Boundless Opportunity: How to Unleash It in My Organization

McDowell Mountains photo courtesy of Creative Commons, Harald Nagel
LET ME MAKE YOUR LIFE EASIER

Start Leveraging Your Content Today!

Associations rely on us to collect, produce and deliver educational materials for conferences, publications and on-site training events.

We Offer:

- Online Abstract Management Systems
- Mobile Event Apps
- Digital Publishing Platforms
- Flash Drives & CDs
- ...And More!

Stop by our table to learn more at the 2014 CESSE Mid-Winter CEO Meeting

800-828-0305 :: omnipress.com
Welcome to the 2014 CESSE Mid-Winter CEO meeting!

The 2014 CESSE Mid-Winter CEO meeting is a highpoint of my year; it gives me a chance to network with those facing similar association related issues, provides learning opportunities to grow as a CEO and organization, and helps develop relationships to expand my network. This year the 2014 CESSE Mid-Winter CEO meeting will showcase invaluable content brought to you by the efforts of CEO volunteers.

With the theme of “BOUNDLESS OPPORTUNITY: How to Unleash It in My Organization,” the Program Committee has created a captivating program that will explore the environmental and market shifts which have dramatically affected the traditional association model. A special thank you to the Program Committee: David L. Schutt (CEO, SAE International - Program Chair), Janet Bandows Koster (MBA, CAE, Executive Director & CEO, the Association for Women in Science), and Thomas G. Loughlin (CAE, Executive Director & CEO, ASME).

This meeting wouldn’t be possible without our generous and dedicated sponsors; the team at the culture-rich Sheraton Wild Horse Pass Resort & Spa, the sponsors who indulge us with delicious meals and breaks, and the sponsors that ensure the provisions and materials support a worthwhile meeting. Thank you! I’d also like to recognize the hardworking staff who spend ample hours supporting the development of this meeting; Sandy Marshall, Brenda Park and Kim Spillane. CESSE is grateful to have you.

Last, to all attendees, thank you for joining us in such a great learning experience. With every CESSE meeting I attend, I gain more knowledge, support, and relationships than I could imagine. The Program Committee works hard to influence the attendees to engage in open discussions: to share your experiences, thoughts, and reactions. It is through the CESSE community and conferences that we’re all able to better ourselves and our society. Enjoy the 2014 CESSE Mid-Winter CEO meeting.

Tony Keane,

CAE, 2013-14 President, Council of Engineering and Scientific Society Executives

President & CEO, International Facility Management Association
Our program theme this year is **BOUNDLESS OPPORTUNITY: How to Unleash It in My Organization.** We will explore the environmental and market shifts that have dramatically affected the traditional association model. As organizational leaders, the relentless pace of change affects both your organization and your leadership practice, requiring you to successfully manage the unprecedented unknowns of a landscape in flux, while continuing to provide strategic direction for a sustainable future. These twin challenges are true for the small scientific society as well as the large engineering society; they are equally complex for the seasoned executive and the first-year CEO.

We have put together a vigorous program to open up strategic dialogue and offer ample opportunity to network and discuss how key issues in today’s market dynamism are challenging members of the CESSE CEO community. We kept in mind that the greatest value we can give our members is gained when we share our experiences, the lessons we have learned, and what we are doing to bring success to our organizations.

This year, we’re including a new format of “TED talk”-style presentations that we’re calling Creative Leadership Moments, as well as panel discussions to get us thinking and exploring new strategies, several MindShare sessions to help us uncover ideas and tactics, and the ever-popular Roundtable sessions.

This meeting offers an annual opportunity to network with each other in a trusted, informal setting, which we feel is one of the key values of CESSE membership, particularly to those in the CEO community. We’re glad that you have elected to take advantage of this program to share your perspective, and to learn about strategies that other leaders are using to balance strategy and urgency. We are eager to explore these themes with you in more depth.

Regards,

The 2014 CESSE Mid-Winter CEO Programming Committee

David L. Schutt, CEO, SAE International - Program Chair

Janet Bandows Koster, MBA, CAE, Executive Director & CEO, the Association for Women in Science

Thomas G. Loughlin, CAE, Executive Director, ASME
## Contents

President’s Message . . . . . . . . . . . . 1  
Program Committee Message . . . . . 2  
Meeting at a Glance . . . . . . . . . . . 4  
Meeting Space Layout . . . . . . . . . . 6  
Meeting Program . . . . . . . . . . . . 9  
Optional Activities . . . . . . . . . . . 24  
Attending Members/Speakers . . . . . 29  
Attending Sponsors . . . . . . . . . . . 37  
Notes Pages . . . . . . . . . . . . . . . . 43
### Meeting at a Glance

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.

Companions may attend all meals and activities unless otherwise noted.

#### Saturday, February 22

**Board of Director Arrivals**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 p.m. - 9:00 p.m.</td>
<td>CESSE Board of Directors Dinner - Ko'Sin Restaurant</td>
</tr>
</tbody>
</table>

#### Sunday, February 23

**Attendee Arrivals**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. - 8:30 a.m.</td>
<td>CESSE Board of Directors Breakfast - Gila Monster</td>
</tr>
<tr>
<td>8:30 a.m. - 3:00 p.m.</td>
<td>CESSE Board of Directors Meeting - Gila Monster</td>
</tr>
<tr>
<td>12:00 p.m. - 1:00 p.m.</td>
<td>CESSE Board Luncheon - Gila Monster Patio</td>
</tr>
<tr>
<td>12:00 p.m. - 6:00 p.m.</td>
<td>Registration - Komatke Foyer</td>
</tr>
<tr>
<td>6:00 p.m. - 7:00 p.m.</td>
<td>Welcome Reception - Komatke Patio</td>
</tr>
<tr>
<td>7:00 p.m. - 9:00 p.m.</td>
<td>Welcome Dinner - Komatke E, F and G</td>
</tr>
</tbody>
</table>

#### Monday, February 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15 a.m. - 8:00 a.m.</td>
<td>Breakfast - Komatke E, F and G</td>
</tr>
<tr>
<td>8:00 a.m. - 8:15 a.m.</td>
<td>Welcome and Program Introduction - Komatke D</td>
</tr>
<tr>
<td>8:15 a.m. - 10:30 a.m.</td>
<td>Educational Programming - Komatke D</td>
</tr>
<tr>
<td>8:00 a.m. - 12:00 p.m.</td>
<td>Desert Botanical Garden (Companion Activity)</td>
</tr>
<tr>
<td>10:30 a.m. - 11:00 a.m.</td>
<td>Mid-Morning Break - Komatke Foyer</td>
</tr>
<tr>
<td>11:00 a.m. - 12:30 p.m.</td>
<td>Educational Programming - Komatke D</td>
</tr>
<tr>
<td>12:30 p.m. - 1:30 p.m.</td>
<td>Lunch - Komatke E, F and G</td>
</tr>
<tr>
<td>1:30 p.m. - 3:00 p.m.</td>
<td>Educational Programming - Komatke A, B and C</td>
</tr>
<tr>
<td>3:00 p.m. - 3:30 p.m.</td>
<td>Mid-Afternoon Break - Coyote/Buzzard/Eagle</td>
</tr>
<tr>
<td>3:30 p.m. - 4:30 p.m.</td>
<td>Educational Programming - Komatke D</td>
</tr>
<tr>
<td>5:30 p.m. - 9:00 p.m.</td>
<td>Reception and Dinner - JW Marriott Camelback Departure Location: Conference Center entrance by Komatke Ballroom</td>
</tr>
<tr>
<td>9:30 p.m. - 11:30 p.m.</td>
<td>Afterglow - Coyote/Buzzard/Eagle</td>
</tr>
</tbody>
</table>
### Tuesday, February 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45 a.m.</td>
<td>Breakfast - Komatke E, F and G</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>Introductions - Komatke D</td>
</tr>
<tr>
<td>8:35 a.m.</td>
<td>Educational Programming - Komatke D</td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>Mid-Morning Break - Komatke Foyer</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>Educational Programming - Komatke D</td>
</tr>
<tr>
<td>12:00 p.m.</td>
<td>Lunch - Komatke E, F and G</td>
</tr>
</tbody>
</table>

