HOT SPOT

Choose from a world of flavors designed to ignite your senses. Discover galleries, museums and performances that spark your imagination. With a rich history and an abundance of activities, it’s easy to plan a sizzling Providence experience that’s perfect for you and your attendees. In Providence, you are free to create.

Providence is the proud host of the CESSE 2013 Annual Meeting
July 16 - 18, 2013
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With over 126 chefs executing over 54,300 dishes each day, the hotels of the Innovention 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.
Dear CESSE Colleagues,

Welcome to the CESSE Annual Meeting! In response to your feedback, this year’s Annual Meeting will be presented in a new learning framework, delivering big ideas and practical solutions. This format compliments the trademark CESSE tracks and continues to provide excellent networking opportunities giving attendees time to listen and share.

The CESSE Annual Meeting is a unique opportunity for leaders and experts to collaborate and develop solutions to the strategic issues facing scientific and engineering societies. But what makes CESSE truly unique is the sharing of knowledge, experiences and insights that happens among attendees. If this is your first CESSE Annual Meeting, we encourage you to network, contribute, and present your thoughts and concerns during the meeting.

A big “thank you” to our dedicated team of track chairs who have developed an innovative and interactive program. We would also like to thank our host society, American Mathematical Society, the Providence/Warwick Convention & Visitors Bureau, Omni and Hilton Hotels and the CESSE staff for making this CESSE Annual Meeting one to remember. Finally we thank our sponsors whose generous support makes this meeting possible.

Best wishes for a productive and enjoyable week in Providence!

---

Betty Shanahan, CAE, F.SWE  
President, CESSE  
Executive Director & CEO  
Society of Women Engineers

Tony Keane, CAE  
Vice President & Annual Meeting Program Chair, CESSE  
President & CEO  
International Facility Management Association

Welcome to the 2013 CESSE Annual Meeting!

On behalf of the American Mathematical Society, your host organization for this CESSE Meeting, I welcome you to Providence, RI. The AMS Headquarters has been located in Providence since 1951, and we’re excited and proud to share this unique city with our CESSE colleagues.

The CESSE Annual Meeting offers a tremendous opportunity to interact with experts, engage in thoughtful discussion, network with your peers, meet new challenges, and deepen professional relationships. What could be more relevant, strategic, and timely than exploring the themes related to the workplace of the future that are woven through the program for this meeting?

Don’t forget to relax and have some fun. Providence combines the accessibility and friendliness of a small town with the culture and sophistication of a big city and has a wide array of interesting venues such as the RI School of Design Museum of Art, Brown University, Tony-award-winning Trinity Repertory Company, Providence Performing Arts Center, Roger Williams Park, and the Providence Children’s Museum. RI also boasts 400 miles of magnificent shoreline on Narragansett Bay in the Atlantic Ocean (all within one hour of Providence), so be sure to include a visit to South County or Newport during your visit.

I look forward to seeing you at CESSE 2013!

Donald E. McClure  
Executive Director, American Mathematical Society  
2013 CESSE Annual Meeting Host Society
### Conference At A Glance

**Monday, July 15, 2013**
- **4:00 pm - 8:00 pm** Registration Open – West Pre-Function
- **6:00 pm - 7:00 pm** First Timer’s Reception – Waterplace Ballroom, Omni Providence
- **7:30 pm - 9:30 pm** Opening Reception – Meet in Omni Providence lobby at 7:15 pm for short walk to Waterplace Park Basin

**Tuesday, July 16, 2013**
- **8:00 am - 6:00 pm** Registration Open – West Pre-Function
- **12:00 pm - 5:00 pm** Networking Room/Lounge Open – Rotunda
- **6:00 pm - 7:00 pm** Dinner on your own

**Wednesday, July 17, 2013**
- **5:30 am** *18th Annual CESSE Fun Run/Walk – Meet in Omni Lobby*
- **6:30 am - 6:00 pm** Registration Open – West Pre-Function
- **7:30 am - 8:15 am** Breakfast – Ballroom A
- **8:15 am - 9:30 am** Welcome & Plenary Session with Jeff De Cagna – Ballroom D+E
- **9:30 am - 5:00 pm** Networking Room/Lounge Open – Rotunda
- **9:40 am - 11:00 am** Sessions - Change For The Right Reason: Follow Strategy, Not Trends and The Future of the Workplace (choose one of two) – see page 20 for locations
- **11:00 am - 11:30 am** Refreshment Break – 5th Floor Pre-Function
- **11:30 am - 12:30 pm** Workplace Impact Workshops - People, Place, Process & Technology (choose one of four) – see page 20 for locations
- **12:30 pm - 1:30 pm** Lunch – Ballroom A

