Dear Members and Friends of CESSE

Welcome to the 2013 CESSE CEO Mid-Winter Meeting!

Why is the CESSE CEO Mid-Winter Meeting the highlight of my year? Is it open and supportive networking with respected colleagues? Or gathering insights that challenge my paradigms and assumptions? Or learning from the experiences and strategic thinking of leaders in our field? Or uncovering opportunities and solutions from sponsors? Or escaping winter when it is at its most persistent in Chicago? Or enjoying great food in beautiful surroundings? Actually, it is the opportunity to do all of this with the most interesting and engaging cohort of individuals I know!

As always, the Mid-Winter features outstanding content thanks to the efforts of CEO volunteers. With the theme of “Strategic Leadership in an Increasingly Complex World” the Program Committee has created a compelling program that tackles some of the toughest issues we face. A huge thank you to Program Committee Chairs Melissa Moore (Institute for Operations Research and the Management Sciences), Angela Keyser (American Association of Physicists in Medicine), and Program Committee Members Gregg Balko (SAMPE), Bob Chalker (NACE International), Beth Cunningham (American Association of Physics Teachers), Don Greene (Institute of Industrial Engineers), Janet Bandows Koster (Association of Women in Science), Kevin Marvel (American Astronomical Society), David Schutt (SAE International), and June Wispelwey (American Institute of Chemical Engineers). Your program promises to be relevant and thought-provoking.

Thank you to the many sponsors who make this meeting possible. From the team at the beautiful Hyatt Regency Tamaya, to the many sponsors who spoil us with outstanding meals and breaks, to the sponsors that ensure the infrastructure and materials support a productive meeting, CESSE is fortunate to have generous and committed sponsors. Thank you!

At this meeting we welcome CESSE’s first executive director, Sandy Marshall, CAE. The search was challenging because there was a large slate of outstanding candidates. The CESSE board believes we have selected a talented individual with an enthusiasm for CESSE. I look forward to each attendee meeting Sandy and sharing your perspectives on CESSE.

As we all know, no meeting is possible without the expertise and efforts to a staff team. Thank you to Brenda Park and Kevin Lewis for a successful meeting and supporting CESSE during our transition.

To all attendees — thank you for being here. I leave every CESSE meeting enriched by my interactions with fellow CEOs, sponsors, and guests. The Program Committee seeks to leverage the combined expertise and insights of the attendees by enhancing the formal content with open discussions. I encourage each attendee to share your experiences, thoughts and reactions. It is through the CESSE community each of us is better able to advance our society.

Enjoy the 2013 CESSE CEO Mid-Winter Meeting.

Betty Shanahan
2012-13 President, Council of Engineering and Scientific Society Executives
Executive Director & CEO, Society of Women Engineers

Strategic Leadership for an Increasingly Complex World
Welcome to the 2013 CESSE CEO Mid-Winter Meeting!

The theme this year is *Strategic Leadership for an Increasingly Complex World*. Effectively leading today’s not-for-profit organizations, whether small or large, requires us to navigate through and capitalize on progressively complex issues. Emerging global markets, changing business models, growing competition, and a myriad of other issues and factors conspire to create an opportunity-rich yet challenging business environment; one that requires us to be far more nimble and strategic than ever before.

We have built on the ongoing aspect of last year’s meeting — a continuing dialogue for and among our CESSE CEO community. We kept in mind that the greatest value is gained when we hear from each other — our fellow CEO’s sharing their experiences, lessons-learned, and what they are doing to push the envelope. We have included panel discussions to get us thinking and exploring new approaches, numerous MindShare sessions (offered for the first time last year) to help us share ideas and strategies, and the ever-popular Roundtable sessions. Of course, thanks to our sponsors, this meeting offers frequent opportunities to network with each other. We hope you will find this a ‘can’t miss’ opportunity to share strategies of how to thrive amidst the growing complexity and build relationships to call upon throughout the rest of the year. We are looking forward to seeing you.

Regards,

The 2013 CESSE CEO Mid-Winter Programming Committee

Angela Keyser, AAPM, Co-Chair
Melissa Moore, INFORMS, Co-Chair
Gregg Balko, SAMPE
Bob Chalker, NACE
Beth Cunningham, AAPT
Don Greene, IIE
Janet Koster, AWIS
Kevin Marvel, AAS
David Schutt, SAE
June Wispelwey, AIChE
NOTE: The times listed below are actual event times. For any events occurring off-site, please check the detailed Meeting Program for the transportation meeting time and location.

