



## **Top Ten Reasons Why I Should Send My Employee(s) to the WSAE Association Leadership Academy (ALA)**

- You see leadership potential in your employee(s).
- Your employee(s) are hungry to be a bigger part of your association.
- Your employee(s) crave professional development opportunities, and you want a way to do it cost effectively.
- You want your employee(s) to expand their professional network.
- Your employee(s) want to learn about aspects of your association they're not currently directly involved with.
- Your employee(s) could be a candidate for CAE credentialing.
- Your employee(s) would benefit from networking with other association leaders from across Wisconsin.
- Your employee(s) would benefit from having an enhanced experience at the WSAE Summit and Live@ events.
- Your employee(s) can be part of a yearlong leadership program that requires only a few hours each month.
- **You want to support the future of association leadership.**

Elevate your association by supporting your staff! This program is a great tool for executives to encourage and support their staff members in their professional development.

The WSAE Association Leadership Academy application process is open through August 1st. The first meeting is at the WSAE Annual Summit November 19-20 at The Edgewater in Madison. The cohort meets monthly via video conference throughout the following 12 months, and in person again at the Live@ event in the spring. The cohort's last meeting will be at the 2025 WSAE Summit.

Learn more on our website: <https://www.wsae.org/association-leadership-academy>

If you have questions, please reach out to the WSAE Office at [office@wsae.org](mailto:office@wsae.org).