

MSAE Education Catalog

INSERVICE TRAINING

MSAE offers customized professional training or staff development for MSAE members. We will provide guidance on the type of education/training that would best fit your team, based on the needs of the organization.

ACADEMY OF ASSOCIATION MANAGEMENT

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

Prerequisite: Two years of work experience for the full Academy, or working in that discipline for a single session

Target Audience: New association executives, senior management, emerging leaders, and association personnel working in a particular discipline

Cost –

Member Full Course: \$700

Non-Member Full Course: \$800

Member Single Sessions: \$75

Non-Member Single Sessions: \$175

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 will maximize the benefits to members, volunteers and staff.

Aug. 2016 —East Lansing

Aug. 2016 —Farmington Hills

Larry Merrill, CAE

Executive Director

Michigan Townships Association

Strategic Planning and Project Management

Learn how to create a measureable strategic plan and develop project management practices to implement the plan.

Sept. 2016 —East Lansing

Sept. 2016 —Farmington Hills

Donnelly K. Eurich, CAE, CMP

President
Eurich Management Services, L.L.C.

Finance and Budgeting

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

Oct. 2016 —East Lansing

Oct. 2016 —Farmington Hills

Nan Pearson, CPA, CAE
Chief Financial Officer
Michigan Association of School Boards

Leadership

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

Nov. 2016 —East Lansing

Nov. 2016 —Farmington Hills

Michael D. Bills
Principal
MB Strategies

Meeting Planning

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

Dec. 7, 2015—East Lansing

Dec. 14, 2015—Farmington Hills

Nick Hussein, GMS
Senior Sales Manager
DoubleTree By Hilton Bay City-Riverfront

Debbie Kopkau, MBA, CAE, CMP, GMS
Certification Director, MIEM and Director of Operations
Michigan School Business Officials

Professional Development

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

Jan. 11, 2016—East Lansing

Jan. 25, 2016—Farmington Hills

Aaron Wolowiec, MSA, CAE, CMP, CTA
CEO/Founder
Event Garde, LLC.

Public Relations and Marketing

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

Feb. 8, 2016—East Lansing

Feb. 22, 2016—Farmington Hills

Denise Donohue, CAE

Director

County Road Association of Michigan

Knowledge Management

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

March 7, 2016—East Lansing

March 21, 2016—Farmington Hills

Sue Radwan, MEd, ARM, CAE, SMP

Owner

Leading Edge Mentoring

Government Relations and Public Policy

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

April 11, 2016—East Lansing

April 25, 2016—Farmington Hills

Barry Cargill, CAE

Executive Director

Michigan Association for Home Care

Membership

Boost your membership through proven recruitment and retention techniques.

May 2, 2016—East Lansing

May 16, 2016—Farmington Hills

Marcy Dwyer, MBA, CAE, CMP

Executive Director

Association Management Resources/Michigan Institute of Laundering & Drycleaning

Diversified Revenue and Fundraising

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

June 6, 2016—East Lansing

June 20, 2016—Farmington Hills

Donna Oser, CAE
Director of Leadership Development and Executive Search Services
Michigan Association of School Boards

ASSOCIATION CONNECTION

Our online video resource available for anyone 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 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
Target Audience: New employees, those seeking CAE designation, those seeking CAE recertification

BOARD TRAINING SERIES

This engaging series 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: Volunteer board member and chief staff executive
Target Audience: Current board member and chief staff executive

Dates: Dec. 16, 2015, Apr. 26, Aug. 2016

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

CERTIFIED ASSOCIATION EXECUTIVE (CAE)

MSEA'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. The original CAE Study Guide contains reading outlines by domain, mock exams and CAE Terminology and Key Concepts Flashcards. Prep course participants can call in from anywhere and all conference calls are recorded for those who are unable to participate in the scheduled calls. MSEA 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.

Target Audience Association executives

Important Dates –

Full Course

Jan. 11 – Kick-Off Orientation Conference Call

Jan. 15 – Reading List Begins

Apr. 25 – Simulated Exam

Concentrated Course

Feb. 15 – Kick-Off Orientation Conference Call

Feb. 19 – Reading List Begins

Apr. 25 – Simulated Exam

CRAM Session

Apr. 15-17

May 2, 2016 – CAE Exam

Fall 2016 Dates: TBD

Dec. 2, 2016 – CAE Exam

Cost –

Member Full Course: \$795

Non-Member Full Course: \$895

Member Concentrated Course: \$595

Non-Member Concentrated Course: \$695

CRAM: \$350-\$550

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. Last year, the CAE Summit focused on “Building a Culture of Performance Excellence.”