**Free Afternoon OR Companion/CEO Optional Activities**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m.</td>
<td>Sponsors Circle - Komatke E, F and G</td>
</tr>
<tr>
<td>1:15 p.m.</td>
<td>Optional Activity - Sonoran Desert Jeep Tour</td>
</tr>
<tr>
<td>6:15 p.m.</td>
<td>Transportation for Reception &amp; Dinner</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td>Visit Phoenix Reception - Phoenix Convention Center</td>
</tr>
<tr>
<td>7:45 p.m.</td>
<td>Dinner On-Your-Own</td>
</tr>
<tr>
<td>9:30 p.m.</td>
<td>Return Transportation to Sheraton</td>
</tr>
<tr>
<td>10:00 p.m.</td>
<td>Afterglow - Coyote/Buzzard/Eagle</td>
</tr>
</tbody>
</table>

### Wednesday, February 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45 a.m.</td>
<td>Breakfast - Komatke E, F and G</td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td>Musical Instrument Museum (Companion Activity)</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>Introductions - Komatke D</td>
</tr>
<tr>
<td>8:35 a.m.</td>
<td>Educational Programming - Komatke D</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Mid-Morning Break - Komatke Foyer</td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>Educational Programming - Komatke A, B, C and Gila Monster</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>CESSE Business Meeting (CESSE CEOs only) - Komatke D</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>Lunch - Komatke E, F and G</td>
</tr>
<tr>
<td>1:30 p.m.</td>
<td>Roundtable Discussions - Komatke A, B, C</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td>Mid-Afternoon Break - Komatke Foyer</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Program Round-Up - Komatke D</td>
</tr>
<tr>
<td>6:30 p.m.</td>
<td>Reception - Mesquite Terrace</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td>Dinner - Kave 1 &amp; 2</td>
</tr>
</tbody>
</table>
LADIES AND GENTLEMEN, INTRODUCING...
YOUR AUDIENCE

Getting to know your audience is one of the most intelligent things you can do to make your convention or tradeshow more relevant. And relevance is key to a successful event. That’s why event executives are investing in analytics more than any other functional area. They want to use data to individually connect with their guests, attendees, exhibitors and sponsors.

Experient will show you how to access and analyze data collected from multiple touchpoints... registration, housing, mobile platforms, and exhibitor services...for a complete 360° view of your audience on and off the show floor. Get to know their preferences, make your event more relevant, and watch your bottom line take center stage.

WITH EXPERIEN'T BEHIND THE SCENES, YOU’LL
SHINE LIKE A
ROCKSTAR

For the best in event intelligence, attendance building, technological innovation, experiential enhancement, risk mitigation/security, and revenue generation/cost savings, visit experient-inc.com/rockstar
Or email Jeff Fugate at Jeff.Fugate@experient-inc.com
and tell him you want to be a ROCKSTAR.

experient
A Maritz Travel Company
registration | housing | event planning and management | site selection and contract negotiation | mobile event platforms | lead retrieval and data management | marketing
Sunday

Sunday Morning, 2/23/14

8:00 a.m. - 8:30 a.m.  CESSE Board of Directors Continental Breakfast - Gila Monster  
*Breakfast and Mid-morning Break Sponsored by JDG Associates*

8:30 a.m. - 3:00 p.m.  CESSE Board of Directors Meeting - Gila Monster

12:00 p.m. - 1:00 p.m.  CESSE Board Luncheon - Gila Monster Patio  
*Lunch & Afternoon Break Sponsored by Visit Seattle*

12:00 p.m. - 6:00 p.m.  Registration - Komatke Foyer  
*Sponsored by Experient, Inc.*

12:00 p.m. - 5:00 p.m.  The LINK (complimentary internet, laptop stations, etc.)  
*Provided by Sheraton Wild Horse Pass Resort & Spa*

Sunday Evening, 2/23/14

6:00 p.m. - 7:00 p.m.  Welcome Reception - Komatke Patio  
*Sponsored by Detroit Metro Convention and Visitors Bureau*

7:00 p.m. - 9:00 p.m.  Welcome Dinner - Komatke E, F and G  
*Sponsored by Detroit Metro Convention and Visitors Bureau*

Monday

Monday Morning, 2/24/14

*Educational Programming Sponsored by Beaches of Fort Myers and Sanibel*

7:30 a.m. - 5:30 p.m.  The LINK (complimentary internet, laptop stations, etc.)  
*Provided by Sheraton Wild Horse Pass Resort & Spa*

7:15 a.m. - 8:00 a.m.  Breakfast - Komatke E, F and G  
*Sponsored by Greater Houston Convention & Visitors Bureau*
8:00 a.m. - 8:15 a.m.  **Welcome and Program Introduction** - Komatke D

Tony Keane, CESSE President 2013-2014, President & CEO, IFMA
David Schutt, CESSE 2014 Mid-Winter CEO Meeting Program Chair, Chief Executive Officer, SAE International

8:15 a.m. - 10:00 a.m.  **We Own Our Future** - Komatke D

**Reality 1:** In the face of changing needs and demographics, building and engaging communities has never been more difficult. The days of a homogenous unified community are past, but still everyone wants them. Is competition our greatest worry or is it we ourselves?

**Business Thought Leader:** James Meyers, President & CEO, Imagination Publishing

**Association Host:** Mark Langley, CEO, Project Management Institute

Session Description:

“The future is already here – it’s just not very evenly distributed.”

- William Gibson

Knowledge and networking remain the value that stakeholders look to associations to serve, but how can associations create and maintain community in the face of rapidly changing need and diversity? Is redefining our community model necessary or can associations just work through it?

**Reality 2:** Publishing articles is no longer enough. New value creation from your organization’s information is a must. The answer? Deploy tools to unleash the power of communities to curate your content.

**Business Thought Leader:** Steve Rosenbaum, CEO, Magnify.net and author of *Curation Nation*

**Association Hosts:** Jim Prendergast, Executive Director & COO, IEEE; and Matt Loeb, Staff Executive, IEEE

Session Description:

“The curation model works on and builds up trust in content, in people and in trends. You have to have this trust, and you have to show that you can give it back. It’s not about you. It’s about bringing people together.”

