



FOR IMMEDIATE RELEASE
August 27, 2018

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**Small Association Leadership Alliance (SALA) Introduces ‘SALA CONNECT’;
A New Cost-Effective Government Relations Service for Members**

This industry-first ‘Opt-In’ service will allow SALA members to have an effective and affordable government relations (Congress and U.S. regulatory agencies) program for their own association.

(Washington, DC): The Small Association Leadership Alliance (SALA) today introduced a new ‘government relations’ service for its membership.

The new service is called SALA CONNECT <https://www.smallassociations.org/> and will provide an affordable, cost-effective U.S. government relations program for SALA member organizations who want to establish a steady, substantive, and professional presence in official Washington, DC; Congress and the regulatory agencies.



SALA CONNECT is a resource for small associations who may not have the budget to retain a DC lobbying firm or hire a full-time employee to represent their members and industry in a government affairs capacity.

SALA CONNECT is an opt-in, premium, yet affordable service. “If your association sees a benefit to having a government relations presence in Washington or has a strategic need to offer a program to your member companies, then you would opt-in to SALA Connect,” remarked SALA CEO Kevin Kennedy. Program fees are based on the association’s annual budget.

SALA CONNECT will create a footprint for individual SALA members; small associations that want to develop their brand identity on Capitol Hill and within the executive branch and develop a unified industry voice in official Washington. It will allow participating members to have a front-line government affairs resource, and to assist them in congressional relations and regulatory affairs; lobbying on specific legislative and regulatory issues, and to advise on current policy and political developments.

Specifically, SALA CONNECT works with:

- U.S. Administration; The White House, executive departments, and regulatory agencies;
- U.S. Congress; congressional committees, and members' congressional delegation;
- Embassy Relations; assisting with foreign markets and regulatory structures
- And other allied and associated industry and business associations;

To offer this new service, SALA has partnered with USGRI.com to provide this government relations service to members. To learn more about USGRI please visit USGRI.com or on LinkedIn: <https://www.linkedin.com/company/usgri/>

“Many of our members are substantial industry organizations, that could benefit from taking a more active in public policy role for their industry, but simply cannot justify the substantial monthly retainers proposed by big traditional lobbying firms in Washington,” continued Kennedy. “SALA CONNECT is designed to solve this problem.”

A full rundown of SALA CONNECT, its specifics and deliverables, and the associated costs can be found on the SALA website at: <https://www.smallassociations.org/connect>

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The Small Association Leadership Alliance (SALA) is the only national association for small staff association leadership, staff, consultants and service providers. While larger associations have large associations helping to guide them, small associations are left behind or priced out of the market.

To learn more about SALA please visit: <https://www.smallassociations.org>