

## ASAE Monthly Newsletter



# Strategy Starts with Members

A Working Session on Member-Focused Strategic Planning

February Luncheon

February 17th

11:45 AM

Capital Hotel

Practice strategic planning in a way you can reuse!

Dr. Julie Robinson will guide us through a structured process to assess member perspectives, explore potential solutions, and establish priorities. This luncheon will generate actionable ideas for ASAE and for your organization.



Premier Partner

## February Luncheon

Tuesday, February 17th

11:45 AM

Capital Hotel

### Strategy Starts with Members

A Hands-On Member-Focused Strategic Planning with Dr. Julie Richardson. Strategic planning doesn't have to be overwhelming — and it doesn't have to start with a full retreat. This interactive luncheon is designed as a mini strategic planning exercise that associations can adapt and replicate with their own boards and leadership teams.

### REGISTER TODAY

Registration ends Thursday, February 12th

**Sponsored by Visit Hot Springs!**



## Thank you to our 2026 Partners!

### Premier Partners:

Destination Rogers  
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Little Rock CVB  
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Explore Harrison	Wyndham Fort Smith
	Wyndham Riverfront

If you want to be a part of this amazing group, there is still time! Email [Leigh](#).

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**Need to renew your 2026 membership? [Login](#) today or [email Leigh](#) for your paperwork.**

**Membership must be renewed by March 15<sup>th</sup>.**

**Associate Members: Before renewing, consider a [partnership](#) for best value!**



## Cocktails with a Capitol View

Tuesday, March 17th

4:30 - 6:00 PM

ASU System Office Winthrop Rockefeller Building

### COCKTAILS WITH A CAPITOL VIEW

Join us for a special St. Patrick's Day edition of this networking event with ASAE members and guests. Refreshments and food catered by the Embassy Suites by Hilton Red Wolf Convention Center.

[\*\*REGISTER early TODAY\*\*](#)

**Event Space and Food Sponsored by Embassy Suites by Hilton Red Wolf Convention Center.**



### Board Relations and Preparedness

In the dynamic realm of association governance, the composition of the boardroom is in constant flux—new members join, seasoned ones depart, and the board renews itself cyclically. This perpetual transformation brings forth not just challenges but also rich opportunities for organizational growth and strategic development. Check out this white paper from Lowell Aplebaum, a speaker on board relations, who spoke to ASA Leadership in January. [Read more here.](#)

**If you are looking for a career opportunity or have an open position to post, let us know!**



**THE POWER OF  
ASSOCIATIONS**  
PURPOSE. COMMUNITY. IMPACT.

### Associations Are Essential

Did you know associations are the primary source of post-college skills training, professional certifications and product and service standards across all industries?

[Learn what national ASAE does to promote the Power of Associations.](#)

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