

October 10, 2017



Bold Thinking. Smart Growth.



So what's happening in the world of ISAers? Our ISA News Flash keeps you connected with the latest member news and opportunities of interest.

THE BIG REVEAL! Introducing ISA's New Website!

Thanks to the support of the ISA website committee, ISA launched a new and improved website mid-September! [Check out our new digs!](#) You'll find a streamlined, easier-to-use website, one we'll continue to enhance going forward. Let us know what you think! [Feel free to submit suggestions or comments.](#)

ISA's 2017 ISA Compensation Study-Thank You to Participants!

A big thank you to all ISA member firms who participated in the 2017 ISA Compensation Study. We enjoyed participation of 45 member firms/56% of ISA's membership. We enlisted the services of Industry Insights, Inc., a survey research firm headquartered in Columbus, OH, to conduct this confidential study. Industry Insight is currently compiling the results and preparing the aggregate report, as well as a company specific report, for each survey participant. Watch for your survey report in the mail at the end of October!

RENEWAL SEASON IS HERE: And So Is Your Chance to Win

If you have not already, [renew](#) your ISA membership by **Halloween, October 31** and you'll automatically be entered to win one of these valuable prizes:

- One complimentary second registration to ISA's 2018 Annual Business Retreat
- One complimentary second registration to ISA's 2018 Sales & Marketing Conference
- Complimentary hotel accommodations for a 2018 C-Level Forum

Industry News

ISA Members are invited to the second annual conference, *Profiting From Thought Leadership 2017*, hosted by The Bloom Group and Rattleback on November 6-7 in Boston, MA. Bob Buday, founder of The Bloom Group, is also the presenter of a mega session at ISA's 2018 Annual Business Retreat. [Learn more](#) about Buday, The Bloom Group and *Profiting From Thought Leadership*.

MARK YOUR CALENDAR: Upcoming ISA Events

ISA's Webinar Series: *What Do Clients Really Want?* November 17, 2017

Join us on November 17 from 1:00-2:30 PM EST for our next webinar, *What Do Clients Really Want? Aligning Sales and Marketing to the Buyer's Journey*. [Registration is open now](#).

ISA's 2018 Annual Business Retreat: Reimagine! March 18-21, 2018

The breakthrough event of your year is fast approaching. The 2018 program continues to expand--[check out the current event flyer](#). Plan to bring as many team members as possible to expand your company's access to ISA's industry-specific, trustworthy network. Be sure to take advantage of the early bird discount for your team and [register](#) by December 15, 2017. Even better: Hotel rooms are \$100 less per night than in previous years! [Sign up yourself and your team today!](#)

Have a great week!

Pam

Pamela J. Schmidt
ISA Executive Director