payable to ESSAE

\$595.00 ESSAE member \$1190.00 Non-member

You are registering for the ESSAE Association Leadership Academy and agree to pay the stated fees. Cancellations more than 10 business days prior to the start of the program will be refunded. Any cancellations received within ten business days of the start of the program will not be refunded. Replacements will be considered. PLEASE REMIT PAYMENT BY AUGUST 6, 2010.

Signature:

Candidate: I understand that by enrolling in this program I am committing the time to participate in each session. I further understand that if I fail to meet the session requirements, I will not receive the Association Leadership Academy's Certificate of Completion.

CANDIDATE'S SIGNATURE: _____ DATE: _____

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 and receive all of your credits, *you must attend all eight sessions as well as graduation.*

Class members unable to fulfill the eight session attendance requirement in one year may apply for consideration to make up one missed class the following enrollment year. Those not able to commit to the full program will not be eligible to graduate.

Graduation Honors

All graduates will be recognized for their achievement and commitment to excellence, and as a member of distinction. Graduates will be honored at ESSAE's annual conference and exposition, awarded a certificate and graduation pin, and listed on the ESSAE Academy Web site and membership directory by graduating class. Each graduating class will be asked to evaluate the program, and be a part of shaping the program's future.

CAE Credit

CAE credits will be awarded for each session. CAE candidates or CAEs registered for the full eight month program will obtain one credit per hour of education toward their CAE or CAE recertification (33.5 points, including graduation).

Enrollment Process

The enrollment process begins in May of each year. To enroll, please complete the attached application or apply online at www.essae.org. Application and payment must be received by no later than August 6, 2010.

Tuition

The cost of the full, eight month program is \$595.00 (the equivalent of \$74.38 a session) and includes eight sessions, and all program materials.

Non-members may enroll for \$1190 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 ALA member rate.

Auditing Courses

ESSAE members not enrolled in the program may audit a course for \$125.00 fee. One course may be audited in the eight month program cycle. Non-members may audit the course for \$250.00.

Lunch Roundtable Option

Classmates are invited to stay after each session for an informal brown bag lunch and roundtable discussion. Roundtables provide ALA participants the opportunity to ask questions, share ideas and get to know colleagues and presenters better. This extended portion of the program is optional for sessions two, four, five, six and seven.

Academy Details

The Association Leadership Academy is open to all ESSAE members and non-members. Participants may enroll each spring. The program includes eight sessions. Sessions are interactive and students will have simple assignments to complete from time to time. ESSAE members who complete the full program will graduate from the Academy and be formally recognized as a distinguished member of their profession and professional organization.

Who Should Participate?

Association executives, senior and middle management association staff, support staff with management potential or an interest in learning more about association management, and future CAEs.

Where & When

Six of the eight courses will be offered at the New York State School Boards Association training center in Latham, NY. Sessions are held on the second Friday of each month (with consideration for holidays). The first and last sessions run from 9:00 a.m. – 2:30 p.m., as well as one session in November. All other sessions are held from 9:00 a.m. – 12:00 p.m. Two courses will be offered off-site to support the learning objectives of those programs.

Schedule *(subject to change):*

May - July, 2010: Open enrollment

September: Orientation and Effective Association Management Practices (extended program)

October: Encouraging Community through Membership, Programs and Training

November: Communications, Marketing and Social Networking (extended program)

December: No Session

January, 2011: Human Resource Management: Maximizing Performance and Creating a Results-Oriented Work Environment

February: Advocacy, Politics and Grassroots Campaigns

March: The Formation and Management of a Professional Trade Association, the Law and Ethical Responsibility

April: Strategic Planning, Benchmarking and Membership Analysis

May: Development of a Personal Leadership Strategy (extended program)

June 2, 2011: Graduation!

