

## **Joining the ALN**

### Executive Overview

The Asset Leadership Network is a non-profit trade association focused on industries, markets, and sectors that are dependent on assets to achieve strategic organizational objectives.

ALN Members are organizations that benefit from active participation in self-selected activities that lead industry sectors to dramatic improvements from systematic asset management.

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## 1) Asset Leadership and Asset Management

Asset Leadership – **Directing activities** of an organization **to realize value from assets in support of organizational objectives**

Asset Management – **Activity** of an organization to **realize value from assets**

## 2) Overview

The **Asset Leadership Network** is a not for profit **trade association** focused on impacting asset management across all industries, markets and sectors that are dependent on assets to achieve strategic organizational objectives. Simply, asset leadership helps organizations realize greater **value** from intentional direction of their asset management in a way that positively impacts the financial and operational **performance** of the enterprise.

The **Asset Leadership Network** provides members an **unparalleled** opportunity to guide their organization - and their industry - to improved asset leadership through government actions and private industry influence.

The Asset Leadership Network is synonymous with **understanding** and sharing best practice excellence related to leading measurable improvements from a **systematic** approach to managing assets.

### Vision

**Revitalized, sustainable, and innovative** public infrastructure, industrial base, research and technology foundation fully supporting individual and collective endeavors and the mission success of member organizations

### Mission

**Impact** the assets that comprise the public and private environment by replacing outdated, industrial-age laws, regulations, and corporate policies with innovative leadership, management, and value realization approaches.

### Principles

- ALN members are organizations - large and small, public and private - with interest in Asset Leadership willing to participate and contribute
- Individuals are affiliated through the organizational members
- Volunteers are from across the sphere of interest
- A balance of interests guide activities and decisions
- Decisions are made through a consensus process

### Behaviors

- **Collaborate**
- **Seek Consensus**
- **Evolve**
- **Learn**
- **Lead**

### Values

- **Impact** – Focus on key targets of opportunity
- **Innovation** – A new, clear vision in a realm that has been prescribed by outdated thinking and antiquated structures
- **Inclusion** – A vehicle for joint action and activity of the diverse functions, sectors, regions, and professions of Asset Management
- **Integrity** – Place the greater good above individual considerations

## Strategies

- Promote the management **systems vision** of asset management
- **Impact** public policy at the national, state, and local levels
- Facilitate sharing the wealth and breadth of **asset management knowledge** available in the diverse sectors, geography, and professions of asset management
- Impact organizational governance by initiating innovative resets to the statutory, regulatory, and standards environments
- Support and promote the **success** of contributors, partners, and staff

## Objectives

- Demonstrate **capability and excellence** in asset leadership and asset management
- Showcase high impact activities of **significance** in the public and private sectors
- Bring together **diverse interests** around asset leadership and asset management to encourage and enable breakthrough thinking, and the development and sharing of knowledge
- Provide a **flexible, dynamic, and sustainable** organizational structure
- Contribute to **international** asset leadership and asset management initiatives

## Activities

ALN Members are supported through:

- **Networking**
- **Advocacy and Policy Leadership**
- **Public Forums**
- **Publications**
- **Education and Certification**
- **Standards Development and Implementation**
- **Association Partnerships**
- **Thought Leadership**

## Members and Supporters

The Asset Leadership Network is composed of organizational members from single proprietors to large multi-nationals.

The broader ALN Community offers individuals opportunities to participate and contribute through an expanding variety of platforms including:

- **High-level executives** in government and private industry speak at important events and webinars;
- **ALN Senior Fellows** are dedicated to bringing asset leadership to their areas of focus;
- Our **Board of Directors** includes executives from a range of companies and institutions, who provide strategic guidance and leadership to the ALN;
- **Individuals** can achieve **A55K** Professional Certification through completing ALN approved ISO 55K competency training and passing an examination.
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Institutions, and federal, state and local governments contribute to our efforts and work with us to provide opportunity and space for events, speakers for keynotes, panels and case studies.

