

# Where Will CSAE Take You in 2010?

**F**or those of us who look forward to receiving Executive Memo each quarter, the value of CSAE is unquestionable. So what can you expect from your membership in 2010? That's up to you!

Everyday, I head to the RMIIA office to serve our members, and it would be a disservice to them not to keep up on all the tools, tips, and strategies that are central to operating a successful association. I count on CSAE to keep me

current with all the things I need to know to better serve RMIIA members, and being actively involved in CSAE gets me to the table to give input about what I need as a CSAE member.

Whether you work with a small, local association or you represent thousands of members in an international association, there is a place for you at the CSAE table. The goal of CSAE is not just to educate, but also to inspire, and with the experience of more than 3,000 association professionals to draw from, inspiration is never hard to find.

## Finding Inspiration

At the CSAE website, you will find useful links, a list of providers and sponsors, and list serves that allow you to pose a question to your peers with a simple email. Monthly luncheons offer invaluable education and professional development opportunities, and the online "Association Management 101" program gives newcomers an orientation to the many functions of association management.

All of these tools are at the disposal of CSAE members, and while they are a powerful set of tools, after all, CSAE is about the people. It's about the opportunity to meet with and learn from your peers about what works and what doesn't, and without question, the strength of CSAE is reliant on the members involved. So what can we, as members, do to increase our strength?



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## Strength of CSAE

Colorado's associations collectively employ roughly two million people and spend about \$220 million annually in Colorado. We are a driving force in Colorado's job market and economy, and by coming together to demonstrate our commitment to collaboration, we help foster public awareness about the impact associations have on society.

No matter what industry your association serves, you can count on CSAE to play the role of advocate for the association management community. CSAE leads the charge in developing alliances that promote visibility for its members, influencing public policy issues that are important to associations, monitoring legislative activity that impacts associations, and developing position statements and action plans.

Of course, as readers of Executive Memo, we already know all of this. So in 2010, think about whom in your organization would benefit from CSAE membership. The more members we have as resources, the stronger we stand as a community, and that's a table I definitely need a seat at. ■

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