- Douglas Crets
Information has long been at the center of the association’s value proposition. Until recently, this content was available only in hardcopy publications that were either mailed to subscribers or made available in libraries. Today, in contrast, we access most information electronically wherever and whenever it is needed.

In this session, we’ll explore the role of associations in moving toward increasing collaboration and knowledge sharing to curate content for context and new value.

**Reality 3: Leadership Through the Fog of Change:** Revitalizing the association model to be relevant and responsive to the demands of our times.

**Business Thought Leader:** David Reimer, Chief Executive for the Americas, Merryck & Company

**Association Host:** Tom Loughlin, Executive Director & CEO, ASME

**Session Description:**

“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

- Jack Welch

While the rate of external change continues to accelerate, the core association model evolves at a slower rate. Associations, by definition, trail the professions they serve. So is the end near? Hardly. The core purpose and mission of our organizations is more vital than ever. Finding the right approach will help us respond intelligently as the world seeks meaningful and relevant content.

8:00 a.m. –12:00 p.m. **Desert Botanical Garden** (Companion Activity)

*Transportation Sponsored by Visit Phoenix*

Meet in Main Lobby for Departure - see Optional Activities tab for details

10:00 a.m. –10:30 a.m. **In the Round - Exchanging Our Perspectives** - Komatke D

*A moderated conversation among our ‘Reality’ thought leaders.*

**Moderator:** David Schutt, CESSE 2014 Mid-Winter CEO Meeting Program Chair, SAE

10:15 a.m. –10:45 a.m. **Mid-Morning Break** - Komatke Foyer

*Sponsored by Tourism Toronto*
Meeting Program - Monday

11:00 a.m. - 12:30 p.m.  The Association Perspective - Komatke D

Our Association CEO Hosts provide their perspective on the three reality areas covered by their invited industry speakers: Community, Information and Leadership, followed by a moderated panel discussion.

**Moderator:** David Schutt, CESSE 2014 Mid-Winter CEO Meeting Program Chair, SAE

**Association CEO Hosts:**
Mark Langley, CEO, Project Management Institute
Jim Prendergast, Executive Director & COO, IEEE; and Matt Loeb, Staff Executive, IEEE
Tom Loughlin, Executive Director & CEO, ASME

Monday Afternoon, 2/24/14

*Educational Programming Sponsored by Omaha Convention & Visitors Bureau*

12:30 p.m. - 1:30 p.m.  Lunch - Komatke E, F and G
Sponsored by Tourism Vancouver

1:30 p.m. - 3:00 p.m.  Creating Pathways Toward a Promising Future - Komatke A,B, and C

*In three concurrent sessions, we will explore the ‘New Realities’ with our association hosts:*

**Reality 1**: In the face of changing needs and demographics, building and engaging communities has never been more difficult - Komatke A

*Hosted by:* Mark Langley, CEO, PMI

**Reality 2**: Publishing articles is no longer enough - Komatke B

*Hosted by:* Jim Prendergast, Executive Director & COO, IEEE; and Matt Loeb, Staff Executive, IEEE

**Reality 3**: Leadership Through the Fog of Change - Komatke C

*Hosted by:* Tom Loughlin, Executive Director & CEO, ASME

3:00 p.m. - 3:30 p.m.  Mid-Afternoon Break - Coyote/Buzzard/Eagle
Sponsored by Travel Portland

3:30 p.m. - 4:30 p.m.  New Realities Wrap-up - Komatke D

*Moderator:* David Schutt, CESSE 2014 Mid-Winter CEO Meeting Program Chair, SAE
Meeting Program - Monday/Tuesday

Monday Evening, 2/24/14

5:30 p.m.  Transportation for Monday’s Dinner
Meet at Conference Center entrance by Komatke Ballroom

6:30 p.m.  An Evening at JW Marriott Camelback Inn
Sponsored by Marriott Convention and Resort Network with Southwest Conference Planners

Mummy Mountain is an outdoor authentic venue that will transport our guests back to 1936, the year the resort opened.

This old west cowboy town overlooks the beautiful Arizona sunset and iconic Camelback Mountain. You will be surrounded by cowboy facades, barrels and wagons that give the space its old west appeal. A cowboy cookout area runs down the center of the venue where you will walk down and receive a meal hot off the grill. Picnic tables are set with red-checkered linens for a casual atmosphere.

Cowboy hats, jeans, and cowboy boots are not only recommended, they are ENCOURAGED!

9:30 p.m. - 11:30 p.m.  Afterglow - Coyote/Buzzard/Eagle
Sponsored by Tourisme Montreal

Tuesday

Tuesday Morning, 2/25/14

Educational Programming Sponsored by Greater Madison Convention & Visitors Bureau

7:30 a.m. - 5:30 p.m.  The LINK (complimentary internet, laptop stations, etc.)
Provided by Sheraton Wild Horse Pass Resort & Spa

7:45 a.m. - 8:20 a.m.  Breakfast - Komatke E, F and G
Sponsored by Visit Pittsburgh

8:30 a.m. - 8:35 a.m.  Introductions - Komatke D
Tom Loughlin, CESSE Director, ASME

8:35 a.m. - 10:30 a.m.  Contemporary Leadership Moments - Komatke D
A series of “Ted Talk”-style sketches of real-life leadership
Meeting Program - Tuesday

8:40 a.m. - 9:30 a.m.  Take 1: Dreaming the Dream
Katherine McCarter - Executive Director, Ecological Society of America
Crispin Taylor - Executive Director, American Society of Plant Biologists
Arlene Pietranton - Chief Executive Officer, American Speech-Language-Hearing Association

9:30 a.m. - 10:30 a.m.  Take 2: Cultural Shift
Sandy Magnus - Executive Director, American Institute of Aeronautics and Astronautics
Bill Davis - Executive Director (retired), American Anthropological Association; Bill Davis Consulting
Bob Chalker - Executive Director, NACE International

10:30 a.m. - 11:00 a.m.  Mid-Morning Break - Komatke Foyer
Sponsored by HelmsBriscoe

11:00 a.m. - 12:00 p.m.  Take 3: Learning Moments
Todd Osman - Executive Director, Materials Research Society
Jeff Littleton - Executive Vice President, American Society of Heating, Refrigerating & Air Conditioning
Roque Calvo - Executive Director, The Electrochemical Society

Tuesday Afternoon, 2/25/14

12:00 p.m. - 1:00 p.m.  Lunch - Komatke E, F and G
Sponsored by Visit Spokane

1:00 p.m. - 2:00 p.m.  Sponsors Circle - Komatke E, F and G
An opportunity for CESSE Sponsors to dialogue and offer program perspectives with CESSE leaders and staff. Sponsors are asked to remain in the room at the conclusion of lunch.

1:15 p.m. - 5:00 p.m.  Sonoran Desert Jeep Tour
Meet at Conference Center Entrance by Komatke Ballroom for pickup. Please see Optional Activities tab for details
Tuesday Evening, 2/25/14

6:15 p.m.  Leave for Visit Phoenix Reception - Meet at Conference Center entrance by Komatke Ballroom for Transportation

Coaches depart from the Sheraton at 6:30 pm

7:00 p.m. - 7:45 pm  Visit Phoenix Reception - Phoenix Convention Center
Sponsored by Visit Phoenix

7:45 p.m. - 9:30 p.m.  Dinner On Your Own
Transportation provided by Visit Phoenix

Coaches will depart the Phoenix Convention Center from North Ballroom location (Monroe Street) for 5 dinner options. Each coach will go to a specific restaurant - please check signs on coaches for restaurant name. Your driver will give you detailed information regarding pickup locations and times for your return.