Prerequisite: Earned CAE designation
Location: Grand Rapids
Target Audience: CAEs

Dates: May 4-6, 2016
Cost: \$595

CEO CIRCLES

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 by 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
Target Audience: Chief Staff Executive

Dates: TBD
Cost: \$1200

CMP PREP COURSE

MSAE continues its quest to improve the meetings industry in Michigan. Through a partnership with Event Garde, LLC, MSAE seeks to develop more certified meeting professionals. 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 9th Edition and PCMA's Professional Meeting Management 6th Edition
- APEX terminology reviews

Prerequisite: Application and 25 hours on continuing education units within the past five years

Target Audience:
The CMP Prep course targets association meeting professionals, suppliers, conference service managers who have been working in the industry for at least 3 years.

Dates: TBD
Cost –
Virtual -August 2016 Exam

Member: \$399
Non-Member: \$499

In Person-January 2017 Exam
Member: \$450
Non-Member: \$550

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
Target Audience: CMPs and meeting planners in the process of earning their CMP

Dates: October 10-12, 2016
Cost –
Member Full Conference: \$280
Non-Member Full Conference: \$380
Member Single Day: \$175
Non-Member Single Day: \$275

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.

MSAE urges participants to attend 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
Target Audience: Association Board Members, Chief Staff Executives, Deputy Directors, Lawyers, Lobbyists, and Government Affairs personnel

Dates: September 9 and 22, 2016
Cost –
Member \$340
Non-Member \$440
Single Session Member, \$105
Single Session Non-Member, \$205

HOLIDAY BRUNCH AND TECHNOLOGY SHOWCASE

Come and experience the joy 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 will leave with resources to enhance the return on investment for your members.

Prerequisite: None
Target Audience: Association Personnel

Dates: Dec. 11, 2015

Cost –

Association Member \$70

Association Non-Member \$170

Allied (Supplier) Member \$80

Allied (Supplier) Non-Member \$180

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
Target Audience: Association Board Members, Chief Staff Executives, Deputy Directors, Lawyers, CFOs/Finance Directors and Human Resource Directors

Dates: Nov. 2016

Cost –

Member \$150

Non-Member \$250

LEADERSHIP SERIES

MSAE seeks to provide executive leadership training to strengthen the workforce of associations in developing their team. The leadership series takes place over the course of six days with three education sessions on each day.

Prerequisite: None
Target Audience: The Leadership Series targets past Association of Academy Management graduates or those employed at a directors level or higher.

Dates: Feb. 29, Apr. 18, June 27, Aug. 22, Oct 17, Dec. 2

Cost –

Member \$495

Non-Member \$595

LEGISLATIVE AND PUBLIC POLICY CONFERENCE

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

Prerequisite: None
Target Audience: Association Board Members, Chief Staff Executives, Deputy Directors, Lawyers, and Lobbyists

Dates: Feb. 16, 2016

Cost –

Member \$225

Non-Member \$325

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 create a pattern of success. Fine tune your ability to design and implement strategic direction 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

Target Audience: Chief Staff Executives and Association Executives

Dates: TBD

Cost –

Member \$3,400

Non-Member \$3,650

MEMBER MIXERS

MSAE's Member Mixers provide a perfect opportunity to network with colleagues, tempt the taste buds and experience the sights and sounds of the destination.

Prerequisite: None

Target audience: Association Personnel

Dates: TBD

Cost –

TBD

OPERATIONS CONFERENCE

MSAE seeks to provide beginning to advanced training for association personnel who are responsible for innovation, efficiency and sound practices to maximize organizational effectiveness.

Prerequisite: None

Target Audience: CSEs, Deputy Directors, CFOs, HR directors, IT professionals, finance personnel, office administrators and administrative assistants.

Dates: March 2016

Cost –

Member \$160

Non-Member \$260

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

Target Audience: Association Personnel

Dates: July 11–13, 2016

Cost: Based on attendance

2015-2016 SEMINARS

Membership

MSEA's Membership Seminar describes the latest trends and methods to increase and retain members.

Prerequisite: None

Target audience: Chief Staff Executives, Deputy Directors, Membership personnel

Date: Jan. 8, 2016

Cost –

Member \$150

Non-Member \$250

Sales

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

Prerequisite: None

Target audience: Deputy Directors, Marketing, Sales, Vendors

Date: April 2016

Cost –

Member \$150

Non-Member \$250

Meeting Planning Conference

In order to sustain and improve our status as a Top Ten industry in Michigan, MSAE seeks to invest and further develop meeting planners.

Prerequisite: None

Target Audience: Those new to the industry or preparing to enter the field.

Dates: April 13-14, 2016

Cost –

Member \$150

Non-Member \$250