Session Descriptions

Effective Association Management Practices *(CAE domains 2, 5, 6, 8)

Friday, September 10 • 9:00 – 2:30 • EXTENDED SESSION

- The fundamental elements that impact today's membership-based organizations
- Systems required to achieve high performance in membership-based organizations
- How to build a strong and productive relationship among volunteer and staff leaders and the strategies to identify the potential within the organization
- An examination of products, services and other benefits of membership in a thriving professional trade association

Encouraging Community through Membership, Programs and Training *(CAE domains 3, 4, 7, 8)

Friday, October 8 • 9:00 – 12:00

- Understanding learning styles to maximize your programs
- Identifying the right education and training
- Creating memorable experiences for your members
- Business partner relationships
- Your time to shine: Using education opportunities to showcase your association

Communications, Marketing and Social Networking *(CAE domains 9)

Friday, November 12 • 9:00 – 2:30 • EXTENDED SESSION

- Internal communications: Building membership loyalty and action with your membership communication
- External communications: Methods and strategies for taking your message to a broader statewide or national audience
- How to use your unique voice to elevate your brand and increase interest through the use social media.

Human Resource Management: Maximizing Performance and Creating a Results-Oriented Work Environment *(CAE domains 3, 5)

Friday, January 14 • 9:00 – 12:00

- Law in the workplace
- Setting direction, mobilizing and motivating your workforce
- Building strong board relations

Advocacy, Politics and Grass Roots Campaigns *(CAE domain 6)

Friday, February 11 • 9:00 – 12:00

- Effective advocacy practices and strategies
- Roots of association advocacy/starting an advocacy program from scratch

The Formation and Management of a Professional Trade Association, the Law and Ethical Responsibility *(CAE domains 1, 2, 3)

Friday, March 11 • 9:00 – 12:00

- Forming and managing a not-for-profit
- Finance in the workplace
- Ethical responsibility
- Fostering fiscal integrity

Strategic Planning, Benchmarking and Membership Analysis *(CAE domain 4)

Friday, April 8 • 9:00 – 12:00

- An overview of the strategic planning process
- Membership analysis and benchmarking
- Implementation of your strategic plan

Development of a Personal Leadership Strategy *(CAE domain 2)

Friday, May 13 • 9:00 – 2:30 • EXTENDED SESSION

- Understanding your leadership style
- Setting direction
- Managing your time around key initiatives
- Self mastery

Graduation Ceremony at the ESSAE Annual Conference Luncheon

Thursday, June 2 • 12:45 – 3:00

- Graduates procession and presentation of graduation certificate and pin

* Indicates content covered for the CAE exam in each of the ten knowledge domains



Academy Deans

Academy deans are executive staff, directors and presidents/CEOs of local, statewide, regional or national associations who represent professional achievement and accomplishment. Each educational forum will be facilitated by an academy dean. The deans of the 2010/11 program are:

Jennifer Mauer, CAE, Managing Director, NYS Association of Professional Land Surveyors

Patricia Bucklin, Esq., Executive Director, NYS Bar Association

Rita M. Lashway, CAE, Deputy Executive Director, NYS School Boards Association

Robert Murphy, CAE, Executive VP of Governmental Affairs, NYS Health Facilities Association, Inc.

Richard A. Poppa, CAE, AAI, President and CEO, Independent Insurance Agents and Brokers of NY, Inc.

Joseph Reilly, President and Executive Director, NYS Broadcasters Association, Inc.

Joseph Van De Loo, President and CEO, Association Development Group, Inc.

Mark L. Yavornitzki, CAE, Principal, GR Initiatives, LLC

Class of 2010

Barry Brogan
Executive Director
North Country Behavioral
Healthcare Network

Teresa Casey
Executive Vice President
Mackin & Company, LLC

Darci D'Ercole-McGinn
Leadership Development
NYSSchoolBoardsAssociation

Elizabeth Dribusch
General Counsel
NY Farm Bureau

Rebecca Flach
Director of Public Affairs
Retail Council of NYS

Graham Goffin
Administrator, PEF
MembershipBenefitsProgram
NYS Public Employees
Federation

Jessica Goldstein
Policy Analyst
NYSSchoolBoardsAssociation

Jennifer Hill
Association Manager
AssociationDevelopmentGroup

Laura Mann
Governmental Relations
Representative
NYSSchoolBoardsAssociation

Brooke Manrique
Marketing Manager
NYSSchoolBoardsAssociation

Christopher Pellnat
Director of Editorial Operations
Healthcare Association of NYS

Molly Poletto
Director, Member Engagement
Healthcare Association of NYS

Tanja Sirago
Executive Director
NYS Magistrates Association

Katy Stevenson
Director of Medical Education
American College of OB/GYN
District II/NY

Beth Wales
Marketing Executive, PEF
Membership
Benefits Program,

NYS Public Employees Federation