Saturday, February 23

**Board of Director Arrivals**

6:30 pm–9:00 pm  CESSE Board of Directors Dinner – *The Corn Maiden*

**Sunday, February 24**

**Arrivals**

8:00 am–8:30 am  CESSE Board of Directors Continental Breakfast – *Puma AB*

8:30 am–3:00 pm  CESSE Board of Directors Meeting – *Puma C*

12:00 pm–1:00 pm  CESSE Board Luncheon – *Council Room*

12:00 pm–6:00 pm  Registration – *Mountain View Foyer*

12:00 pm–5:00 pm  Internet Café – *Bear B*

6:00 pm–9:00 pm  Welcome Reception and Dinner – *Tamaya Prefunction and Tamaya E*

Monday, February 25

7:30 am–5:30 pm  Internet Café – *Bear B*

7:45 am–8:20 am  Breakfast – *Tamaya E*

8:30 am–8:45 am  Welcome and Program Introduction – *Tamaya FGH*

8:45 am–10:15 am  Panel: Strategic Leadership in an Increasingly Complex World – *Tamaya FGH*

9:00 am–2:00 pm  Companion Activity – *Santa Fe*

10:15 am–10:45 am  Mid-Morning Break – *Tamaya Prefunction North*

10:45 am–11:45 am  Panel: Analytics for Management & Foresight – *Tamaya FGH*

11:45 am–12:00 pm  Technology Break

12:00 pm–1:00 pm  Lunch – *Tamaya E*

1:00 pm–2:30 pm  Mindshare Sessions – *Puma AB, Eagle A and Eagle B*

2:30 pm–3:15 pm  Speed Networking – *Tamaya FGH*

3:15 pm–3:45 pm  Mid-Afternoon Break – *Tamaya Prefunction North*

6:30 pm–9:30 pm  Reception and Dinner with Companions – *El Pinto Restaurant*

9:30 pm–11:30 pm  Afterglow – *Tamaya Prefunction and Veranda/Outdoor Fire Pit*
**Tuesday, February 26**

- 7:30 am–5:30 pm  
  Internet Café – *Bear B*

- 7:45 am–8:20 am  
  Breakfast – *Tamaya E*

- 8:30 am–8:35 am  
  Introductions – *Tamaya FGH*

- 8:35 am–9:45 am  
  Panel: Health Care from a Business Perspective – *Tamaya FGH*

- 9:45 am–10:30 am  
  Panel: You’ve Got Competition: Preparing Your Board, Your Members & Your Staff – *Tamaya FGH*

- 10:30 am–11:00 am  
  Mid-Morning Break  
  – *Tamaya Prefunction North*

- 11:00 am–12:00 pm  
  Panel: New Technologies & Ideas to Enhance Services (Not Just Meetings!)  
  – *Tamaya FGH*

- 12:00 pm–1:00 pm  
  Lunch – *Tamaya E*  
  Free Afternoon or Companion/CEO Optional Activities

- 1:15 pm – 6:00 pm:  
  Meet Albuquerque

- 1:15 pm  
  Golf at Twin Warriors Golf Course

- 7:30 pm  
  Transportation for Dinner in Albuquerque

- 8:00 pm–9:30 pm  
  Dinner On-Your-Own

- 9:30 pm–9:45 pm  
  Return Transportation to Hyatt Tamaya

- 10:00 pm–11:30 pm  
  Afterglow – *Council Room*

**Wednesday, February 27**

- 7:30 am–5:30 pm  
  Internet Café – *Bear B*

- 7:45 am–8:20 am  
  Breakfast – *Tamaya E*

- 8:30 am–8:35 am  
  Introductions – *Tamaya FGH*

- 8:30 am–10:00 am  
  Mindshare Sessions  
  – *Puma AB, Eagle A and Eagle B*

- 10:00 am–10:30 am  
  Mid-Morning Break  
  – *Tamaya Prefunction North*

- 10:30 am–11:45 am  
  Panel: Engagement of Members  
  Technology Break

- 11:45 am–12:00 pm  
  CESSE Business Meeting (CEOs Only)  
  – *Tamaya FGH*

- 12:00 pm–12:30 pm  
  Lunch – *Tamaya E*

- 1:30 pm–3:00 pm  
  Roundtables  
  – *Puma AB, Eagle A and Eagle B*

- 2:00 pm–3:30 pm  
  Companion Activity – *Trail Riding*

- 3:00 pm–3:30 pm  
  Mid-Afternoon Break  
  – *Tamaya Prefunction North*

- 3:30 pm–5:30 pm  
  Round-up of Mindshare and Roundtable Discussions – Last Questions  
  – *Tamaya FGH*

