



Association Laboratory Inc.

FOR IMMEDIATE RELEASE:

For More Information Contact:
Andy Long
Along@associationlaboratory.com

ASSOCIATION LABORATORY PARTNERS WITH TENNESSEE SOCIETY OF ASSOCIATION EXECUTIVES

March 15, 2019 – Association Laboratory and the Tennessee Society of Association Executives (TNSAE) will begin their first ever alliance, working together on a research/education relationship established to benefit and grow both organizations.

Association Laboratory, America’s leading association research company, has formed a mutually beneficial alliance with TNSAE to increase access to high quality research at a discounted rate. “We are excited about our relationship with the TNSAE and to be working together,” said Dean West, FASAE, Founder and President of Association Laboratory, Inc. “By offering access to our in-depth, high-quality research, we help TNSAE members elevate and prepare their organization for the future.” All TNSAE members can apply a special 25% discount to any of the Looking Forward™ education products, including the following:

- Looking Forward 2019 Report
- Looking Forward 2019 customized reports (Healthcare and Trade profession)
- Looking Forward 2019 three-part webinar series (live and recorded)
- Looking Forward 2019 discussion guides and templates
- Looking Forward 2019 Future Discussion Packet – a combination of educational products for the purpose of a futures discussion.

For each product sold, TNSAE will receive a share of the profits to reinvest in its association community

Another benefit of the alliance is broadening the reach and depth of participation in Association Laboratory’s research. In November 2018, TNSAE helped encourage members to participate in Association Laboratory’s 8th annual environmental scan of the association environment, Looking Forward™. More than 200 CEOs responded this year out of more than 400 association leaders in total, and they represent members in 20 different sectors, from local to global, to trade and professional associations. **TNSAE Members who participated in the survey research will receive the full [Looking Forward 2019™ report](#) for free (a \$95 value).**

For more information on Association Laboratory, including industry research like Looking Forward 2019™, visit www.associationlaboratory.com.

Association Laboratory helps association leaders make better strategic business decisions through collaborative engagements led by experience association and business, and informed by state-of-the-art research.

The mission of TNSAE is to elevate and connect our association community.

###