



Professional and Trade Association Network

Bringing together diverse interests across asset management disciplines

The ALN Professional and Trade Association Network has a unique opportunity to impact the future of asset management principles and practices, and differentiate your association through recognition as an industry or government leader in promoting these value creation strategies.

The Asset Leadership Network (ALN) is an organization focused on advancing asset management across all industries, government entities, markets and sectors that are dependent on assets to achieve strategic organizational objectives. The ALN's primary objective is helping organizations identify and utilize the best practices most suited to the organization's needs.

The Asset Leadership Network is a non-profit organization that helps professional and trade associations connect with asset holders, policy, standards and regulatory organizations, and advisors and suppliers to provide them with resources and training to promote the universal guiding principles that impact the management and value realization of Assets. ALN works with professional and trade associations to help develop and shares information that enhances the practice of Asset Management along with the knowledge and skills of individual Asset Managers.

The ALN is a Network, where individuals and organizations have a forum to build relationships, identify best practices and work together to shape regulatory and legislative policies that affect the efficient management of assets.

ALN Objectives

- Share existing knowledge and good practice
- Generate and extend knowledge and good practices
- Influence public policy and stakeholder expectations
- Promote capability and excellence in asset management
- Promote knowledge and competence of individuals through member organizations
- Provide value to member organizations based on contributions and cooperation of members
- Raise profile and respect of Asset Management
- Collaborate with and support other bodies having similar objectives
- Develop and maintain an appropriate and sustainable organization
- Contribute to international efforts to advance Asset Management



The Asset Management Opportunity

The release of ISO 55000 - Asset Management Systems and documented successes from around the world make now the time for professional and trade associations to get involved in asset management to promote the benefits and value of asset management. Those organizations who adopt leading practices for the betterment and sustainability of their strategic assets across the enterprise will have significant competitive advantage in the market, as well as improved financial returns on investment.

Membership

Membership is open to individuals and organizations with interest in asset management and willing to be contributors and participants.

The ALN has developed relationships with numerous government entities and industry organizations covering most aspects of asset management. Balance of interests guides activities and decisions are made through a consensus process.

Networks

The ALN brings the diverse interests in asset management together to the benefit of all through the following 5 networks:

1. Professional and Trade Association Network
2. Advisors and Suppliers Network
3. Asset Holders Network
4. Policies, Standards and Regulatory Network
5. Patrons Network

There are a variety of ways to get involved or support the ALN:

- Companies, government entities and organizations may join the ALN as patrons and participate in efforts advancing asset management objectives
- Individuals may join the ALN through their association's membership in the ALN and share in advancing asset management practices
- Organizations and individuals may make financial donations to the ALN
- All are invited to be the ALN supporters seeking to advance the practice of asset management

Our Mission

- *The ALN promotes the concepts of Asset Management as described in ISO 55000 and promotes certification to this standard where appropriate.*
- *The ALN promotes recognition that effective Asset Management serves organizational strategy and requires a comprehensive view of the organization and its assets.*
- *The ALN develops and shares information which enhances the practice of Asset Management and the knowledge and skills of individual Asset Managers.*
- *The ALN promotes a management systems approach to asset management and the linkages between the Asset Management*



Engagement Activities

The following are engagement activities ALN plans for achieving its mission, vision, goals and objectives:

- Professional organization outreach
- Advising the development of legislation, rules, and regulations
 - Working group already underway creating a draft Presidential Directive on Asset Management
- Asset management knowledge network including content system
- Executive Roundtables with Industry Experts
- Member forums and inter-disciplinary discussion opportunities
- Sponsorship of ISO 55000 – Asset Management seminars and training series
- Asset Leadership Network conferences focused upon education and outreach

The Value of joining the ALN Professional and Trade Association Network

The ALN Professional and Trade Association Network provides vision and leadership to the Asset Management community in North America through ALN promotion and networking of professional and trade associations.

Specific benefits include:

Excellence

- Demonstrate your commitment to Excellence as a Leader in the discipline of Asset Management.
- Achieve competitive advantage through unique insight into the principles driving the future of asset management excellence
- Advertising and promotion at ALN specific events and opportunities

Access

- To top level representatives of other leaders in the asset management “space”
- To thought leaders and industry experts for insight into trends and best practices
- To public policy figures able to influence regulatory and governance initiatives

Influence

- Visibility and input into Public Policy initiatives by ALN
- Keynote speaking opportunities at events demonstrating your organization’s position as a thought leader
- On the mission and activities of the ALN through Membership on the Patron’s Council

Asset management works with professional disciplines to include executive leadership, planning, finance, insurance, inventory management, logistics, acquisitions, real estate management, design, engineering, construction, environmental stewardship, marketing, government, manufacturing, operations, maintenance, and services.



For More Information

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