- 6:30 pm–9:30 pm  
  Reception and Dinner – *Tamaya E*
Meeting Program

Sunday Morning, 2/24/13

8:00 am–8:30 am  CESSE Board of Directors Continental Breakfast – Puma AB
8:30 am– 3:00 pm  CESSE Board of Directors Meeting – Puma C
                  Mid-morning Break Sponsored by JDG Associates
12:00 pm–1:00 pm  CESSE Board Luncheon – Council Room
                  Lunch & Afternoon Break Sponsored by Seattle’s Convention & Visitors Bureau
12:00 pm–6:00 pm  Registration – Mountain View Foyer
                  Sponsored by Experient, Inc.
12:00 pm–5:00 pm  Internet Café Open – Bear B

Sponsored by Projection Presentation Technology

Sunday Evening, 2/24/13

6:00 pm–7:00 pm  Welcome Reception – Tamaya Prefunction
                  Sponsored by Detroit Metro Convention and Visitors Bureau
7:00 pm – 9:00 pm  Welcome Dinner – Tamaya E
                  Sponsored by Detroit Metro Convention and Visitors Bureau

Monday Morning, 2/25/13

7:30 am–5:30 pm  Internet Café Open – Bear B
                  Sponsored by Projection Presentation Technology
8:30–8:45 am  
Welcome and Program Introduction – Tamaya FGH

Betty Shanahan, CESSE President 2012-2013, Society of Women Engineers  
Melissa Moore, CESSE 2013 Mid-Winter CEO Meeting Program Co-Chair, INFORMS  
Angela Keyser, CESSE 2013 Mid-Winter CEO Meeting Program Co-Chair, American Association of Physicists in Medicine

8:45 am–10:15 am  
Panel: Strategic Leadership in an Increasingly Complex World – Tamaya FGH

Moderator, Melissa Moore, CEO, INFORMS  
Panelist, David Schutt, CEO, SAE International  
Panelist, Alyson Reed, Linguistic Society of America

Kick-Off session: Effectively leading today’s not-for-profit organizations, whether small or large, requires executives to navigate through and capitalize on an increasingly complex world. Many factors conspire to create an opportunity rich yet challenging business environment. Organizational sustainability and growth require executives and organizations to be far more nimble and strategic than ever before. This panel includes executives from CESSE organizations who are taking daring and creative approaches to successfully growing or positioning their organizations.

9:00 am–2:00 pm  
Companion Activity – Santa Fe

Please see Optional Activities tab for Details

10:15 am–10:45 am  
Mid-Morning Break – Tamaya Prefuction North

Sponsored by Tourism Toronto

10:45 am–11:45 am  
Panel: Analytics for Management & Foresight

Moderator and Panelist, Melissa Moore, INFORMS  
Panelist, Marty Saggese, Society for Neuroscience  
Panelist, Mark Langley, Project Management Institute

Not just Web-Analytics, using Descriptive, Predictive and Prescriptive analytics can change how we engage our members, involve non-members, and what services we provide (when and to whom) -- Data and its use will transform our organizations and how we make decisions.

11:45 am–12:00 Noon  
Technology Break

We encourage you to use this break in the program schedule to respond to voice mails, emails, check in at your home and/or office, etc.

Monday Afternoon, 2/25/13

12:00 pm–1:00 pm  
Lunch with Companions – Tamaya E
1:00 pm–2:30 pm

**Mindshare Sessions –**

**Changes in Publishing**

**Facilitator, Kevin Marvel, American Astronomical Society**

**Participant: Fred Dylla, American Institute of Physics**

Open Access, Page Charges… changes are leading to alternative approaches to how we deliver content and how we change our revenue models. This MindShare will discuss alternatives and lessons learned.

