



NEWSLETTER



DECEMBER 2025

www.azsae.org



PRESIDENT'S MESSAGE: WHAT I LEARNED FROM MY TIME ON THE PGA TOUR

Patrick Farrey, CAE
2025 AzSAE President

Dear AzSAE Members,

I don't like to brag, but here goes. Last week, I spent a day on the PGA Tour.

Okay—not really. I wasn't swinging a club, signing autographs, or cashing a \$1.2 million check. But I was invited to walk "inside the ropes" and shadow two PGA Champions Tour players for an entire round. That meant following them step for step—tee box to green, rough to fairway, bunker to... well, more bunker.

Being that close to world-class athletes was eye-opening. On TV, golf looks peaceful, quiet, and almost meditative. But from inside the ropes? It's a totally different story. And one that surprisingly mirrors the world of business leadership more than I ever expected.

Here are a few lessons I picked up from the pros that I think all of us can take back to our organizations:

1. Block Out the Noise

On television, golf seems like it's played in a library. In real life, it's constant motion—volunteers waving signs, fans chatting, beverage carts rolling by, nearby holes erupting in cheers. And yet the pros stay laser focused.

It reminded me of our own work lives: email pings, texts, meetings, deadlines, crises, surprises. Leadership today requires the ability to tune out the chaos and zero in on what truly matters. The pros taught me that focus isn't about silence – it's about discipline.

2. Learn From Mistakes, Then Move On

Every pro I watched hit at least one terrible shot. A drive into the trees, a chip that stayed in the rough, a putt that missed by a mile. But the moment the ball stopped rolling, they were already planning the next shot, not replaying the last one.



Sharon and I had the amazing opportunity of being Honorary Observers at the Schwab PGA tournament at Phoenix Country Club.



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PRESIDENT'S MESSAGE CONTINUED....

We could use more of that in business. We all miss the fairway sometimes. But we can't fix the past – we can only decide how to play the next shot better.

3. Don't Try to Do Too Much

At one point, a player found himself behind a tree. Instead of attempting the dramatic, TV-worthy miracle shot, he punched the ball safely back into the fairway. Not exciting. But smart.

As leaders, we're often tempted to take big swings, to solve everything at once or force something brilliant to happen. But sometimes the right move is the simple, steady, low-risk one. Progress beats heroics.

4. Seek Advice, Then Make Your Own Decision

Watching pros work with their caddies was fascinating. They asked about yardage, wind direction, slope, club selection. They absorbed the input... then they made their own call. Good leaders do the same. Surround yourself with smart people. Ask good questions. Gather perspectives. Then step up and own the decision.

5. Have Fun

These golfers were playing for serious money, but they still joked with fans, fist-bumped kids, and (usually) smiled their way up the fairway.

Work is hard, but it doesn't have to be joyless. When leaders show that it's okay to enjoy the journey, the whole team breathes easier.

Walking inside the ropes taught me that peak performance – whether in golf or business – comes from focus, resilience, humility, teamwork, and joy. And that's exactly what AzSAE aims to support. Through our programs, workshops, networking events, and CAE training, we help you build the “professional muscle memory” that keeps you sharp no matter what course you're playing.

I hope to see you at an upcoming event, where no one will judge your swing, but we will help you sharpen your leadership game.

With Appreciation:

Patrick Farrey, CAE
2025 AzSAE President



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Get Involved!

<https://www.azsae.org/getinvolved>

Looking forward to Celebrating



Thursday, December 18

*Hilton Scottsdale Resort
6333 N. Scottsdale Rd.
Scottsdale, AZ 85250*

*Awards Gala
2025*

*Join us as we celebrate our industry
accomplishments and recognize
Executive of the Year
Member of the Year
Volunteer of the Year
and the
Awards of Excellence Recipients*

REGISTRATION

Early bird rates ends December 8



Thank you for your support!

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Opportunities to Give

Thursday, December 18

*Hilton Scottsdale Resort
6333 N. Scottsdale Rd.
Scottsdale, AZ 85250*



SILENT AUCTION

DOWNLOAD: [Silent Auction Donation Form](#) (Please provide item by Dec. 5, 2025)

SPONSORSHIPS

We are please to announce that our Sponsorships are sold out. However, if you would like to learn of other opportunities support the 2025 Gala please contact Karolyn at info@azsae.org

AzSAE is proud to support Pappas Kids

Please review the following donation items needed:

To best support the children we serve, AZSAE's donation would make a tremendous difference in any of the following areas:


- School Supplies: Backpacks, notebooks, pencils, crayons, markers, binders, calculators, and other classroom essentials
- Teacher Support: Classroom projects, curriculum aids, and additional supplies for educators working in resource-limited schools
- Clothing & Essentials: New shoes, socks, underwear, school uniforms, jackets, and hygiene kits for children in need
- Holiday Support: Thanksgiving meals, family togetherness gift packages (treats, crafts, and board games), and books to promote literacy and family bonding
- Technology: Laptops, tablets, and other tools to support students beginning post-secondary education
- Tutoring & Activities: Funding that supports tutoring assistance and extracurricular activity fee support. This part of our programs helps enhance the educational experience for youth while opening doors of opportunity, building confidence, and encouraging personal growth.