9:30 p.m.  Return Transportation to Sheraton

Coaches will pick up at each of the five (5) restaurants for transportation back to the resort.

10:00 p.m. - 11:30 p.m.  Afterglow - Coyote/Buzzard/Eagle
Sponsored by Visit Milwaukee

Wednesday

Wednesday Morning, 2/26/14

Educational Programming Sponsored by YES Marketing LLC

7:30 a.m. - 5:30 p.m.  The LINK (complimentary internet, laptop stations, etc.)
Provided by Sheraton Wild Horse Pass Resort & Spa

7:45 a.m. - 8:20 a.m.  Breakfast with Companions - Komatke E, F and G
Sponsored by Quebec City Convention Centre

8:15 a.m. - 12:00 p.m.  Companion Activity - Musical Instrument Museum
Transportation Sponsored by Visit Phoenix

Meet in Main Lobby for Departure - see Optional Activities tab for Details
8:30 a.m. - 8:35 a.m.  
**Introductions** - Komatke D  
Janet Bandows Koster - CEO, Association of Women in Science

8:30 a.m. - 10:00 a.m.  
**Town Hall - You Can’t Take Your Eye off the Ball: How to Maintain a Constant Commitment to Diversity & Inclusion**  
**Moderator:** Janet Bandows Koster, CEO, Association of Women in Science  
**Panelists include:**  
Betty Shanahan, Executive Director & CEO (retired), Society of Women Engineers (and immediate Past President of CESSE)  
Pat Natale, Executive Director, American Society of Civil Engineers  
Michael Pearson, Executive Director, Mathematical Association of America

According to new data from NSF, in 2012, 1,605 doctoral degrees were awarded in the fields of animal breeding, zoology, astronomy, astrophysics, robotics, paleontology, geometry, geometric analysis, number theory, medical physics, particle physics, plasma/fusion physics, structural engineering, German, Spanish, Asian history, Middle Eastern studies, archaeology, and music theory and composition. None of these 1,605 doctoral degrees in these fields was awarded to an African American! But the issue goes beyond numbers: organizations must examine their leadership value proposition to ensure it effectively supports the aspiration of diverse talent. Yet despite the attention and resources directed to the topic for many years, organizations are not progressing toward creating the truly diverse and inclusive environments they desire.

- What is the role of professional societies to building D&I in the discipline?
- What is the role of the CEO in driving D&I in the association?
- And, what is the role of the CESSE community in ensuring D&I leadership and talent development?

This Town Hall session will explore D&I in the context of our CESSE community and is designed as a peer-to-peer dialogue.

10:00 a.m. - 10:30 a.m.  
**Mid-Morning Break** - Komatke Foyer  
*Sponsored by Business Events Canada*
Meeting Program - Wednesday

10:30 a.m. - 11:45 a.m.  **Mindshare Sessions** - Komatke A, B, C and Gila Monster

**Personal and Professional Development: What CEOs Really Do in Their Free Time**

Alan Kraut, Executive Director, Association for Psychological Science has gotten his board to approve sabbaticals during which he gets a mental break from the organization but uses the time to expand an area of knowledge applicable to the job. We will focus on these and other innovative ideas for creative “me” time.

**Facilitator:** Alan Kraut, Executive Director, Association for Psychological Science

**Building Sustainable Futures**

Entrepreneurial; innovative; agile... We’ve all heard that these qualities are important for organizations that wish to remain vibrant and relevant in turbulent times. But how do we actually go about changing our associations’ cultures so that they reflect, encourage, and make effective use of such attributes?

**Facilitator:** Crispin Taylor, Executive Director, American Society of Plant Biologists

**Market Share or Mindshare**

Associations are facing increasing competition from the private sector as well as from other market forces. How do you decide what strategy to pursue when it comes to collaboration or competition? What are CESSE members doing to take the competition head-on and innovate through partnership and collaboration? Today’s associations are facing increasing competition from the private sectors, as well as from other market forces. This session will tackle the difficult questions:

- What is the best strategy to employ - collaboration or competition? Are there other strategies?
- What are the pros and cons of each strategy?
- When is each strategy most appropriate to employ? Are there best practices?
- How can you handle volunteers that have a strong opinion that opposes your strategic direction?
Facilitator: June Wispelwey, Executive Director, American Institute of Chemical Engineers (AIChE)

Strategic Planning

In Jim Collins’ book *Great by Choice*, he asks, “Why do some companies thrive in uncertainty and even chaos, and others do not?” Collins studies “10x” companies, those whose stock price outperformed peers in a matched pair by 10x over a 20-year period, and finds that they shared a few key characteristics: Fanatic Discipline; Empirical Creativity; and Productive Paranoia. These are fueled by what Collins calls Level 5 Ambition, a larger, enduring purpose that provides inspired motivation for an organization. How could we use a framework like this in our worlds to engage our Boards and our staff at the right level in strategic planning and execution to improve our outcomes?

Facilitator: Marty Saggese, Executive Director, Society for Neuroscience

11:45 a.m. – 12:30 p.m. CESSE Business Meeting - (CESSE CEOs Only) - Komatke D

**Wednesday Afternoon, 2/26/14**

*Education Programming Sponsored by Mobile Bay Convention & Visitors Bureau*

12:30 p.m. - 1:30 p.m. Lunch - Komatke E, F and G
*Sponsored by Virginia Beach Convention & Visitors Bureau*

1:30 p.m. - 3:00 p.m. Roundtable Discussions (by size)

Small Societies - Komatke A

*Discussion Moderator:* Catherine Leslie, Executive Director, Engineers without Borders

Medium Societies - Komatke B

*Discussion Moderator:* Marty Frank, Executive Director, American Physiological Society

Large Societies - Komatke C

*Discussion Moderator:* Mark Golden, Executive Director, National Society of Professional Engineers

3:00 p.m. - 3:30 p.m. Mid-Afternoon Break - Komatke Foyer
*Sponsored by McKinley Advisors*
3:30 p.m. – 5:00 p.m.  **Program Round-Up** - Komatke D

*Moderator:* David Schutt, SAE

*Moderator:* Janet Bandows Koster, AWIS

**Wednesday Evening, 2/26/14**

6:30 p.m. – 7:00 p.m.  **Reception** - Mesquite Terrace

*Sponsored by Starwood Hotels & Resorts Worldwide, Inc.*

7:00 p.m. – 9:00 p.m.  **Dinner** - Kave 1 & 2

*Sponsored by Starwood Hotels & Resorts Worldwide, Inc.*

Please join us for an evening of celebration and community as we complete this year’s CESSE Mid-Winter CEO Meeting. Cocktail attire is suggested.
ABSTRACT COLLECTION SHOULDN’T BE A HASSLE

Simplify your collection, management and review process

- Flexible
- Intuitive
- Affordable
- Customizable

Contact us today to learn more about how Omnipress can help you collect, produce and distribute your content today!