**The Evolution of Strategic Planning**

**Facilitator, Bob Chalker, NACE International**

Since the first strategic plans were written by military leaders in the 6th Century B.C. the process has continued to evolve. Today almost every organization is at least talking about strategic planning. Some have made it core to their business processes and are using it to advance and grow their organizations, others are only giving it lip service. There are even a few leaders who have said, our business world is moving too fast for strategic planning to be effective. Whether you consider yourself a guru of strategic planning or a neophyte, come to this dynamic Mind Share event and learn what your peers are doing in the association world.

**Embracing Complexity - Strategies for Organizing Tomorrow’s Workplace**

**Facilitator, Janet Koster, Association for Women in Science**

The intersection of diversity, mobility, and technology will define the workplace of tomorrow. How does today’s CEO lead in an environment of new opportunities and multiple moving parts? Keys trends in workplace complexity will challenge association leaders and shape the future. What is the future of the physical Office? How will changing workforce expectations define our workplaces? Will we increase outsourcing and reduce internal hires?

2:30 pm–3:15 pm

**Speed Networking: Social Networking in the First Person, Take 2 – Tamaya FGH**

**Facilitator, Angela Keyser, American Association of Physicists in Medicine**

In 2012, we heard from professional facilitator Michael Slater how associations are incorporating Speed Networking experiences into their meetings. Let’s see what we learned! Don’t miss this fun and innovative way to start the conference and build lasting connections with colleagues. Speed Networking is a structured opportunity to accelerate your conference networking experience through short rounds of introductions, in a one-on-one format.

3:15 pm–3:45 pm

**Mid-Afternoon Break – Tamaya Prefunction North**

Sponsored by Travel Portland

3:45 pm–5:00 pm

**Panel: Navigating Changes to Traditional Business Models**

**Moderator, Angela Keyser, American Association of Physicists in Medicine**

**Panelist, Fred Dylla, American Institute of Physics**
Panelist, Christine McEntee, American Geophysical Union

The revenue pressures facing many nonprofits have led to questions about the sustainability of traditional nonprofit business models. As strategic thinkers, we must carefully assess the effectiveness and efficiency of existing models and prepare for different approaches to carry us into the future. Hear from your CESSE colleagues who are being more intentional about creating new business models that work.

Monday Evening, 2/25/13

6:15 pm  Meet in Main Lobby for transportation

6:30 pm  An Evening at El Pinto Bienvenidos a Nuevo Mexico
Sponsored by Marriott Innovention Network
Transportation Sponsored by Albuquerque Convention & Visitors Bureau

Marriott welcomes you to a journey through the culture and cuisine of New Mexico. The Rio Grande Corridor began as a travel route to early settlers and now contains the history and unique flavor we call “The Land of Enchantment”. Our evening together will highlight the origins and recipes of the famed New Mexican culture. The flavor of New Mexico is distinctive with fresh chile from the Hatch Valley and the blending of spices and vegetables native to the Rio Grande valley. We will experience live demonstrations and libations as well as entertainment that will bring a distinctive and lasting impression to our CESSE evening together.

Please feel free to dress in your casual wear – jeans are totally appropriate.

9:30 pm–11:30 pm  Afterglow — Tamaya Prefunction area and Veranda/Outdoor Fire Pit
Sponsored by Tourisme Montreal

Tuesday Morning, 2/26/13

7:30 am–5:30 pm  Internet Café Open — Bear B
Sponsored by Projection Presentation Technology

7:45–8:20 am  Breakfast with Companions — Tamaya E
Sponsored by VisitPittsburgh

8:30 am–8:35 am  Introductions

Angela Keyser, American Association of Physicists in Medicine

8:35–9:45 am  Panel: Health Care from a Business Perspective
Panelist, Beth Essey, Manager, Employee Benefits Division, Henderson Brothers
Panelist, Jonathan Goodwin, Director, Compensation and Benefits, AIP
Healthcare, already complicated before “Obamacare”, has grown in complexity and has clear business impacts for us. This panel will bring representatives from the health care industry to discuss the current health care marketplace, the impact of the Affordable Health Care Act and how organizational leaders need to approach decisions about healthcare for their organizations in this new environment.

9:45 am–10:30 am  Panel: You’ve Got Competition: Preparing Your Board, Your Members & Your Staff

**Moderator, Gregg Balko, SAMPE**
**Moderator, David Schutt, SAE**
**Panelist, Betty Shanahan, Society of Women Engineers**

The days when scientific societies were the sole producer of conferences, standards, journals, etc. are over. You have (or will have) competition from for-profits, educational institutions, and even our government who want a piece of your marketshare. Our volunteers and sometimes our staffs, especially in the scientific communities, are often not entrepreneurial. How do you prepare your key stakeholders for this competitive world? This is a conversation with the audience. And, our panelists will share some of their lessons learned.

