

---

**Contracting Group:** Wisconsin Society of Association Executives  
22 North Carroll Street, Suite 300  
Madison, WI 53703

**Contact:** Lynda J. Patterson, FASAE, CAE, Executive Director  
C: Brittany Marsala, Events Coordinator  
22 North Carroll Street, Suite 300  
Madison, WI 53703  
Phone: 608-310-7850  
Fax: 608-251-5941  
Email: [lpatterson@wsae.org](mailto:lpatterson@wsae.org), [bmarsala@wsae.org](mailto:bmarsala@wsae.org)

WSAE is soliciting support from industry experts who would like to share their ideas with Wisconsin's top association executives during an upcoming 2012 educational program. This is a great opportunity to showcase your knowledge to groups of five to over 100.

The mission of WSAE is to serve as a forum where the association community thrives and grows. Our members include staff leaders of trade and professional associations, philanthropic organizations, and association management companies, as well as those who consult associations or other membership organizations. Our Industry Partner members include those who market to WSAE members and others who are not full-time association executives.

All presentations are two hours and include time for a participant question and answer session. WSAE requests that all submitters incorporate a high level of interactivity into their session to encourage participant engagement.

The majority of WSAE members are in close proximity to the Madison and Milwaukee areas. Therefore, a large amount of our programs are near one of these cities. However, 1-2 programs per year are held in another location. WSAE wishes to maintain low member registration fees in 2012. Special consideration will be given to those able to meet our budget needs. WSAE will cover all travel and lodging expenses for each selected speaker.

All submissions will be evaluated by WSAE Staff and the Program Committee.

*Please send completed form, a brief speaker biography and a high resolution photo to Brittany Marsala ([bmarsala@wsae.org](mailto:bmarsala@wsae.org)) by **September 1, 2011**. If you have any questions please feel free to call the office at 608-310-7850.*

| Submission Requirements:  |                            |
|---|----------------------------|
| Deadline for Proposal Submission  | September 1, 2011          |
| Method of Response  | Electronic submission only |
| *Please clearly indicate which programs or events you are responding to.* |                            |

**OPEN 2012 Educational Program Dates:**

- February 8
- May 15
- September 19-20 (Educational Conference)\*
- December 5-6

*\*An all day speaker showcase focused on a specific industry related topic for up to 150 registrants. Interactive break-outs, an evening reception and an association staff only event are also included.*

**Additional Opportunities:**

Note that WSAE continuously seeks ways to offer additional educational opportunities to our members. Various programs will be added throughout the year such as CEO Roundtables, CAE Study Groups, Board Leadership Seminars, etc.

**Speaker Contact Information:**

|                             |  |
|-----------------------------|--|
| Full name with designations |  |
| Professional organization   |  |
| Full professional title     |  |
| Mailing address             |  |
| City, State, Zip            |  |
| Email address               |  |
| Phone number                |  |
| Cell phone number           |  |
| Speaker fee                 |  |

**Presentation Details:**

*\*The typical meeting schedule includes an hour of networking/breakfast, followed by a two hour speaker presentation and concludes with lunch at the selected property.*

|                                       |  |
|---------------------------------------|--|
| Proposed presentation title           |  |
| 3-5 sentence presentation description |  |
| AV needs                              | WSAE staff will provide a laptop, thumb drive with PowerPoint slides saved, riser, podium, lavalier microphone, screen, and projector. Please explain any additional AV needs below. |

**Please select the learning domain(s) (up to three) that best reflect the content of this session:**

| Domain                       |  | Domain                 |  | Domain                 |  |
|------------------------------|--|------------------------|--|------------------------|--|
| Administration               |  | Foundation             |  | Membership Development |  |
| Administrative Support       |  | Governance             |  | Membership Services    |  |
| Certification/ Credentialing |  | Government Relations   |  | Program Development    |  |
| Chapter/Component Relations  |  | Human Resources        |  | Public Policy          |  |
| Communications               |  | Information Technology |  | Public Relations       |  |
| Diversity                    |  | Legal                  |  | Research               |  |
| Education                    |  | Marketing              |  | Sales/Sponsorship      |  |
| Finance/Accounting           |  | Meeting Planning       |  | Social Media           |  |

**Please list three learning objectives for this session.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Is this session relevant to Industry Partner members?**

☐ Yes – if so, please explain how:

☐ No