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## **St. Louis Institute for Association Leadership (STIAL) Renamed**

### ***St. Louis Society for Association Executives Makes a Come-Back***

**ST. LOUIS** – The St. Louis Society for Association Executives (SLSAE) was founded in 1948 as an allied local society of the American Society of Association Executives (ASAE). In 2012 the organization rebranded itself as the St. Louis Institute for Association Leadership (STIAL) in an effort to attract a broader scope of association professionals believing that “Leadership” was more intuitive to its current and potential members than “Executives”.

According to Sue Chiles, 2016-2017 STIAL president, “Over the past five years, the organization found that with STIAL as its new name, a disconnect was created with both members and potential members in failing to identify the organization as an allied society of ASAE.”

In May STIAL members overwhelmingly decided to revert back to the organization’s original name. Effective July 1, 2017, the St. Louis Institute for Association Leadership (STIAL) once again became the St. Louis Society for Association Executives (SLSAE).

Leading up to this rebranding effort, and to help engage its members, the organization recently gave its website a new look, increased its social media presence on Facebook, and started making monthly lunch meetings more engaging by offering incentives for attendance. Also, volunteers were formally recognized in December 2016 with a certificate, card and small business gift.

### **About SLSAE (formerly STIAL)**

#### **Mission**

The SLSAE connects association professionals through ideas, collaboration and education that makes our members and their associations, stronger.

#### **Who We Are**

SLSAE is an Allied Society of the American Society of Association Executives (ASAE) and the local resource in the St. Louis area for relevant and engaging association industry topics our members can immediately use in their current position, career, and organization.

### **What We Do**

SLSAE uniquely connects association professionals to exchange ideas, collaborate, and share experiences in dealing with the same issues. SLSAE members are able to network with people who care, understand, and can offer suggestions like nobody else. SLSAE is a family of association professionals, and the ONLY association leadership organization whose sole mission is to help you achieve career success. SLSAE member benefits include:

- Personal and professional growth
- Exciting leadership and volunteer opportunities
- Networking to expand member careers
- Exciting, motivating speakers
- Interesting and relevant programs
- Luncheons & Special Interest Groups
- Idea Swaps, Roundtables, Expert Panel Discussions
- Exclusive member discount pricing
- Thought-provoking meeting content
- Innovative ideas and concepts members can apply in their work
- Informative website and resources dedicated to member success
- Certified Association Executive (CAE) credit for attending luncheon meetings

SLSAE offers various membership categories and a variety of sponsorship opportunities for companies interested in marketing to association professionals in the St. Louis area. For more information on joining, sponsoring a lunch meeting, or becoming a SLSAE business partner, visit [www.slsae.org](http://www.slsae.org).

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