10:30 am–11:00 am  Mid-Morning Break — Tamaya Prefunction North
Sponsored by HelmsBriscoe

11:00 am–12:00 noon  Panel: New Technologies & Ideas to Enhance Services (Not Just Meetings!)

**Moderator, Kevin Marvel, American Astronomical Society**
**Panelist, Brian Leone, founder of Warp Speed Technologies**
**Panelist, Bill Aal, Managing Partner at unConference.net**
**Panelist, Laure L. Haak, PhD, Executive Director, ORCID**

Technology and Ideas on how to enhance interactions among members seem to change on a daily basis. It is increasingly difficult to keep up with all the new possibilities out there and it is far too easy to fall into a status-quo approach to meetings and other venues for member interactions. This panel session will include panelists representing new technologies and concepts for interactions that bring value to scientific and engineering member society members, primarily for the conference environment.

**Tuesday Afternoon, 2/26/13**

12:00 pm–1:00 pm  Lunch with Companions — Tamaya E
Sponsored by Spokane Regional Convention and Visitors Bureau
1:15 pm  
Meet Albuquerque  
Please see Optional Activities Tab for Details  
1:15 pm  
Group Leisure Golf at Twin Warriors Golf Course  
Please see Optional Activities Tab for Details  
Transportation for the Optional Activities Sponsored by Visit Milwaukee

**Tuesday Evening, 2/26/13**

7:30 pm  
Transportation for Tuesday dine-around  
Shuttles will depart from the Main Entrance. Hotel staff will be in the lobby to coordinate.  
8:00 pm–9:30 pm  
Dinner On Your Own  
9:30 pm–10:00 pm  
Return shuttles to hotel (every half hour) departure point TBD  
10:00 pm–11:30 pm  
Afterglow – The Corn Maiden  
Sponsored by Visit Orlando

**Wednesday Morning, 2/27/13**

7:30 am–5:30 pm  
Internet Café Open – Bear B  
Sponsored by Projection Presentation Technology  
7:45 am–8:20 am  
Breakfast with Companions – Tamaya E  
Sponsored by Quebec City Convention Centre  
8:30 am–8:35 am  
Introductions  
Betty Shanahan, CEO, Society of Women Engineers  
8:35 am–10:00 am  
Mindshare Sessions –  
Should We Have Industry Standards?  
Facilitator, Bob Chalker, NACE International  
Do you find it curious that the organizations who write standards for many professions and industries don’t have their own standards? The question is, should we? Should we have a common means for counting members or calculating retention? Should we be setting standards for the terms and conditions of exhibitor contracts? What about e-publishing and digital rights management? These are just a few ideas. This interactive Mind Share session will discuss the need and viability of establishing a set of association industry standards. Then brainstorming to determine where standards would be valuable.

Executive Coaching - How You Can Obtain Personalized Advice To Lead Strategically
Facilitator, Beth Cunningham, American Association of Physics Teachers
Participant, David Schutt, SAE International
Participant, Thomas Loughlin, American Society of Mechanical Engineers

How can you get assistance with the challenges in leading your organization and in assessing your professional goals? Two CESSE CEOs will describe first-hand experience using an executive coach to obtain valuable advice on leading nonprofit associations in an increasingly complex world. Included in the discussion will be strategies for selecting an executive coach, information about the type of interactions to expect, and advice about the best ways to utilize an executive coach. In addition, participants will share experiences establishing mentoring relationships.

Engagement of Student Members

Session Leader, June Wispelwey, American Institute of Chemical Engineers
Session Leader, Don Greene, Institute of Industrial Engineers

We all know that student members can be a prized resource that constitutes the future of our professions and our associations. But students often lack the ability to pay for the cost of the services and products they receive. Some groups provide student membership for free; others charge a modest fee, while still others are doing away with student membership entirely. How does your association engage with its student members and perhaps more importantly, do you have success stories to share about how to convert them to professional membership after they graduate?

