



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 2028.

Please accept this invitation to submit your application for the 2026 – 2027 ISAE Leadership Class by November 6, 2026.

The fee for the ISAE Leadership program is \$700/member and \$950/non-members (includes one-year free membership). Fees include course materials and lunch. Each session is held from 9:00 a.m. – 3:00 p.m., unless otherwise notified (times subject to change). 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 November 6, 2026. To submit, individuals must complete the online Leadership Class registration form located at www.iowasae.org under the Calendar tab or [click here](#).**

Sincerely,
David Scott
ISAE Executive Director



ISAE Leadership Program 2026-2027

Session 1 – Wednesday, November 11, 2026

Location: **Iowa Society of Association Executives Office Location**, 1080 Jordan Creek Parkway, West Des Moines, Conference Room

Topic: **Finance, Legal and Risk Management** –business planning, finance, fraud identification, insurance, legal and risk management and PCI compliance.

Session 2 – Tuesday, December 15, 2026

Location: **Iowa Bankers Association Office**, 8901 Northpark Drive, Johnston

Topic: **Knowledge Management, Meetings, and Foundations** – research, affiliate programs, meetings and events, facility management, certification and accredited programs, and foundations.

Session 3 – Thursday, January 21, 2027

Location: **Iowa Society of Association Executives Office Location**, 1080 Jordan Creek Parkway, West Des Moines, Conference Room

Topic: **Governance and Leadership**- governance structures, leadership techniques, strategic planning, ethics, human resources.

Session 4 – Wednesday, February 17, 2027

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

Topic: **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.

Session 5 – Thursday, March 25, 2027

Location: **Iowa Society of Association Executives Office Location**, 1080 Jordan Creek Parkway, West Des Moines, Conference Room

Topic: **Communications and Technology** – branding, marketing, communications including media, newsletters and websites, PR campaigns, and technology trends.

Session 6 – Thursday, April 15, 2027

Location: **Iowa Society of Association Executives Office Location**, 1080 Jordan Creek Parkway, West Des Moines, Conference Room

Topic: **Membership, Board and Volunteer Development** – component relations, membership recruitment/engagement/retention and volunteer management.