



Quick Start

Member Guide

Welcome

Welcome to the Wisconsin Society of Association Executives (WSAE)! Here is your membership kit with all you need to get started as a new member of the WSAE community. You will get the most out of your membership by fully exploring all of the opportunities WSAE offers.

1 Get connected!

Information sharing and networking takes place every day online; it's the place where members go to ask questions, share news, access resources and find their peers.

To get started, go to www.wsae.org. Log in by entering the email address you gave us when you applied and your password (which has been sent to you via email, separately).



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Update your profile

You have the opportunity to expand your professional network and build on the relationships you've developed through your participation in WSAE. The website is the place to learn, try out ideas, and pick the brains of other execs, association staff and industry professionals who face similar challenges. It truly is the site that you create.

If you're familiar with Facebook or LinkedIn, you know that the first step to participating in an online community is to log in and create a profile. The information you share in your profile provides the common ground on which relationships begin. The more complete you make your profile, the better!

To do this, after you've logged in, click on the "Profile" link in the welcome box located in the upper right-hand corner of the www.wsae.org web page.

Learn more about making the most of wsae.org by perusing the "GET STARTED!" page located beneath the "Engage" tab in the main menu.



Make Mr. Nobody disappear

Go to your profile on wsae.org, click on the icon on the upper right corner of the photo space, and follow the online prompts.

Being a member of WSAE has given me access to numerous resources that I wouldn't have otherwise had. Anytime I am looking for a new solution for my association, I put my challenge out on WSAE's Connected Community and tap into the minds of some the brightest association execs in the country. I get great suggestions and I never have to leave my desk!

~Lani Becker, CAE, Wisconsin Dental Association

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Introduce yourself!

One of the wonderful things about WSAE is being able to network with one another. The WSAE online community gets bigger every day and is the perfect place to connect to solve the challenges we face and get to know each other. Take a little time to introduce yourself!

1. Go to the Connected Community discussion on wsae.org (click "All Communities" page located beneath the "Engage" tab in the main menu, then scroll down and click the "Connected Community").
2. Go to the "Discussions" tab, then scroll down to the "Introduce Yourself!" thread. Find the end of the discussion string and click the "Reply to eGroup" button from the drop down selection.
3. Here, create a new message which includes:
 - Your name
 - The name of your organization
 - How long you've been working in or with associations
 - Why you enjoy your work
 - A fun fact - favorite vacation spot, interesting hobby, unique pet, etc.



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Advance your career

WSAE is all about helping you and your association thrive and grow. Association professionals seeking to elevate their professional standards and enhance their individual performance may consider pursuing the **Certified Associate Executive** (CAE) credential. The CAE credential is the marker of a committed association professional who has demonstrated the wide range of knowledge essential to manage an association in today's challenging environment. Earning and maintaining the CAE is a three-part process. Candidates must first meet eligibility requirements and submit an application. The next step is to sit for and pass the CAE exam. Once you have earned the credential, you must maintain it by fulfilling certification renewal requirements every three years.

The CAE credential was founded by the American Society of Association Executives (ASAE) in 1960, and was granted accreditation by the National Commission for Certifying Agencies (NCCA) in 2010. Preparation help for the CAE exam can be found in a variety of places – study groups, a CAE Candidate group on ASAE's Collaborate site, your local society of association executives and independent study resources listed on www.whatiscae.org.

The Michigan Society of Association Executives (MSAE) conducts online and in-person CAE preparation courses. Members of WSAE are considered members of a partnered allied society, and can receive the member rate for MSAE CAE prep courses.



When you're looking for a new job, or want to recruit qualified candidates quickly and easily, let the **WSAE Career Center** be your first stop. At any one time, you'll find hundreds of open positions by expertise and location. Be sure to sign in to post your resume and receive job alerts.

The Career Center is an ASAE sponsored program and a powerful tool for employers and professionals alike.

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Discover innovative ways to improve your association

Educational programs feature expert speakers who share the latest developments and trends in association management. Our annual **Summit** is a high-level, two-day program that challenges you to think about the future of your association in new ways, and it also includes our Annual Awards Celebration. The **WSAE Spring Outing** is a favorite event that includes networking, education, and a golf tournament. But don't worry, if you're not a golfer, we offer an extra educational session just for you! Be sure to check the calendar on wsae.org for all scheduled programs. Most programs are eligible for CAE credit.



Our **Solutions Network** offers small group communities, called "spokes," that provide the opportunity to delve deeper into specific topics of interest to association professionals. Groups discuss topics via the wsae.org online community, webinars or live meet-ups.

The WSAE Solutions Network is your place to ask questions, seek solutions, discover new trends and practices. And a great place to learn from your WSAE peers.

The Solutions Network Spoke Communities are easy to find and utilize. Find them under Engage > All Communities. If a topic interests you, become a member by selecting the "join" button. There is no additional cost and you may join as many Solutions Network Spokes as you like. Follow the discussions, use the resources in their library or post your own question or topic of discussion.

WSAE makes it easy for you to connect with members who have common interests. Our annual print **Membership Directory** is a handy go-to resource, listing members by city and company. Prefer to search online? You'll find a searchable directory by perusing the "Member Directory" page located beneath the "Membership" tab in the main menu. From here, you'll find a comprehensive search tool to find WSAE members.

This was the first WSAE event I attended, and it was one of the best networking and overall entertaining events I have attended with WSAE. It was much more relaxed than I expected and we could not have asked for a more accommodating group of attendees. Thank you to everyone involved!

~Catherine Cluff, Four Seasons Island Resort

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Develop leadership skills and share your knowledge

Realize the benefits of WSAE membership by being an active participant in your association.

- Develop leadership skills
- Expand your professional and personal network
- Shape the future of the association and the profession

Get Involved

- Join your peers on an association **task force** and work to advance associations and the WSAE mission.
- Help set the course of your association by serving on the **Board of Directors**.
- Contribute an article to **VantagePoint** magazine and gain professional recognition while earning CAE credit. Contact Kristin McGuine at kmcguine@wsae.org with your story ideas.
- **Participate** in WSAE's Connected Community – start a discussion, form a Solution Network Spoke, blog!



Every vibrant, active and effective profession has an organization that fosters professional growth and promotes best practices. In the world of association management in Wisconsin, that organization is WSAE. They are the professional association for professional associations so to be effective, they must be leaders in management innovation – and that's just what they do.

~Mike Theo, CAE, Wisconsin Realtors Association

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Take advantage of special products and services

Admit it. You'd like to know how your salary stacks up against other association professionals doing what you do, where you are. Collected from a wide cross section of associations, the **Compensation and Benefits Survey** analyzes salary data on a national and state-wide scale. The report includes gender by position, average salary and salary increases by position and years of experience, leave and vacation policies, retirement and insurance benefits, and CEO contract conditions. Contact staff to learn more.

The **WSAE Lending Library** is a fantastic resource for learning and researching everything from leadership management and association law, to strategic planning and procedural organization. Stop in to the WSAE office to check out one or more books, many published by ASAE & The Center for Association Leadership. This is a fantastic member benefit for those studying for their CAE, too!

Of course, WSAE has its own publications, too. **VantagePoint magazine** is a full-color magazine mailed to all members four times a year. And watch for the **monthly e-newsletter** in your inbox for quick and concise news about the association.