10:00 am–10:30 am
Mid-Morning Break – Tamaya Prefunction North
Sponsored by Canadian Tourism Commission

10:30 am–11:45 am
Panel: Engagement of Members

Moderator, Don Greene, Institute of Electrical Engineers
Moderator, Janet Koster, Association for Women in Science
Panelist, Jay Younger, Managing Partner and Chief Consultant, McKinley Advisors
Panelist, Pat Gouhin, ISA

Engagement has become even more difficult in recent years as members are experiencing more pressures on their discretionary time. We all know that members who are engaged with the association are more likely to remain members, to serve in leadership roles, and to participate in activities like conferences, training, publications, etc. On the other hand, members who do not engage often drop their membership. So, all of our associations are challenged to find ways to engage our members. In the panel, we’ll be talking about the following topics:

• Innovative ideas for engaging members
• How to recognize and value engagement
• Successful approaches to convert engaged non-members into members
• How to offset decreases in company support for participation
• Dealing with a decline in available volunteer time
• Whether to subsidize expenses for volunteer involvement
• Successful volunteer leadership training
• Volunteer leadership succession plans

11:45 am–12:30 pm

**CESSE Business Meeting – CEO’s ONLY**

Report from Executive Director – Sandy Marshall

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**Wednesday Afternoon, 2/27/13**

12:30 pm–1:30 pm

**Lunch with Companions – Tamaya E**

*Sponsored by City of Virginia Beach Convention & Visitor Bureau*

1:30 pm–3:00 pm

**Roundtables (by size)**

**Small/Medium Societies** – Eagle A

*Leader: Lynn Strother, Human Factors and Ergonomics Society*

**Medium/Large Societies** – Puma A/B

*Leader: Kate Kirby, American Physical Society*

2:00 pm

**Companion Activity** - Trail Riding at The Stables at Tamaya

Please see Optional Activities Tab for Details

3:00 pm–3:30 pm

**Mid-Afternoon Break** – Tamaya Prefunction North

*Sponsored by McKinley Advisors*

3:30 pm–5:00 pm

**Round-up of Mindshare and Roundtable Discussions -- Last Questions**

*Moderator, Angela Keyser, AAPM*

*Moderator, Melissa Moore, INFORMS*

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**Wednesday Evening, 2/27/13**

6:30 pm–9:30 pm

**Final Night Gala – Tamaya E**

*Sponsored by Starwood Hotels & Resorts Worldwide, Inc*
BILL AAL
unConference.net &
Tools for Change

Bill has extensive experience as a developer and IT manager and is co-founder of community based technology initiatives that provide web based communication tools for millions around the world. At unConference.net, he has worked with the IEEE EMBS, as well as technology trade associations to design, produce and facilitate participatory events that help attendees build intellectual community, explore complex problems and map new territory for

In addition to being managing partner at unConference.net, he is the principal of Tools for Change, which has provided training and facilitation to support inclusion in business and non-profit sectors for 20 years. He has designed and produced creative solution finding events for government structures and communities throughout North America and Europe.
Beth A. Essey is Senior Vice President of Employee Benefits for Henderson Brothers, Inc., an Insurance and Financial Services firm headquartered in Pittsburgh, Pennsylvania.

Over the course of her 20 year career, Beth has worked with numerous medium to large sized companies, advising them on their employee benefits and total rewards programs. Beth has extensive experience working with Fortune 500 companies, privately-held entities and non-profits. In addition, Beth has cultivated the emergence of Henderson Brothers, Inc. as a thought-leader in the areas of health care reform, compliance, wellness and employee centric approaches to employee benefit programs.

Beth’s role at Henderson Brothers is to produce and manage strategic accounts, while working to refine service processes for the employee benefits division. Beth manages a team of high-level, high performing consultants, ensuring expert delivery of benefits consulting for over 600 employee benefits clients.

Prior to joining Henderson Brothers in 2010, Beth was the practice leader for the Pittsburgh office of Mercer.

Beth holds a Bachelor’s degree from Appalachian State University and is licensed in Life, Accident and Health Insurance.

Beth is an active member of the International Foundation of Employee Benefit Plans, International Society of Certified Employee Benefit Specialists, Society for Human Resource Management (SHRM), WorldatWork and the Pittsburgh Association of Group Executives as well as several other non-profit boards.

