

The Association Agenda™

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CSAE NEWS & UPDATES

CSAE Conference 2020: Unprecedented.

Join your association colleagues for a virtual journey through learning and connecting, which will culminate in a face-to-face November gathering in beautiful Halifax, Nova Scotia – if the future allows.

[Register today](#) for our Virtual Conference and get started as of June 1st, 2020, with focused Association Think Tanks and Business Think Tanks designed for collaborative discussion and solution development, as well as leading-edge virtual tools and techniques.

UNPRECEDENTED.

csae | scda®
CONFERENCE 2020

Speaking With One Voice On COVID-19

The federal government is entering a new phase of development for supports related to COVID-19. First phase efforts to contain the virus, secure connections between workers and their employers, and offer financial aid for people affected have been rolled out. The eyes of policy makers are starting to shift to the future. We need to ensure associations are included. Use the CSAE Digital Advocacy tool to send a letter directly to your Member of Parliament, and Economic Development Minister Mélanie Joly. [Visit this page](#), enter your association information, and add your voice to the chorus that is advocating for association-specific support from the federal government.

CAE® Spring Term Has Begun!

Take the next step toward your Certified Association Executive (CAE®) designation – and benefit from the added advantage of staying connected with association peers during an unparalleled time. Course work draws from real-world experiences – making the program more valuable than ever.

It is not too late to register for the spring term, which began April 20th.

Register [here](#) or contact Eve Mechici, CAE® program manager at eve@csae.com.



CANADA'S WINTER WONDERLAND - OFFERS WINTER MEETING 'ICENTIVES'



Ottawa Tourism is applying [Winter Meeting ICentives](#) to meetings held in Ottawa between December 1 and March 31. Ottawa is a true winter wonderland! Home to the world's largest skating rink and Winterlude, the world-renowned winter festival, the Nation's Capital offers countless ways to enjoy the most Canadian of seasons. Ottawa can put your event on an international stage without breaking your budget!

[Learn more](#)

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CSAE Talk Tuesdays (CSAE members only)

Every Tuesday - 2 pm (EDT)

Join CSAE president and CEO Tracy Folkes Hanson for Talk Tuesdays, a chance to connect with association colleagues from across the country and discuss our most pressing issues. This informal, online chat leverages video conferencing technology to bring everyone face-to-face in real time. Let us know the topics you'd like to discuss and register [here](#).

New! Associations Connect Podcast

Hear, here! Introducing the Associations Connect Podcast. Grab a coffee and join CSAE's Danielle Lamothe as she talks with association leaders and subject matter experts from across the country. Listen in to explore various aspects of leadership and how we can run successful associations -- even in difficult times.



- Episode 1: Managing Through Chaos with Phil Buckley
- Episode 2: Human Resources with Laura Williams
- Episode 3: Talking Leadership Through COVID-19 with Gemma Beierback, CAE

Tune in each week at www.csaecanada.com/podcast.

TPG Pulse Newsletter – NEW

In the midst of a crisis, it can be hard to think and act strategically, but it is critically important. In this inaugural publication of the TPG Pulse for Associations, The Portage Group shares some of the initial steps and strategic considerations associations have been addressing head on over the last few weeks, along with some of the big questions that must be tackled next.

[Click here](#) to read it.



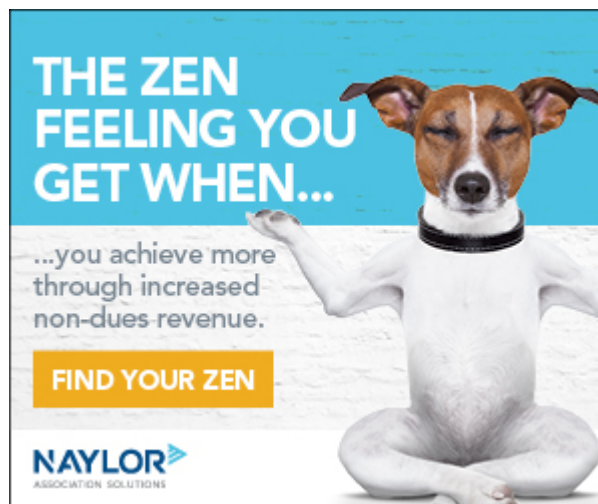
Discover your Success in Hamilton



The Hamilton Convention Centre by Carmen's, located in the heart of downtown Hamilton, has over 40 years of experience. Whether you're hosting a small meeting or a spectacular gala, you can trust that the state-of-the-art capabilities of the Hamilton Convention Centre will make your event come to life.