### 3) Value of Membership

#### Advocacy and Policy Leadership

Our members consistently deliver **dramatic benefits** from their asset leadership and asset management activities and are guiding others in government and private industry to do the same. Association with ALN provides third party endorsement for focused discussion on a systems approach to asset leadership and asset management.

Being involved in a leadership association creates **opportunities** for members to be involved in discussions and other activities that can affect asset management policies and strategy. ALN executives, Senior Fellows, and members offer opportunities to **engage** with key executives from the public and private sectors.

The consistent **integrity** displayed by our members and supporters in delivering meaningful information to governments and institutions presents opportunities for high-level **access** to key influencers.

Members of Congress have provided meeting space in **prestigious** facilities on Capitol Hill including in Senate Committee Hearing Rooms and U.S. Capitol meeting rooms. They have arranged **win-win** meetings with key staff for our members to deliver a rare message of **solutions and benefits** rather than problems and requests for money.

Connecting our members with their federal representatives on Capitol Hill with a **positive message** is highly rewarding for all involved, creating the **win-win-win** solutions the ALN advocates.

Our members and supporters **collaborated** to write position papers for the 2016 Presidential Transition Team. They have written a draft Asset Management Executive Order and a National Asset Leadership Strategy which have been circulated broadly on Capitol Hill.

**The National Asset Leadership Strategy (NALS)** begins with an asset taxonomy that can be used to improve and broaden discussions of all assets. It then describes the **foundational elements** to be incorporated into the strategy. It was prepared with observation from committee staffers in the U.S. House of Representatives. House staffers have also requested ALN input on their actions for upcoming sessions of Congress.

#### Industry Influence

Asset Leadership Network members **influence** sectors by sharing best practices, developing leadership models, participating in standards creation, and other means.

Members lead specific ALN activities to bring a message **of improvement and mutual benefit** to their industry sectors.

#### Executive Programs

Asset Leadership Network programs are focused on organizational **business issues** facing executives and leaders.

Executives benefit from a **comprehensive understanding** of all assets that contribute to their success and the value of systematic approach to asset management to support mission success and meet organizational objectives.

## Networking

Leaders see big picture issues that can't always be addressed by one organization working alone. **Networking** leads to meaningful connections with **decision makers** who can help you achieve organizational and personal goals.

ALN members have partnered with each other on new projects . They have hired key executives met through ALN activities and have gained work from people who have seen them present. They have helped their clients **gain visibility, recognition, insights and connections** at events.

## Brand Enhancement

Member organizations gain a highly targeted **promotional channel** to a range of public and private organizations in a manner that enhances brand value to new and existing clients. **Visibility** to potential clients and partners is can be achieved with active participation.

## Authority and Credibility

With ALN as a vehicle to public and private executive presentations, meetings and events, member **credibility and authority** on gaining dramatic value from assets is welcomed as legitimate.

## 4) Annual Fees

The current Asset Leadership Network annual fee schedule is:

### ALN Member Organizations

- |   |           |
|---|-----------|
| - Patron Organizations                    | \$10,000+ |
| - Organizations with more than 200 people | \$ 5,000  |
| - Organizations with 21 - 200 people      | \$ 2,500  |
| - Organizations with 2 - 20 people        | \$ 1,500  |
| - Sole proprietor organizations           | \$ 750    |
| - Associations                            | \$ 250    |

*It is the priority of the ALN to make membership accessible to all organizations. Contact us at the email addresses below for information about subsidies for qualified organizations.*

ALN Member Organizations receive:

- Prioritized and discounted **sponsorship** opportunities;
- Opportunities to **publish** vetted papers for a for negotiated mutual benefit;
- Sponsored editorial **content** options;
- **Free admission** to events for designated member delegates;
- **Engagement** with influential members of the asset leadership community;
- **Discounts** on A55K Professional Certification testing;
- **Leadership** of targeted activities and events; and,
- **Access** to evolving “members only” features on the ALN website.

Additional, fee-based sponsorship **opportunities** are available.

## 5) Contact

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