A married mother of three daughters, Beth enjoys golf, tennis, traveling and spending quality time with her family.
Jonathan Goodwin has been with the American Institute of Physics for more than 14 years, currently holding the title of Director, Compensation & Benefits. In this capacity, he focuses on all compensation and benefits-related programs and issues, while supporting the Vice President of Human Resources in all other Human Resources responsibilities, as well. Mr. Goodwin came to AIP with a background that includes Human Resources experience from directly within the healthcare management industry (Aetna) as well as the field of residence life in higher education (Syracuse University). In the last ten years, Mr. Goodwin has been both the Track Chair for the Human Resources track and Section Chair of the Finance & Administration section of CESSE. He holds a B.S. in Psychology from Syracuse University and has held an SPHR (Senior Professional in Human Resources) certification since 2009.
LAURE L. HAAK

ORCID

Laurel L. Haak (Laure), PhD, is the Executive Director of ORCID, a community-based non-profit organization dedicated to connecting research and researchers by providing a registry of unique and persistent personal identifiers. Dr. Haak earned a BS and MS in Biology at Stanford University, completed her PhD in neuroscience at Stanford University Medical School, and conducted postdoctoral research at the National Institutes of Health. Following postdoctoral work, she served as editor of Science Magazine’s NextWave Postdoc Network. Dr. Haak was a program officer for the Committee on Science, Engineering and Public Policy at the National Academies, where she directed workforce policy studies on international students, interdisciplinary research, women faculty, postdoctoral researchers, and innovation policy. She also served as Chief Science Officer at Discovery Logic, a Thomson Reuters business, where she provided research policy expertise and managed development of research evaluation systems.

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BRIAN LEONE

*Warp Speed Technologies*

Brian Leone is the founder of Warp Speed Technologies and the creator of the LaunchPad Presentation Management System. Brian has extensive experience in computer support and management, having worked as a Mac Genius for Apple, trained Geek Squad Agents in repairing Apple hardware, grown a fledgling Mac rental operation into the largest in NYC, and served as IT Director and consultant for various companies.

Brian’s interests outside of technology are marked by the absence of it. He enjoys backpacking, kayaking, running, camping, and generally “roughing it” whenever possible.

Brian lives in Hoboken, NJ with his wife, Stephanie, and his 3 year-old son, Milo.
JAY YOUNGER

McKinley Advisors

During Jay’s fifteen year tenure in the association industry, he has become widely-known as an expert advisor to leading trade and professional associations in the areas of association strategy, membership, governance, organizational development and branding. In his dual role at McKinley, Jay oversees staff development and growth and has primary responsibility for several of the firm’s strategic, long-term consulting engagements. He has extensive experience working with the staff and volunteer leadership of associations and is an accomplished facilitator of strategic discussions.

Jay joined McKinley in 1999 from Hyatt Hotels & Resorts, where he managed both association and corporate markets at several properties in the Washington, DC area. Jay served on the Membership Section Council of the American Society of Association Executives (ASAE) from 1999-2005, with a stint as chair in 2004-2005. During his tenure on the council, he led the planning committee for ASAE’s successful Marketing and Membership Symposia and recruited several new active volunteers to the council. Jay was named as an ASAE Fellow in 2007 and is frequent author and contributor to a wide range of industry publications, including the Journal of Association Leadership, Associations Now and more.

A native Washingtonian, Jay resides in the district with his wife and three children. Jay holds a B.A. in English from Duke University.
DO NOT PRINT!
Today you travel north to historic and picturesque Santa Fe.

Upon arrival you’ll take a guided walking tour, visiting such points of interest as the historic Plaza, St. Francis Cathedral, the Loretto Chapel, with its famous “miraculous” staircase, and the San Miguel Mission. Founded in 1610, Santa Fe was the last stop on the Camino Real, the fabled Royal Road that stretched from Mexico City to the northernmost reaches of the Spanish Empire. Today it is the heart and soul of the Southwest, and “Santa Fe Style” is synonymous with all the best the region has to offer. Its historic Plaza, winding streets, covered arcades, hidden gardens and courtyards, and Pueblo-style architecture reflect the blending of Indian, Hispanic, and Anglo cultures.

Next, we’ll take you to the top of Canyon Road to explore on your own; a narrow street lined with adobe-style galleries. Outdoor sculptures and flower-filled gardens make for a picturesque stroll among more than 100 studios, restaurants and shops within a half mile. Unpretentious galleries are unique in personality, from stark, modern spaces to ancient adobes.