800-828-0305 :: omnipress.com

Bob Hamm
Senior Account Manager

Janel Savich
Account Manager
Comfortable, closed toed walking shoes and a camera recommended.

Explore the wonders of nature at this renowned desert museum. After arriving as a group, your self-guided tour will allow you to explore the many different trails and interactive exhibits at your leisure. View dramatic displays of cacti and succulents on the Desert Discovery Loop Trail, learn about the complex cultural relationship between plants and people on the Plants and People of the Sonoran Desert Trail, see hummingbirds and butterflies on the Harriet K. Maxwell Desert Wildflower Loop Trail, or explore any of the other various areas.

**Special Bonus:** During the date of your tour the Desert Botanical Garden will be featuring the spectacular Chihuly Glass exhibit, Chihuly in the Garden - your chance to view artist Dale Chihuly’s stunning exhibition of extraordinary and vibrant works of art.
Sonoran Jeep Desert Tour

Tuesday, February 25
1:30 pm - 4:30/5:00 pm

Cost: $82 (Guide gratuities are not included in the cost and are at your discretion)

Comfortable closed toed walking shoes, weather appropriate clothing and camera are recommended. Water and sodas will be provided.

Your genuine cowboy guide will pick you up in an open-air jeep from the Sheraton Wild Horse Pass Resort & Spa. Immerse yourself in the unspoiled splendor of the desert. 4-Wheel through the rugged trails as your guide brings to life the lore of this ancient land. Learn about the many different species of exotic plants and the abundant animal life.
You will be entertained, engaged, and enthralled. Welcome to MIM, the world’s only global musical instrument museum. MIM includes exhibits for every country in the world, along with exhibits that offer an insider’s view of how some instruments are made, how they are played, or the varied contexts in which they are used.

Guests are invited to play instruments from around the world in the Experience Gallery. In the Artist Gallery, you will see instruments from music icons such as John Lennon, Taylor Swift, Elvis Presley, Carlos Santana, and many more.

MIM’s collection includes more than 15,000 musical instruments and artifacts, approximately six thousand of which are displayed at a time, and many exhibits are enhanced by state-of-the-art audio and video technologies that bring to life the sounds and sights of the instruments on display.

**Special Bonus:** Included in your admission price, see Women Who Rock: Vision, Passion Power, a groundbreaking and provocative special exhibit. Created by the Rock and Roll Hall of Fame Museum in Cleveland, Ohio, this exhibit includes iconic costumes, instruments, and artifacts spotlighting more than 70 artists from several different eras. Beginning with Billie Holiday and Mother Maybelle Carter and continuing through the 60’s, 70’s, 80’s and 90’s to today’s stars such as Carrie Underwood, Rhianna and Lady Gaga, this is an exhibit not to be missed.

*Photo courtesy of MIM*
Optional Tours and Activities

GOLF

Although we are not offering an organized CESSE golf outing during the meeting, CESSE attendees are entitled to a discounted rate and encouraged to book their tee times individually. To book your tee time at the discounted rate, please visit www.whirlwindgolf.com and use the promo code CESSE.
The Starwood Convention Collection makes it easy and financially beneficial to plan and contract multiple meetings at once—across years, properties and destinations. Our largest group hotels in top US and Canadian markets provide seamless meeting planning, exceptional service and unparalleled facilities.

STARWOODCONVENTIONCOLLECTION.COM
Attending Members

Board of Directors

Jerome Baker
Chief Executive Officer
SIGMA XI, The Scientific Research Society
PO Box 13975
Research Triangle Park, NC 27709-3975
JBaker@SigmaXi.org

Guest: Kathy Baker

Ellen Bergfeld
CEO/Executive Vice President
Alliance of Crop, Soils & Enviro. Science Societies
5585 Guilford Rd
Fitchburg, WI 53711-5801
ebergfeld@sciencesocieties.org

Vice President
Patrick Gouhin
Executive Director & CEO
International Society of Automation
PO Box 12277
RTP, NC 27709-2277
pgouhin@isa.org

Guest: Terry Gouhin

Suzanne Grinnan
Executive Director
Society for Imaging Science & Technology
7003 Kilworth Lane
Springfield, VA 22151-4008
sgrinnan@imaging.org

President
Tony Keane
President & CEO
International Facility Management Association
800 Gessner Rd., Ste 900
Houston, TX 77024-4257
tony.keane@ifma.org

Angela Keyser
Executive Director
American Association of Physicists in Medicine
1 Physics Ellipse
College Park, MD 20740-3846
akeyser@aapm.org

Guest: Jimmy Keyser

Alan Kraut
Executive Director
Association for Psychological Science
1133 15th St. NW Suite 1000
Washington, DC 20005-2727
akraut@psychologicalscience.org

Thomas Loughlin
Executive Director/CEO
American Society of Mechanical Engineers
2 Park Avenue
New York, NY 10016-5675
loughlint@asme.org

Secretary
Walter Marlowe
Executive Director/CEO
Construction Specifications Institute
110 South Union St Suite 100
Alexandria, VA 22314-3351
wmarlowe@csinet.org

Past President
Betty Shanahan
Executive Vice President
Society of Women Engineers
203 N La Salle St., Ste #1675
Chicago, IL 60601-1267
betty.shanahan@swe.org

Guest: Bob Nuber

CESSE Staff

Donna Halstead
Managing Director of Finance & Administration
CESSE American Concrete Institute
38800 Country Club Drive Bldg Main
Farmington Hills, MI 48331
donna.halstead@concrete.org

Sandy Marshall
Executive Director
CESSE
38800 Country Club Drive Bldg Main
Farmington Hills, MI 48331
sandy@cesse.org

Brenda Park, CMP
Meeting Manager
CESSE
213 Davidson Road
Greenville, SC 29609
brenda@cesse.org

Kim Spillane
Sponsorship Sales Manager
CESSE
38800 Country Club Drive Bldg Main
Farmington Hills, MI 48331
kim@cesse.org
Attending Members

CEO’s

Eugene Arthurs
CEO
SPIE
PO Box 10
Bellingham, WA 98227-0010
eugene@spie.org

Peter Baker
Executive Director
Laser Institute of America
13501 Ingenuity Dr., Ste 128
Orlando, FL 32826-3018
pbaker@lia.org

Gregg Balko
Executive Director
SAMPE
1161 Park View Dr., Ste 200
Covina, CA 91724-3759
gregg@sampe.org

Janet Bandows Koster
Executive Director & CEO
Association for Women in Science
1321 Duke Street Suite 210
Alexandria, VA 22314-3403
koster@awis.org

Stefano Bertuzzi
Executive Director
American Society for Cell Biology
8120 Woodmont Ave, Ste 750
Bethesda, MD 20814-2762
sbertuzzi@ascb.org

Paul Borawski
Chief Executive Officer
American Society for Quality
600 N Plankinton Ave
Milwaukee, WI 53203-2914
pborawski@asq.org

Shawn Boynes
Executive Director
American Association of Anatomists
9650 Rockville Pike
Bethesda, MD 20814-3999
sboynes@anatomy.org