UPCOMING EVENTS

 **December Webinar**
Thursday, December 4
9:00 am - 10:00 am
Approved for 1.0 hour CAE credit.

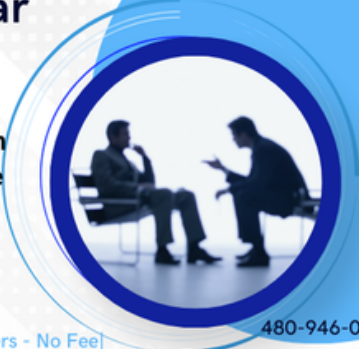
Topic: Difficult Conversations – How to Have Them When Needed and Best Ways to Avoid Them in the Future

 **Diane Darling, Speaker & Author of [The Networking Survival Guide](#) and [Networking for Career Success](#)**

REGISTER TODAY!

Members - No Fee | Nonmembers - \$50

480-946-0119
www.azsae.org



[Register Now](#)



Approved for 1.0 hour CAE credit.

SAVE THE DATE!

January Webinar

January 15th at 10am

"Embracing Chaos: Leading with Clarity in Times of Uncertainty"

Thank you

for hosting our Annual Meeting &

November Mixer

CROWNE PLAZA®

— BY IHG —

Phoenix Chandler Golf Resort

 **SAVE THE DATE**
February 11 – 12, 2026
Communicating with Confidence in Divisive Times

Day 1
Wednesday, February 11, 2:00 PM (ET)

Day 2
Thursday, February 12, 2:00 PM (ET)

ASA ASSOCIATION SOCIETIES ALLIANCE Speaker: **Jen Hellman, communications expert, CEO of Goff Public**
2.0 hour CAE Credit approved



Virtual Event

azsae.org | 480-946-0119

You'll walk away with:

- Proven frameworks for decision-making under pressure
- Strategies for responding to divisive issues with authenticity and empathy
- Tips to avoid communication missteps and navigate stakeholder backlash
- Tools to proactively prepare your organization for reputational threats
- Techniques for aligning internal teams and boards on sensitive matters

[Sign up](#)

This virtual experience goes beyond theory. You'll engage with real-world scenarios, discuss peer challenges, and walk away with templates and talking points you can use immediately.

Membership News



AzSAE – Still Cheaper than Milk or Bread!

What were you doing in 2011?

Then, I was running my own association management company, which was two jobs ago according to my LinkedIn profile. Barack Obama was only halfway through his first term as President. The first full version of Minecraft was just released, and Aaron Rodgers, at the mere age of 28, won a Super Bowl with the Packers.

Life was cheaper back then, too. Over the past 14 years, the cost of almost everything has gone up. In 2011...

- A gallon of milk was \$3.49, it's now \$4.13 (+18%)
- A loaf of bread was \$1.42, now \$1.87 (+32%)
- A pound of hamburger was \$3.72, now \$6.32 (+78%)
- **AzSAE dues were \$200, and today they're still \$200 (+0%)!!!!**

As much as we hate to, we're (over)due for a dues' increase.

On January 1st, AzSAE dues will increase as follows:

- Regular Member dues increase, from \$200 to \$225 (+13%)
- 2nd Staff Member from the same company dues increase, from \$135 to \$150 (+11%)
- Associate Member dues increase, from \$299 to \$350 (+17%)

Renew now and save!

Join or renew today and lock in the 2011 rate for 2026!

Renewals today extend your membership for an additional twelve months from your current expiration date. You'll pay 2011 rates for another full year of membership.

Questions? Contact info@azsae.org
Phone: 480-946-0119

New Membership Type Organization Membership

AzSAE isn't just for CEOs

CEO #1: "I never send my people to continuing education. Imagine the cost if I train people and they leave!"

CEO #2: "Imagine the cost if you don't train them, and they stay!"

AzSAE is a resource for your whole association team. Here, they can stay current with the latest trends in association management, learn about the greatest local meeting venues, earn credit toward their CAE credential, and more!