At this time you will see the traditional work produced by the early Santa Fe and Taos artists and the contemporary art by modern masters, including categories in realism, expressionism, romanticism, transformational, visionary, experimental and cutting edge painting and sculpture, contemporary and vintage photography, video and performance art. You will also find traditional weavings, ceramics, jewelry and Kachina dolls produced by Native Americans; wood carvings and tin works crafted by Spanish descendants; clothing and accessories created by top Santa Fe school of fashion designers; and work fashioned by Latin American, African, Middle Eastern and Oriental artisans.

Boxed lunches will be distributed for your drive back to the Hyatt Regency Tamaya and Spa.

**TOUR PRICE PER PERSON: $ 60.00**

**PRICE INCLUDES:** Professional Tour Guide; walking tour of Santa Fe Plaza (includes entry fee into Loretto Chapel and San Miguel Mission), boxed lunch, bottled water on coach; guide and driver gratuities; all applicable taxes.

Strategic Leadership for an Increasingly Complex World
MEET ALBUQUERQUE

Tuesday, February 26, 2013
1:15 PM–6:00 PM

Start the afternoon with a driving tour of Route 66 and see some of the tourist courts still in operation today, including the Aztec Motel (1931) and the El Vado Court (1937), both of which are on the National Register of Historic Places. Your guide will also point out the cafés, gas stations, motels, and stores that are part of the history and local color of this region.

After this stop you will continue to Old Town. Guests will have the opportunity to take a brief walking tour of the historic Plaza area. Old Town, the original center of Albuquerque, was founded in the early part of the 18th century and includes San Felipe de Neri church and many historic buildings that form an architectural record of this city’s unique past. There will be time to explore hidden courtyards and stroll under covered portals and shop on your own at the many fine specialty stores and galleries around the Plaza.

Next, it’s on to one of the Duke City’s artisan wineries for a tour and wine tasting. New Mexico’s sun soaked soil and cool high desert nights are nearly perfect for the cultivation of grapes and have contributed to the recent revival of wine making in one of the nation’s oldest wine producing regions. Enjoy a delicious cheese and fruit platter while sampling these fine wines.

TOUR PRICE PER PERSON: $70.00

PRICE INCLUDES: Professional Tour Guide; driving tour of Albuquerque, walking tour of Old Town, tour and wine tasting, bottled water on coach; guide and driver gratuities; all applicable taxes.
TWIN WARRIORS GOLF COURSE

Tuesday, February 26, 2013

1:15 PM–5:45 PM

Join your colleagues for 18 holes of leisure golf on this high desert championship course routed in and around 20 ancient cultural sites of previous habitation and activity. The course has beautiful grassy knows and ridges dotted with Juniper and Pinon Pine. Wonderful dry washes known as arroyo’s and eroded land features, along with the sacred butte known as Tuyana or “Snakehead” complete a picture framed by spectacular views of the Sandia Mountains.

Designed by Gary Panks, Twin Warriors has twice hosted the PGA Club Professional Championship as well as the US Open Qualifier.

We will be playing leisure golf and not a tournament, so players of all skill levels are welcomed and encouraged!

Golf Rates:

- Complimentary for CEO’s /Companions (Sponsored by Great Madison Convention & Visitors Bureau)
- $85 for Sponsors

Club Rentals: $50 per set
Saddle up and embrace your inner cowboy/cowgirl on this 1.5 hour excursion through native lands. The adventure begins at the Carriage Circle, where guests will be transported to the stables. Along your journey, you will enjoy spectacular views of the Sandia Mountains silhouetted against the New Mexican sky. Your peaceful ride may take you through the cottonwood trees that line the Rio Grande and Jemez Rivers, or you may meander along trails where the Tamayame have traveled for centuries. During your adventure, you may have the opportunity to encounter some of the abundant indigenous wildlife that roams these sacred lands. Beginners and regular riders are welcome. Proper attire, including long pants and closed-toe shoes, are strongly recommended.

**Trail Ride Rates Per Person:** $95 (Gratuity is at your discretion)
Still to Come
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
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</thead>
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<td>Robert Brown</td>
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<td>Karen Casson</td>
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<td>Guest: Carol Fawcett</td>
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<td>Kyla Knudson</td>
<td>Dawn Whittaker</td>
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<tr>
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<th>Tourisme Montreal</th>
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<th>Visit Pittsburgh</th>
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