**Thursday, July 18, 2013**
- **6:30 am - 6:00 pm** Registration Open – West Pre-Function
- **7:30 am - 8:15 am** Breakfast – Ballroom A
- **8:30 am - 9:30 am** Track Sessions – see pages 20 & 21
- **9:30 am – 5:00 pm** Network Room/Lounge – Rotunda
- **9:40 am - 11:00 am** Track Sessions – see pages 20 & 21
- **11:00 am - 11:30 am** Refreshment Break – 5th Floor Pre-Function
- **11:30 am - 12:30 pm** Track Sessions – see pages 20 & 21
- **12:30 pm - 1:30 pm** Lunch – Ballroom A
- **1:40 pm - 3:00 pm** Track Sessions – see pages 20 & 21
- **3:00 pm - 3:30 pm** Refreshment Break – 5th Floor Pre-Function
- **3:30 pm - 5:00 pm** Track Sessions – see pages 20 & 21
- **6:00 pm - 7:00 pm** Evening Reception – Narragansett Ballroom, Omni Providence
- **7:30 pm - 9:30 pm** Opening Reception – Meet in Omni Providence lobby at 7:15 pm for short walk to Waterplace Park Basin
- **9:30 pm - 11:00 pm** Evening Afterglow – Rosemoor Ballroom, Hilton Providence

All events will be held at the Rhode Island Convention Center unless otherwise noted.

**Download the CESSE Events App**
Make the most of the CESSE Annual Meeting by downloading the iPhone, iPad, and Android event apps, courtesy of Results Direct. Simply go to the Apple or Google Play stores and search for “CESSE Events.” You can customize your own event itinerary, see sponsors, view floor plans, and network with colleagues. And the app’s data-syncing feature enables you to share your itineraries across all of your mobile devices.

**Follow CESSE on Twitter at #CESSE2013 for the latest announcements and updates during the Annual Meeting!**
# CESSE 2013 Sponsors

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Look forward to your business trips.

Make your meeting the event of the year at the Omni Providence Hotel. With venues perfect to accommodate groups of any size, exceptional catering and advanced AV, we have everything you need for a one-of-a-kind event.

Visit omnihotels.com/providence or call 404-598-8000 to talk to a sales professional.
There’s a buzz about our city. Toronto’s been ranked one of the world’s best cities for business, life and innovation and one of the world’s must see destinations of 2013*. And exciting new attractions are coming like Ripley’s Aquarium of Canada opening this year and the CN Tower’s thrilling EdgeWalk is back for a third season. To top it all, our renowned service and our partners will assist and support you for a successful meeting.

Join the excitement and experience Toronto for yourself! Visit www.SeeTorontoNow.com/MeetingPlanners for more on our vibrant destination and contact Sophia Nikolov at snikolov@torcvb.com or Dawn Eagleton at deagleton@torcvb.com or Lina Farrell at lfarrell@torcvb.com to discover more reasons to meet here.

*Conde Nast Traveler Magazine

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ARRIVING TO PROVIDENCE ON MONDAY? HERE’S AN OPTION!

9:30 am – 4:30 pm - departs from the RI Convention Center

Spend a day in beautiful Newport with Experience Rhode Island. On the way there you will stop in scenic Jamestown at Rhode Island’s premier lighthouse at Beavertail State Park. Here you will breathe in the refreshing salt water air of the Atlantic Ocean and take in awesome views from Rhode Island’s rocky shoreline. From there we will make our way into Newport where you will enjoy an entertaining, informative narrated shuttle tour through this famous and historic coastal city. Then you will have the opportunity to enjoy lunch on the lush grounds of one of the mansions. You may bring your own picnic lunch or purchase lunch on the grounds. After lunch you will be off for a guided tour of another of “America’s castles”. Before we return, you will enjoy a little time for some shopping along the wharf. We promise you will love this trip!

Tour Available Monday – Saturday. Cost: $55* (To be Paid Individually – not a CESSE-sanctioned group tour)
(* Cost includes round-trip transportation to and from Newport, visit to Beavertail State Park, narrated shuttle tour of Newport, and guided mansion tour). Tickets must be reserved no later than 12 hours in advance by calling (401) 886-0733. Tour departs at 9:30 am from the Visitor Information Center on the 1st Floor of the RI Convention Center and returns at 4:30 pm.

