

August 4, 2011

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Thank you for your affiliation with the Sage Leadership Academy Alumni Association. This letter will provide information about:

- Association Membership for September 1, 2011-August 31, 2012
- Upcoming Alumni Retreat, October 3-4, 2011 in Colorado, part of the Sage Leadership Symposium
- Association Contact Information

Association Membership ~ Dues are eligible for Sage Co-Op

SLAAA is a 501c6 organization. A volunteer board of advisors was put together to give input for retreat topics and guide the association. If at any time you have feedback, please feel free to contact any member of the board. The board agreed to a fee of \$500 per firm to continue your membership in the association. The fee is annual and is due by **September 15, 2011** in order for your firm to be an active member of the association from September 1, 2011-August 31, 2012. The membership fee is eligible for Sage Co-op. The fees are used to offset the cost of speakers, hosting and maintaining the website association, administration, press release distribution services and other ancillary expenses.

Association Member Benefits

- Retreat invitations – retreats feature a guest speaker who presents a deep dive on a particular topic as well as ample time for members to network. Your firm's future leaders are also welcome to join us, the retreats are tremendous learning opportunities for the next generation leaders of your firm.
- Our fall retreat will be the "Sage Leadership Symposium," which is one of the learning opportunities Sage is offering as part of their "Transition Journey" program. This program will be \$2,500 per attendee. As part of your SLAAA benefit, current association members will be able to attend this event for \$500 per person. More retreat details on the back of this letter.
- Link on our www.slaalumni.com website to your site as an active member – this helps with your website optimization and lends credibility to your firm. Website will be updated on September 15, 2011 with current members.
- Listing in press release of current members scheduled to go out on September 20, 2011, which helps your SEO and lends credibility to your firm.
- Alumni retreat recap press releases – all firms that attend the retreats will be listed in a press release following each retreat.
- Use of an Alumni Association logo – used to differentiate your firm.
- Opportunity to communicate with Sage executives in smaller group setting.
- Webinars – anyone from your firm is welcome to attend.
- Inclusion in social networking sites such as LinkedIn.
- Ability to network with your peers in a smaller environment.

Invoice for Membership

Everyone who has attended the SLA or subsequent retreats is receiving this letter. However, only one person per firm received the invoice in their mailing. Association dues are due by September 15, 2011. If you need a copy of your invoice, please email me.

Please mail your check made out to Sage Leadership Academy Alumni Association to:

Christine Kless, Association Administrator
Sage Leadership Academy Alumni Association
1581 Bradford Trace Drive Allen, TX 75002

Retreat XVII ~ October 3-4, 2011

We are co-hosting our fall retreat with Sage. As part of their "Transition Journey" that was unveiled at Summit, Sage is offering a variety of learning opportunities for partners. One of these opportunities is the Sage Leadership Symposium. The Symposium is centered on personal leadership development and will be led by Eagles Flight, www.EaglesFlight.com.

We are working with Sage to confirm the hotel and final details of the program. You will receive this information in the next two weeks via email. We will finish up by 2 pm on Tuesday. A return flight of 6 pm or later should be good out of the Denver airport.

Special Retreat Price for Current SLAAA Members: As part of your SLAAA membership, you will be eligible to attend the Symposium for \$500 per person. Sage will be offering the Symposium to the entire partner channel for \$2,500 per person. We appreciate Sage's support of the SLAAA and the ability to offer this program to our membership at a special price.

Registration: To register for the retreat, simply email christine@choosegreat.com with your list of attendees.

Retreat Hotel: We are working with Sage to finalize a hotel. Most likely the hotel will be a 90-minute drive from the Denver airport.

Retreat Questions: Please email Christine if you have any retreat questions or special needs.

Updated Information: Visit www.slaalumni.com for the most current retreat information.

Association Contact Information

Please help keep our records up to date! If you move offices, change email addresses or have personnel changes, please let Christine know.

Thank you for taking the time to read this. We hope to see you in Colorado!

Sincerely,



Christine Kless, Association Secretary
christine@choosegreat.com
972-390-2663

"Attending the SLAAA meetings twice a year, while sometimes difficult to manage, has never failed to provide me a significant return on my investment."

~ Jacki Tiso, JMT Consulting

Questions? Comments? Suggestions?

This is your association!

Let us know how we can make it valuable for you!

Christine Kless

christine@choosegreat.com 972-390-2663