Roque Calvo
CEO
The Electrochemical Society
65 S Main St
Pennington, NJ 08534-2827
roque.calvo@electrochem.org

Robert Chalker
Executive Director
NACE International
1440 S Creek Dr.
Houston, TX 77084-4906
bob.chalker@nace.org

John Courtney
Executive Officer
American Society for Nutrition
9650 Rockville Pike
Bethesda, MD 20814-3999
jcourtney@nutrition.org

Wendy Cowan
Executive Director
American Association of Engineering Societies
1801 Alexander Bell Dr., Ste 100
Reston, VA 20191-4382
wcowan@aaes.org

Beth Cunningham
Executive Officer
American Association of Physics Teachers
1 Physics Ellipse
College Park, MD 20740-3843
bcunningham@aapt.org

Guest: Dave Wolfe

Seth Davis
Chief Operating Officer
Geochemical Society
One Brookings Drive, CB 1169
Saint Louis, MO 63130-4899
seth.davis@geochemsoc.org

Steven Davis
Executive Director
Society of Exploration Geophysicists
PO Box 702740
Tulsa, OK 74170-2740
sdavis@seg.org

Mark Doherty
Executive Director
EMDR International Association
5806 Mesa Drive Suite 360
Austin, TX 78731
mdoherty@emdria.org

Patrick Donnelly
Chief Executive Officer
American Oil Chemists’ Society
PO Box 17190
Urbana, IL 61803-7190
patrick.donnelly@aocs.org
Robert Doucette
Executive Director
National Council of Teachers of Mathematics
1906 Association Dr.
Reston, VA 20191-1502
bdoucette@nctm.org

H. Frederick Dylla
Executive Director
American Institute of Physics
1 Physics Ellipse
College Park, MD 20740-3841
dylla@aip.org
Guest: Linda Dylla

Charles Emely
Executive Director and CEO
American Railway Engineering & Maintenance of Way
4501 Forbes Blvd Ste 130
Lanham, MD 20706-4326
chemely@arema.org

Nelson Fabian
Executive Director and CEO
National Environmental Health Association
720 S Colorado Blvd Ste 1000N
Denver, CO 80246-1926
nfabian@neha.org

Mark Golden
Executive Director
Nat’l. Society of Professional Engineers
1420 King St
Alexandria, VA 22314-2750
mgolden@nspe.org

Don Greene
Executive Director
Institute of Industrial Engineers
3577 Parkway Lane Ste 200
Norcross, GA 30092-2833
dgreene@iienet.org

John Hess
Executive Director
Geological Society of America, Inc.
PO Box 9140
Boulder, CO 80301-9140
jhess@geosociety.org

Amy Hope
Executive Vice President
AACC International
3340 Pilot Knob Rd
Saint Paul, MN 55121-2055
ahope@scisoc.org

Karen Horting
Executive Director & CEO
Society of Women Engineers
203 N La Salle St., Ste 1675
Chicago, IL 60601-1269
karen.horting@swe.org
Guest: Aaron Zelko

Rosalba Kampman
Executive Officer
Biophysical Society
11400 Rockville Pike Ste 800
Rockville, MD 20852-3054
rkampman@biophysics.org

Kate Kirby
Executive Officer
American Physical Society
1 Physics Ellipse
College Park, MD 20740-3841
kirby@aps.org
Guest: Jane Steinberg

Katherine Kreiter
Executive Director
International Association for the Study of Pain
1510 H St NW Suite 600
Washington, DC 20005-1009
kreiter@iasp-pain.org

Barbara Lange
Executive Director
Society of Motion Picture and Television Engineers
3 Barker Ave
White Plains, NY 10601-1509
blange@smpte.org

Mark Langley
CEO
Project Management Institute
14 Campus Blvd
Newtown Square, PA 19073-3299
mark.langley@pmi.org

Catherine Leslie
Executive Director
Engineers Without Borders-USA
1031 33rd Street, Suite 210
Denver, CO 80205
cathy.leslie@ewb-usa.org

Boundless Opportunity: How to Unleash It in My Organization
Attending Members

Edward Liebow
Executive Director
American Anthropological Association
2300 Clarendon Blvd Ste 1301
Arlington, VA 22201-3398
eliebow@aaanet.org

Katherine McCarter
Executive Director
The Ecological Society of America
1990 M St NW Ste 700
Washington, DC 20036-3415
ksm@esa.org

Jeff Littleton
Executive Vice President
American Society of Heating, Refrigerating & Air Conditioning and Refrigeration
1791 Tullie Circle NE
Atlanta, GA 30329-2305
jlittleton@ashrae.org

Guest: Janet Littleton

Matt Loeb
Staff Executive
IEEE
445 Hoes Lane
Piscataway, NJ 08853
m.loeb@ieee.org

Jody McGinness
Executive Director
The Protein Society
1450 S. Rolling Rd., Ste 3.007
Baltimore, MD 21227
jmcginness@proteinsociety.org

Sandy Magnus
Executive Director
American Institute of Aeronautics & Astronautics
1801 Alexander Bell Dr., Ste 500
Reston, VA 20191-4344
sandym@alaa.org

Patrick Natale
Executive Director
American Society of Civil Engineers
1801 Alexander Bell Dr., Ste 100
Reston, VA 20191-4382
pnatale@asce.org

Mark Neice
Executive Director
Directed Energy Professional Society
7770 Jefferson St NE Ste 440
Albuquerque, NM 87109-4386
mark@deps.org

Michael Pearson
Executive Director
Mathematical Association of America
1529 18th St NW
Washington, DC 20036-1385
pearson@maa.org

Sandy Magnus
Executive Director
American Institute of Aeronautics & Astronautics
1801 Alexander Bell Dr., Ste 500
Reston, VA 20191-4344
sandym@alaa.org

Arlene Pietranton, PhD, CAE
Chief Executive Officer
American Speech-Language-Hearing Assn.
2200 Research Boulevard
Rockville, MD 20850-3289
apietranton@asha.org

James Prendergast
Executive Director & COO
Inst. Of Electrical and Electronics Engineers, Inc
445 Hoes Lane
Piscataway, NJ 08854
james.prendergast@ieee.org

Alyson Reed
Executive Director
Linguistic Society of America
1325 18th St., NW Suite 211
Washington, DC 20036-6502
areed@lsadc.org

David Schutt, Ph.D.
Chief Executive Officer
SAE International
400 Commonwealth Dr.
Warrendale, PA 15096-0001
david.schutt@sae.org

Guest: Sandra Whisler

Todd Osman
Executive Director
Materials Research Society
506 Keystone Dr
Warrendale, PA 15086-7573
osman@mrs.org

Guest: Sandra Whisler

Kevin Marvel
Executive Officer
American Astronomical Society
2000 Florida Ave NW Ste 400
Washington, DC 20009-1231
marvel@aas.org

Guest: Sandra Whisler
Boundless Opportunity: How to Unleash It in My Organization

Edward Stygar
Executive Director
American Biological Safety Association
1200 Allanson Rd
Mundelein, IL 60060-3808
ed@absaoffice.org

Crispin Taylor
Executive Director
American Society of Plant Biologists
15501 Monona Dr
Rockville, MD 20855-2753
cctaylor@aspb.org

