

Growth Through Engagement

NICHOLE FISHER, CMP | Executive Director of mParks

When discussing growth, it is easy to think about numbers—membership, revenue, or programs offered. Yet the most meaningful growth begins on a personal level. Associations thrive when the people within them are growing: learning new skills, expanding their networks, and discovering new ways to contribute.

For me, engagement is at the heart of personal growth. When members are actively engaged, they receive value and give it back—sharing knowledge, offering ideas, and supporting one another. Engagement transforms associations into communities where individuals feel they belong and where professional and personal growth are intertwined.

There are many paths to engagement, but a few stand out:

- **Be present.** Growth starts when we show up. Attending events, volunteering, or even responding to a survey creates connection points that deepen our experience.
- **Be curious.** Ask questions, seek out different perspectives, and explore opportunities outside your comfort zone. Curiosity fuels both learning and innovation.
- **Be intentional.** Engagement is a choice. Setting goals for how you want to learn, connect, or contribute helps ensure your involvement is meaningful and rewarding.



I've experienced this firsthand in my own career. The times I've leaned into engagement—whether joining a new committee, saying yes to a stretch assignment, investing in professional development, or participating in advocacy—have always accelerated my personal growth. And that growth, in turn, has expanded the impact I can make in my work and community.

“Growth is not just about what we gain—it is about how we show up, connect, and engage with others.”

MSAE25 is driven by a Bold Vision and Bright Future, encouraging us to learn, reflect, and reimagine what's possible together. I'm truly honored to serve as Chair, and with our incredible committee, we've crafted an experience designed to spark new ideas, deepen connections, and leave you energized. This year's conference aims to provide education and create space for reflection, connection, and personal discovery. Use the conference insert in this issue to plan a learning journey that aligns with your goals. Choose the sessions that will challenge you, the conversations that will inspire you, and the experiences that will help you return to your work renewed and ready to engage more fully.

Growth is not just about what we gain, it's about how we show up, connect, and engage with others. I look forward to seeing you in Traverse City this December as we take those steps together.



Meet Nichole

NICHOLE FISHER, CMP, is the Executive Director of mParks. She is an experienced association leader with over two decades of membership, education, and strategic partnerships. She is passionate about fostering engagement and creating opportunities for personal and professional growth. Nichole serves as Event Chair for MSAE25 in Traverse City. Meet Nichole. Contact Nichole at nfisher@mparks.org.

A silver laptop is open on a light-colored wooden desk, displaying the MSAE Knowledge Hub website. The website has a blue header with the MSAE logo. The main content area shows a search bar, a sidebar with filters for 'Companies' and 'Topics', and a grid of four content cards. The cards are: 'TUESDAY, OCTOBER 10, 2023 Apprene Group Why Every Association Needs an App' (image of a person using a phone), 'THURSDAY, SEPTEMBER 14, 2023 MSAE 5 Habits of Growth-Oriented Associations' (image of a red 3D bar chart), and 'WEDNESDAY, JULY 26, 2023 MSAE How to Build a Brand That Attracts and Retains Younger Members' (image of a group of people). The laptop is positioned in front of a light-colored wooden wall.

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