[Learn More](#)

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SECTOR NEWS

Why Canada's Dairy Farmers are Dumping Milk Despite Food Supply Issues in COVID-19

Source: CBC

Some Canadian dairy farmers started dumping milk last week to rid the system of surplus production as demand from restaurants plummeted amid the COVID-19 pandemic that forced eateries across the country to close their doors.

[Read More...](#)

Canada Failed to Learn from Past Pandemics: Health-Care Associations

Source: National Post

Canada has failed to learn vital lessons from past pandemics, and front-line workers are now paying the price, according to some of Canada's top health-care associations.

[Read More...](#)

Leading During a Pandemic: a "Right Now" Mindset

Source: Associations Now

It can be tempting to dive into big strategic discussions in the midst of the coronavirus crisis. But don't lose sight of what your stakeholders need in the moment.

[Read More...](#)

Palais des congrès de Montréal



Palais des congrès de Montréal

The Palais des congrès de Montréal houses nearly 48,000 m² (510,000 sq. ft.) of modern and flexible space equipped with state-of-the-art technology. This carboneutral and BOMA BEST certified venue is located at the heart of Montréal, the research capital of Canada, and is close to 16,000 hotel rooms

<https://congresmtl.com/congres/en/congres/>

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CSAE EVENTS

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Apr 2020

The Power of Values Thinking: How to Give Members What They Really Want with David Allison

Location: Online

Network: CSAE

Type: Webinar

[Learn More...](#)

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Apr 2020

Ask The Expert: Leverage technology to increase productivity, better engage with members and diversify revenues (Jeff Horne, Wicket) (members only)

Location: Online

Network: CSAE

Type: Webinar

[Learn More...](#)

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Apr 2020

Psychological Impacts of Business Continuity during a Pandemic: Supporting our Associations, Supporting Ourselves with Dr. Judi Malone and Sheila Steger

Location: Online

Network: CSAE

Type: Webinar

[Learn More...](#)

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May 2020

Strategic Growth Using Marketing Solutions with Christine Saunders

This webinar will review the three most pertinent strategic business problems that marketing can solve and how:

1. What is my value proposition and does anyone care?
2. Are my customers engaged?
3. Is my marketing an ROI centre or a cost centre?

Get the answers on May 6 from Christine Saunders, President and CMO of Halmyre.

[Learn More...](#)

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May 2020

Federal Lobbying Laws and Staying On-Side While Working in a Pandemic with Huw Williams and W. Scott Thurlow

Location: Online

Network: CSAE

Type: Webinar

[Learn More...](#)

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May 2020

COVID-19: Implications for Employers with Laura Williams

Location: Online

Network: CSAE

Type: Webinar

[Learn More...](#)

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Meeting Complex Expectations for Small Associations - The Bar is Set High

May 2020

Location: Online

Network: CSAE

Type: Webinar

[Learn More...](#)

FEATURED PUBLICATIONS

CSAE Canadian Association Financial Operations Report 2020

The *2020 Canadian Association Financial Operations Report* is available!

While association operations may have been affected by the current pandemic, this report may be helpful as you make plans for the future. Produced in partnership with The Portage Group, it presents updated financial data on the not-for-profit (NFP) sector, with:

- Detailed operating ratio breakdowns
- Information on financial policies
- Comparisons to the 2017 results
- Worksheets and instructions on conducting a self analysis and comparison of operating ratios and financial performance with similar NFPs



Visit the [CSAE Bookstore](#) to access the report's Executive Summary and to purchase.

CAREER RESOURCES

Employers

Have you thought about leveraging CSAE's relationship with over 15,000 association executives to fill your next position? [Post your job](#) to AssociationJobs.ca now! Remember CSAE members save 40%.

Job Seekers

Interested in finding the latest career opportunities in the association sector? [Click here](#) to find the most recent postings, such as:

Title: Executive Director

Organization: Firearms Safety Education Service of Ontario (FSESO)

Location: Orillia, ON

[Get More Details](#)

Title: Director, Government & Stakeholder Relations

Organization: Dying with Dignity Canada

Location: Toronto, ON

[Get More Details](#)

THANK YOU TO OUR CORPORATE PARTNERS

D2L Webinar Series : Digital Transformation for Associations / April 28 at 2 pm

[Register for this free webinar series](#) to guide your association through the process—how to take events virtual, make the move a success, build a culture of learning remotely, and increase membership engagement.



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