

**Tallahassee Society of Association Executives
Associate Professional Association Leadership (APAL) Program**

Purpose: This program was created for the Associate members of TSAE and is designed to provide them with a deeper understanding of associations and how they can better serve their association clients. It also provides a forum for TSAE Associate members to learn from one another and to meet with association executives in the course of the APAL program. Graduates of the APAL Program have continuing opportunities to meet and interact with association executives during the PAL II roundtables.

Applicant Criteria: All applicants must have at least 3 years of experience in their industry and must be currently working in the association market. The APAL program is ideal for anyone who provides services to associations.

Applicants are required to provide two letters of reference from colleagues in their field (at least one of which must be from someone in an executive level position; provide a "letter of support" from their employer acknowledging the attendance commitment required; and must agree to serve as a resource for TSAE on planning for the following year's program. Class size is limited to 15 participants.

Fee: The fee for the APAL Program is \$99 and includes registration for the TSAE Power Luncheons held on the days of the August and December APAL Classes. The fee includes notebooks, handouts and other APAL materials. The fee does **not** include registration to TSAE Education Day. APAL attendees are expected to register for and attend the TSAE Education Day as either an exhibitor or an attendee. Once an applicant has been accepted into the APAL program and has paid their fee, the fee is non-refundable.

Schedule: There will be three APAL Classes a year. Applicants must attend all three sessions in order to graduate. Classes begin at 8:00 am and conclude at 11:30 am. Education Day serves as one of the three classes. Applicants are expected to register for and attend Education Day either as an exhibitor or as an attendee. Applicant must attend at least one educational session during Education Day.

The 2009 APAL Schedule is:

August 12, 2009 8:00 am - 11:30 am Topic – Associations 101. The APAL Class and the PAL Class will meet together for this session. If APAL participants wish to attend the afternoon session on certification, they may do so, but are not required to do so.

October 21, 2009 TSAE Education Day—All day Educational Programming and Trade Show.

December 16, 2009 8:00 am - 11:30 am Session on Negotiations; What's on Your Mind—a Session with Association Meeting Planners; and a Roundtable Discussion with members of TSAE Board of Directors.

In order to successfully complete the APAL program and be recognized as an APAL Graduate, individuals must attend at all three APAL Classes. APAL attendees who miss a class are encouraged to continue attending, but will not be considered an official graduate of the TSAE APAL program.

**Tallahassee Society of Association Executives
Associate Professional Association Leadership Program
2009 Application**

Thank you for your interest in the TSAE Associate Professional Association Leadership (APAL), Program. To assist us with the selection process, please complete the data sheet below and return by July 17, 2009.

Your Name: _____ Preferred Nickname: _____

Title: _____

Organization Name: _____

Organization Address: _____ Zip: _____

Work Phone: _____ E-mail: _____

Work experience (title, responsibilities and length of service for past three employers):

Volunteer experience (list organizations you volunteer for and any office/positions held, if applicable):

Why would you like to participate in the APAL program?

Where do you see yourself in 5 years? In 20 years?

2009 APAL Application Check List

- APAL Application
- 2 Letters of Reference from colleagues in field
- Letter of Support from employer acknowledging the attendance commitment required
- \$99 payment _____ Check Enclosed. Credit Card: _____ Visa _____ MC _____ AMEX

Credit Card #: _____ Exp. Date: _____

CVV (required) _____ (the 3-digit code on the back of Visa/MC; the 4-digit code on AMEX above account number)

Name on Card: _____

Signature: _____

Billing Address with zipcode: _____

Deadline to submit application and letters: July 17, 2009

Letter of Reference

Applicants Name: _____

The applicant named above has applied to participate in the TSAE Associate Professional Association Leadership (APAL) Program. Each applicant is required to have two letters of reference on file. These letters will be used to design the training programs. **The applicant has identified you as someone that they respect and want to hear from.** Please take a moment to complete this form.

The APAL Program is an interactive leadership and team-building experience. Participants will not only learn from the various speakers but from each other. Please identify any skills or traits that this individual possesses that we should make sure others know about. Also, identify possible areas that the applicant would benefit from further development in. Any other comments are welcome.

Your Name _____ Title _____

- It is okay to share this information with the applicant.
- Please do not share this information with the applicant.

Letter of Reference

Applicants Name: _____

The applicant named above has applied to participate in the TSAE Associate Professional Association Leadership (APAL) Program. Each applicant is required to have two letters of reference on file. These letters will be used to design the training programs. **The applicant has identified you as someone that they respect and want to hear from.** Please take a moment to complete this form.

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Your Name _____ Title _____

- It is okay to share this information with the applicant.
- Please do not share this information with the applicant.

Employer's Recommendation Letter

Applicant's Name: _____

The individual named above has applied to participate in the TSAE Associate Professional Association Leadership (APAL). This program requires a commitment from your employee of participation in all three educational training programs sessions.

The 2009 APAL Schedule is:

- **August 12, 2009:** 8:00 am - 11:30 am Topic – Associations 101. The APAL Class and the PAL Class will meet together for this session. If APAL participants wish to attend the afternoon session on certification, they may do so, but are not required to do so.
- **October 21, 2009:** TSAE Education Day—All day Educational Programming and Trade Show.
- **December 16, 2009:** 8:00 am - 11:30 am Session on Negotiations; What's on Your Mind—a Session with Association Meeting Planners; and a Roundtable Discussion with members of TSAE Board of Directors.

We would like your acknowledgement of the time commitment required for this program. We understand the time spent in Tallahassee is primarily for customer visits, however these training classes are designed to help your employee become more successful in his/her career. We have designed the courses to be ½ day courses on the morning before the monthly TSAE luncheon. This way, we maximize the time your associate spends in training while minimizing time away from customers. With all of this in mind, you are sure to benefit from their participation.

Thanks for your support of your staff and TSAE!

I understand the importance of developing leaders within our industry and my employee has my full support to participate in this Leadership Program. I will do my best to accommodate the scheduling needs, including travel if necessary, for this individual so that they can participate in this training.

Signature

Date

Please return to: TSAE / APAL Program • PO Box 1139 • Tallahassee, FL 32302 or Fax to 850-561-6164