Nicole Testa Boston, CAE
Executive Director
Society of Fire Protection Engineers
7315 Wisconsin Ave Ste 620E
Bethesda, MD 20814-3234
ntboston@sfpe.org

Jean Vavrek
Executive Director
Canadian Inst. Of Mining, Metallurgy & Petroleum
3500, Boul. De Maisonneuve Ouest #1250 Suite 1250
Westmount, QC H3Z 3C1 Canada
jvavrek@cim.org

Guest: Carole Gagnon

June Wispelwey
Executive Director
AIChE
120 Wall St FL 23
New York, NY 10005-4020
junew@aiche.org

Nancy Witty
Executive Director
International Society for Stem Cell Research
5215 Old Orchard Rd., Ste 270
Skokie, IL 60077-1041
nwitty@isscr.org

Robert Wolff
Executive Director
Society of American Military Engineers
607 Prince Street
Alexandria, VA 22314
rwolff@same.org

David Reimer
Merryck and Company Americas
1330 Avenue of the Americas Ste 23A
New York, NY 10019
abbey.fujiyoshi@merryck.com

Steve Rosenbaum
Magnify.net

Emeritus Members

William Davis
Principle
Bill Davis Consulting LLC
6815 Brookville Rd
Chevy Chase, MD 20815-3249
bdavis@starpower.net

Steven Nelson
AACC
666 Apache Lane
Mendota Heights, MN 55120
snelson@scisoc.org

Speakers

James Meyers
Imagination Publishing
600 West Fulton Ste. 600
Chicago, IL 60661
jmeyers@imaginepub.com
Attending Members
CRN IS

19,819,643 MASTERFUL TOUCHES

With over 126 chefs executing over 54,300 dishes each day, the hotels of the Convention & Resort Network have mastered the fine art of detail management and culinary delight.

We didn’t invent meetings, but we’ve been perfecting them for over 57 years.

Explore the diverse and exciting hotels of the Convention & Resort Network at www.conventionresortnetwork.com or call 1-888-236-2464

CONVENTION & RESORT NETWORK
MARRIOTT’S MEETINGS NETWORK WITH OVER 60 WORLD-CLASS CONVENTION AND RESORT HOTELS

70,000+ GUESTROOMS • 6.5 MILLION SQ FT OF EVENT SPACE • 2,700+ MEETING ROOMS • LARGEST COLLECTION OF PGA GOLF COURSES
500+ SPA TREATMENT ROOMS • 150+ CERTIFIED MEETING PLANNERS • TWICE AS MANY GOLD KEY AWARDS THAN OUR COMPETITION
Attending Sponsors

**Business Events Canada**
Danielle Foisy  
Director, Northeast MCT Sales Development  
6005 Archstone Way #307  
Alexandria, VA 22310  
foisy.danielle@ctc-cct.ca

**City of Virginia Beach CVB**
Dawn Whittaker  
Convention Sales Manager  
2101 Parks Avenue Suite 500  
Virginia Beach, VA 23451  
dwhittak@visitvirginiabeach.com

**Detroit Metro CVB**
Larry Alexander  
President & CEO  
211 W. Fort St., Ste. 1000  
Detroit, MI 48226  
lalexander@meetdetroit.com

Cathy Brady  
Sr. National Sales Manager  
211 W. Fort St., Ste. 1000  
Detroit, MI 48226  
cbrady@meetdetroit.com

Tracy Coleman  
National Sales Manager  
211 W. Fort St., Ste. 1000  
Detroit, MI 48226  
tcoleman@meetdetroit.com

Keith Kirsten  
Director of Sales  
211 W. Fort St., Ste. 1000  
Detroit, MI 48226  
kkirsten@meetdetroit.com

**Detroit Marriott at the Renaissance Center**
Kathy DeCiantis  
Senior Sales Executive  
One Renaissance Center  
Detroit, MI 48243  
kathy.deciantis@marriott.com

**Experient, Inc.**
Judy Kent  
Strategic Sales Executive  
1225 North Orleans Court  
Chicago, IL 60610  
judy.kent@experient-inc.com

**GES**
Jim Kilgallon  
Sales Manager  
491 C Street  
Chula Vista, CA 91910  
jkilgallon@ges.com

**Greater Houston Convention and Visitors Bureau**
James Brown  
Account Executive Corporate  
1331 Lamar St., Suite 700  
Houston TX 77002  
jbrown@visithouston.com

**Greater Omaha Convention & Visitors Bureau**
Mark Rath  
Assistant Director of Sales  
1001 Farnam St.  
Omaha, NE 68102  
mrath@visitomaha.com

**Greater Madison CVB**
Ann Shea  
Senior Convention Sales Manager  
615 E. Washington Ave.  
Madison, WI 53703  
shea@visitmadison.com

**HelmsBriscoe**
Amy Martell, CMP  
Sr Dir/Global Accts  
9923 Portside Terrace  
Bradenton, FL 34212  
amartell@helmsbriscoe.com

**Higher Logic**
Andy Steggles  
President & Chief Customer Officer  
1501 Lee Highway Suite 303  
Arlington, VA 22209  
andy@higherlogic.com

**JDG Associates**
Paul Belford  
Principal  
1700 Research Blvd  
Rockville, MD 20850  
belford@jdgsearch.com

Guest: Michaele Anne Belford
Attending Sponsors

JW Marriott Desert Ridge Resort & Spa
Alan Kilker
Senior Sales Executive
5350 East Marriott Drive
Phoenix, AZ 85054
alan.kilker@marriott.com

Marriott Global Sales Marriott International
Cheryl Smith
Global Account Executive
1645 Briarwood Circle
Bethesda, MD 18015
cheryl.smith@marriott.com

Marriott International
Maureen Selke
Director Global Accounts
10419 S 75th Avenue
Palos Hills, IL 60465
maureen.selke@marriott.com

McKinley Advisors
Jay Younger
Managing Partner & Chief Consultant
2233 Wisconsin Ave NW Suite 525
Washington, DC 20007
jyounger@mckinley-advisors.com

Mobile Bay Convention and Visitors Bureau
Jerry Bousard
Senior National Sales Manager
1 South Water Street
Mobile, AL 36602
jerry-bousard@mobile.org

OMNIPRESS
Robert Hamm
Senior Account Manager
2600 Anderson St
Madison, WI 53704
bhamm@omnipress.com

Personify
Lori McCarthy
1919 Gallows Road
Vienna, VA 22182
lmccarthy@personifycorp.com

Projection Presentation Technology
Karen Cuviello
Corporate Vice President
8351 Bristol Court Suite 111
Jessup, MD 20794
kcuviello@Projection.com

Quebec City Convention Centre
Jean Chiricota
Sales Manager
900, Boul. Rene-Levesque Est
Québec, QC G1R 2B5 Canada
jchiricota@convention.qc.ca

Starwood Hotels & Resorts Worldwide, Inc.
Edward Psioda
Account Director, Global Sales
1015 15th Street, NW Suite 350
Washington, DC 20005
ed.psioda@starwoodhotels.com

Neil Schriever
Account Director
2314 Wallace Street
Philadelphia, PA 19130
neil.schriever@starwoodhotels.com