To make it more affordable to engage your whole team, beginning in 2026 we will offer the AzSAE *Organization Membership Plan!

For only \$500, you and your whole team can now become AzSAE members for a full year!
*Must be an association/nonprofit to qualify.

Online applications will be available in January.
Visit: <https://azsae.org/join>

New & Renewed Members



Penny Allphin, CHME

Hassayama Inn Aris Hospitality

Mark Athitakis

ASAE

Amerigo Berdeski

ACEC Arizona

Susan Brenton

Professional Direction, Inc.

Peggy Eyanson

AACM

Melissa Lanouette

Arizona Multihousing Association

Debra Margraf

Arizona Chapter NECA

Jenna Middaugh

Green Building Initiative

Deborah Molique

ISA-The Association of Learning Providers

Jeremiah Remski

PayCompass

Joanne Winter

MPI/H SMAI

Johnny Young

Aloft Scottsdale

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Strategic Partner Spotlight



Avion Center: Where Your Events Take Flight

Nestled in the heart of Chandler, Arizona, the Avion Center is redefining the event experience with its elegant design, versatile spaces, and top-tier service. Whether you are planning a corporate seminar, a dream wedding, or a festive celebration, this premier venue offers the perfect backdrop to make your event truly unforgettable.



A Venue for Every Occasion

Located at 1733 E. Northrop Blvd, the Avion Center features a variety of event spaces tailored to both intimate gatherings and grand affairs:

Avion Ballroom: A stunning 4,079 sq ft space that accommodates up to 300 guests. With customizable LED lighting, state-of-the-art A/V technology, and a private patio, it's ideal for weddings, galas, and trade shows.



Red Baron Room: Perfect for strategic meetings or small events, this room seats up to 40 and includes a glass whiteboard and screens.

Voyager Boardroom: Designed for executive-style meetings, it features a boardroom table, projection area, and a built-in coffee station



Amenities that Elevate

The Avion Center is more than just a venue—it's a full-service experience.

Guests enjoy:

- Complimentary WI-FI
- On-site coffee service
- A prep kitchen for caterers
- Professional event staff and planning support
- Indoor and outdoor spaces with modern, neutral décor to match any theme.

Plan Your Next Event

Ready to take your event to new heights? Contact the Avion Center at 480.477.5903 or visit avioncenter.com to schedule a tour or request a quote.

Professional Development



AzSAE's Commitment to Educational Growth

AzSAE collaborates with various SAE associations and industry experts to offer a rich array of educational opportunities for our members. This partnership ensures optimal growth and timely application in our constantly evolving landscape.

Visit our website for more information [Professional Development](#)

ELearning through SeminarWeb

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- **70+ Self-Study Courses**

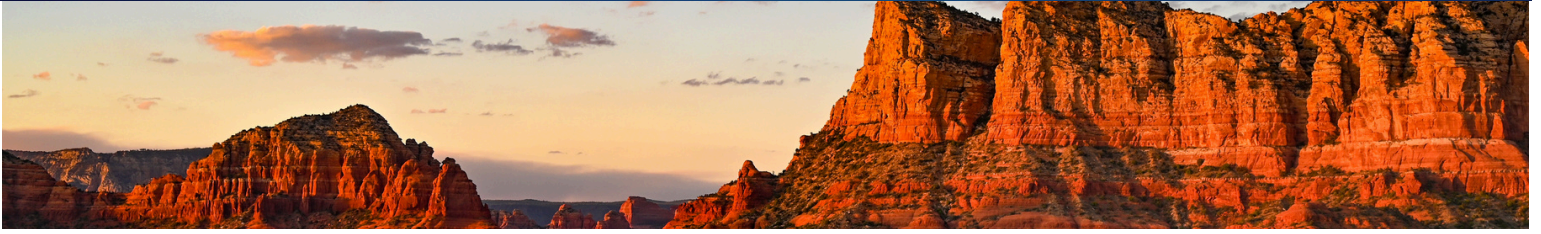


Master the Fundamentals for Career Advancement in Association Management with QAS 2.0

QAS 2.0 - the Qualified Association Specialist (QAS) 2.0 Certificate Program provides anyone in the association industry, including CEOs, a broad base view of the key elements in running an association. QAS 2.0 is a refreshed and modernized version of the original program. With updated content, new speakers, timely topics, and an all-new design, QAS 2.0 reflects the current realities of association management and prepares professionals for what's next. [View Full Program](#)

AzSAE Coupon Code: AZQAS-SAE

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