



Dear ISAE Member,

Not every manager is a leader and not every leader is a manager. A good association executive or staff person can be both—with the right training.

That's where the **ISAE Leadership Program** comes into the equation. The ISAE Leadership Program is comprised of six strategic one-day programs over a six month period designed to instill in you the necessary qualities to not only provide stability to your organization, but also giving you confidence that builds trust in others so they choose to follow your leadership.

The six program sessions cover:

- **Governance and Leadership:** governance structures, leadership techniques, strategic planning, ethics and diversity.
- **Finance, Legal and Risk Management:** business planning, finance, fraud identification, insurance, legal and risk management and PCI compliance.
- **Knowledge Management, Meetings and Foundations:** research, affiliate programs, meetings and events, facility management, certification and accredited programs, and foundations.
- **Membership, Board and Volunteer Development:** component relations, membership recruitment/engagement/retention, volunteer management, human resources, engaging in and encouraging diversity.
- **Public Policy and Government Relations:** legislative process and rule-making, issue development, working with lobbyists, coalition building, PACs and reporting requirements, and a tour of the State Capitol.
- **Communications and Technology:** branding, marketing, communications including media, newsletters and websites, PR campaigns, and technology trends.

This ISAE program is only offered every other year so ***now*** is a great time to take advantage of this opportunity. The program will not be offered again until 2020.

Please accept this invitation to submit your application for the 2018 – 2019 ISAE Leadership Class by August 1, 2018. Applications for the class will be reviewed and approved by August 15, 2018.

The fee for the ISAE Leadership program is \$395/member and \$525/non-members (includes one-year free membership). Fees include course materials and lunch. Each session is held 8:30 a.m. – 4:30 p.m., unless otherwise notified. Dates and locations are listed on the enclosed schedule. Because participation and attendance is vital to your success, we want to emphasize that participants are not allowed to miss more than ONE class.

If you have questions, please do not hesitate to contact the ISAE office at admin@iowasae.org or 515-284-7055. The deadline to **submit your application is August 1, 2018. To submit, individuals must complete the online Leadership Class registration form located at www.iowasae.org, under the Calendar tab. Attendees will be notified of their acceptance in the program by August 15, 2018.**

Sincerely,
David Scott
ISAE Executive Director



ISAE Leadership Program 2018-2019

Session 1 –

Date: **Tuesday, October 16, 2018**

Location: **Diversified Management Services Office**, 6919 Vista Drive, West Des Moines

Topic: **Governance and Leadership**

Presenters/Facilitators: **Wes Ehrecke and Kevin Kruse**

Session 2 –

Date: **Thursday, November 29, 2018**

Location: **Iowa Grocery Industry Association Office**, 2549 106th Street, Suite 102, Urbandale

Topic/Presenters: **Finance, Legal and Risk Management**

Presenters/Facilitators: **Michelle Hurd and Laurie Traetow**

Session 3 –

Date: **Wednesday, December 5, 2018**

Location: **Iowa Bankers Association Office**, 8800 NW 62nd Avenue, Johnston

Topic/Presenters: **Knowledge Management, Meetings, and Foundations**

Presenters/Facilitators: **Darcy Burnett and Jill Olsen**

Session 4 –

Date: **Thursday, January 24, 2019**

Location: **Association Management, Ltd. Office**, 1255 SW Prairie Trail Parkway, Ankeny

Topic/Presenters: **Membership, Board and Volunteer Development**

Presenters/Facilitators: **Lynn Harkin and Joe Hrdlicka**

Session 5 –

Date: **Wednesday, February 13, 2019**

Location: **Iowa Motor Truck Association Office**, 717 East Court, Des Moines

Topic/Presenters: **Public Policy and Government Relations**

Presenters/Facilitators: **Dawn Carlson and Jim Henter**

Session 6 –

Date: **Tuesday, March 12, 2019**

Location: **The Iowa State Bar Association Office**, 625 East Court Avenue, Des Moines

Topic/Presenters: **Communications and Technology**

Presenters/Facilitators: **Jay Iverson, Reo Menning and Harry Shipley**