The Beaches of Fort Myers & Sanibel
Jerry Terp
National Sales Manager, Northwest
11844 Vintage St NW
Minneapolis, MN 55433
jterp@leegov.com

Tourisme Montreal
Ginette Provost
Manager, Meeting and Convention Sales
1555 Peel Street Suite 600
Montreal, Quebec H3A 3L8
Canada
provost.ginette@tourisme-montreal.org

Tourism Toronto
Sophia Nikolov
Account Director, Associations, US Northeast & West Coast
207 Queens Quay W
Toronto, ON M5J 1A7, Canada
snikolov@torcvb.com
**Attending Sponsors**

**Tourism Vancouver**

Jacqueline Benear  
Director of Sales, Meetings and Conventions, US  
200 Burrard Street Suite 210  
Vancouver, BC V6C3L6 Canada  
jbenear@tourismvancouver.com

**Travel Portland**

Desiree Everett  
Director of Convention Sales  
1000 SW Broadway, Suite 2300  
Portland, OR 97205  
desiree@travelportland.com

Cara Tobias Ingram  
Senior Regional Director of Sales  
9812 Falls Road #114-147  
Potomac, MD 20854  
cara@travelportland.com

**Visit Seattle**

Kelly Saling  
National Account Director  
701 Pike Street Suite 800  
Seattle, WA 98101  
ksaling@visitseattle.org

**Visit Spokane**

Karen Staples  
Eastern Regional Director of Sales  
401 Mass Ave, NW Unit 713  
Washington, DC 20001  
kstaples@visitspokane.com

**Visit Milwaukee**

Tiffany Backus  
Convention Sales Manager  
648 N. Plankinton Avenue  
Milwaukee, WI 53203  
tbackus@milwaukee.org

**Visit Pittsburgh**

Jennifer Vacek  
National Sales Director  
120 Fifth Avenue Suite 2800  
Pittsburgh, PA 15222  
jennifer.vacek@visitpittsburgh.com

Robert Leff  
National Sales Director  
120 Fifth Avenue Suite 2800  
Pittsburgh, PA 15222

**Warp Speed Technologies**

Ian Kohl  
CTO  
400 W Morgan St Suite 202  
Raleigh, NC 27603  
ian@warpspeedtech.com

**YES Marketing LLC**

Mark Betchkal  
Principal  
98 Sussex Street  
Rehoboth Beach, DE 19971  
Mark@YesMarketingLLC.com
YES, DETROIT’S IN THE MIDST OF AN EXCITING COMEBACK. AND WE’RE GOING TO HELP SHOW IT OFF.

— DEBBIE HOLTON
DIRECTOR OF EVENTS AND INDUSTRY STRATEGY, SME

When deciding where to hold its 2014 Big M manufacturing event, SME didn’t have to look far. Because right here, in a region bustling with $4 billion of manufacturing trade and business, is the newly remodeled and expanded Cobo Center. Along with more than 4,000 downtown hotel rooms, great attractions, endless dining options and a location conveniently accessible to the world, it was easy for SME to choose The D. And it’s why you should, too. Be part of America’s great comeback city. View Debbie’s whole story at MeetDetroit.com/Comeback-Stories
A convention should inspire you. Motivate you. Be memorable.

That’s what the 2014 CESSE convention in Spokane will do for you. You’ll fall in love with our downtown convention setting, nestled on the banks of the “Spokane River and connected to miles of trails. This walkable, unique and lively setting sits right in our core, offering views of nearby mountains along with a wealth of activities. Jump on a river raft and embark on a float just five minutes from downtown. Look up and you’ll see a historic bridge backed by Nordstrom and the other great shops at River Park Square.

Major shopping destinations, dining, galleries, theaters, nightlife and our downtown cork district are just waiting to be tapped. Attend CESSE and be motivated and inspired.

Visit [VisitSpokane.com/cesse](http://VisitSpokane.com/cesse) and then Visit Spokane!

Best wishes from your local 2014 hosts:
CESSE 2014 Sponsors

**Sheraton Wild Horse Pass Resort & Spa**
Gila River Indian Community/Phoenix
www.wildhorsepassresort.com
- Host Property
- The LINK (complimentary internet, laptop stations, etc.)

**Omnipress**
www.omnipress.com
- Program, Graphic Art, Pocket Guide

**Higher Logic**
www.higherlogic.com
- Web Hosting

**Personify**
www.personifycorp.com
- Registration Totes, Lanyards and Pens

**Projection**
www.projection.com
- Audio Visual

**Experient**
www.experient-inc.com
- Registration Services

**GES**
www.ges.com
- Signage

**Seattle Metronatural**
www.visitleague.org
- Sunday Board Lunch and Afternoon Break

**Omaha**
www.visitomaha.com
- Monday Afternoon Educational Programming

**Vancouver Spectacular by Nature**
www.tourismvancouver.com
- Monday Lunch

**Madison**
www.visitmadison.com
- Tuesday Morning Educational Programming

**Yes Marketing LLC**
www.yesmarketingllc.com
- Wednesday Morning Educational Programming

**Mobile Bay**
www.mobilebay.org
- Wednesday Afternoon Education Programming

**Virginia Beach Convention & Visitors Bureau**
www.vbmeetings.com
- Wednesday Lunch

**McKinley Advisors**
www.mckinley-advisors.com
- Wednesday Mid-Afternoon Break

**Warpspeed Technologies**
www.warpspeed.ws
- Presentation Platform Technology

**Marriott Detroit at the Renaissance Center**
www.detroitmarriott.com
- Saturday Board Reception & Dinner

**Seattle**
www.visitleague.org
- Sunday Board Breakfast and Mid-morning Break

**Fort Myers-Sanibel**
www.fortmyers-sanibel.com
- Monday Reception / Dinner

**Toursim Toronto**
www.seetorontonow.com
- Monday Mid-Morning Break

**Vancouver**
www.tourismvancouver.com
- Monday Afternoon Educational Programming

**Omaha**
www.visitomaha.com
- Monday Mid-Morning Break

**Visit Milwaukee**
www.visitmilwaukee.org
- Tuesday Afterglow

**Visit Phoenix**
www.visitphoenix.com
- Optional Tours and Dining Around Transportation, Tuesday Evening Reception

**Visit Milwaukee**
www.visitmilwaukee.org
- Tuesday Afterglow

**Visit Olympia**
www.visitolympia.com
- Monday Afternoon Educational Programming

**Yes Marketing LLC**
www.yesmarketingllc.com
- Wednesday Morning Educational Programming

**Mobile Bay**
www.mobilebay.org
- Wednesday Afternoon Education Programming

**Virginia Beach Convention & Visitors Bureau**
www.vbmeetings.com
- Wednesday Lunch

**McKinley Advisors**
www.mckinley-advisors.com
- Wednesday Mid-Afternoon Break

**Starwood Global Sales**
www.starwoodhotels.com
- Wednesday Final Night Gala

**Convention & Resort Network**
www.marriott.com
- Monday Reception / Dinner

**Conversations & Placements**
www.convention.qc.ca
- Wednesday Aftershow

**Business Events Canada**
www.meetings.canada.travel
- Wednesday Mid-Morning Break