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## Leading Chicago Based Strategy Organizations Form Alliance

Chicago, ILL. – The Strategic Management Association (SMA) and Association for Strategic Planning – Chicago (ASP – Chicago) have joined forces to expand their combined offerings to strategic management, corporate leadership and academic professionals.

“We’re excited to form this alliance”, says John Sterling, President of the SMA. “Our two organizations have very similar visions and are equally committed to expanding educational and networking opportunities for strategy professionals.”

SMA has a long history of hosting strategy related programming such as its annual Economic Forecast event. ASP - Chicago was organized two years ago and is one of fourteen chapters of the California-based national association. Over the past two years ASP – Chicago has provided programs similar to SMA’s and it offers a full membership services program.

“This alliance is truly a partnership utilizing the best of both worlds”, says Tim Trotter, President of ASP – Chicago. “We can provide greater value to our members by realigning our responsibilities. It makes good business sense.”

Under this new alliance, SMA and ASP – Chicago will co-sponsor all networking and educational events. ASP-Chicago will coordinate event activities and provide membership services. It is recommended that all strategy professionals join ASP-Chicago. To join ASP, visit [www.strategyplus.org](http://www.strategyplus.org) .

In addition, SMA will take the lead in offering a Certificate in Strategic Management (CSM) course. The program leads a team of core business leaders through a comprehensive strategic planning and management program, delivering applied learning skills and valuable networking opportunities. For more information on the CSM program visit [www.sma-chicago.org](http://www.sma-chicago.org) or [www.csmlearning.com](http://www.csmlearning.com) .