TUESDAY, JULY 16, 2013

FIRST-TIMER’S RECEPTION

6:00 pm – 7:00 pm - Waterplace Ballroom, Omni Providence
Sponsored by Amy Martell of HelmsBriscoe

First time attending the CESSE annual meeting? The CESSE Board of Directors, Track Chairs and staff, want to meet you and welcome you to the meeting. Don’t be shy - use this time before the official start of the annual meeting to network and introduce yourself to other First-Timer’s. We’ll see you there!

OPENING RECEPTION - BRIGHT IDEA, CREATIVE SPARK

7:15 pm - Meet in Omni lobby for the short walk to the Waterplace Park Basin
7:30 pm - 9:30 pm - Waterplace Restaurant and Waterplace Park
Sponsored by the Providence/Warwick Convention & Visitors Bureau and Rhode Island Convention Center

Sample cuisine from the “#1 Food City in the U.S.,” according to the readers of Travel + Leisure magazine. Then, witness the majestic spectacle of Providence’s signature event, WaterFire. This multi-sensory art installation is highlighted by a series of bonfires installed on the river in Downtown Providence. The fragrant scent of aromatic wood smoke, the flickering firelight, the silhouettes of the fire tenders passing by the flames, and the enchanting music from across the world, all engage the senses. Be prepared for our creative twist on “live” entertainment. As we will be walking to the event, flat/comfortable shoes are recommended to navigate the cobblestone streets.
**WEDNESDAY, JULY 17, 2013**

**FUN RUN/WALK**

5:30 am - Complimentary Coffee & Tea - Meet in the main lobby of the Omni Providence
6:00 am - Shuttle Departs for Goddard
6:15 am - Fun Run/Walk begins

*Sponsored by Travel Portland, Triumph Expo and Events, Inc. and the Oregon Convention Center*

You can be a philanthropist even while you sleep! The CESSE Annual 5K Fun Run, 2K Walk tradition continues in Providence. Squint and you will find coffee and tea in the lobby of the Omni at 5:45 a.m. Your hosts from Travel Portland, Triumph Expo and Events, Inc. and the Oregon Convention Center will also have a “thank you” gift for you. Proceeds from the Fun Run/Walk will benefit the Boston Marathon Bombing Victims fund. Select the “Wednesday Fun Run/Walk” to participate or “Let me/us sleep in” to make a $40 donation.

**EVENING RECEPTION**

6:00 pm - 7:15 pm - Narragansett Ballroom, Omni Providence

*Sponsored by Tourism Toronto Convention and Visitors Association, The Metro Toronto Convention Centre and Starwood Hotels & Resorts Worldwide*

There’s no better time to meet in Toronto!

There’s a buzz about our city. Toronto’s been ranked one of the world’s best cities for business, life and innovation and one of the world’s must see destinations of 2013. Exciting new attractions are coming to our city like Ripley’s Aquarium of Canada opening in 2013 and the CN Tower’s thrilling Edge Walk is back again for a second season. Come and meet our team renowned for service and our partners who will assist and support you for a successful meeting.

**EVENING AFTERGLOW**

9:30 pm – 11:00 pm - Rosemoor Ballroom, Hilton Providence

*Sponsored by Hilton Worldwide and the following hotels: DOUBLE TREE by Hilton San Jose, Hilton Americas – Houston, Hilton Chicago, Hilton Cocoa Beach Oceanfront, Hilton Columbus Downtown, Hilton Hawaiian Village® Waikiki Beach Resort, Hilton New Orleans Riverside, Hilton Orlando, Hilton Portland & Executive Tower, Hilton San Diego Bayfront and Hilton Sante Fe Golf Resort & Spa at Buffalo Thunder*

After dining out in Providence, cap off the night with some camaraderie amongst friends and colleagues! Hilton Worldwide invites you to join them for desserts, coffees, and cordials!
THURSDAY, JULY 18, 2013

CESSE INTERNATIONAL BENCHMARK STUDY

8:30 am – 9:30 am - Room 553A

What do your international members think of your organization?
The Global Satisfaction Index unveiled.

Have you ever invested the time or resources to discover specifically how your international members and customers view your association’s brand and its relevance?

Many US-headquartered associations have increasing ambitions to grow globally but are not clear what products or programs resonate in markets outside the US, or how their international community views the association’s value proposition.

We have therefore produced the Global Satisfaction Index specifically for CESSE member organizations. Based on methodical investigation of your international communities’ opinions, MCI will share with you the global benchmark against which you have the opportunity to evaluate your own association’s performance.

Attend this session to learn the global benchmark on member value. Find out:

• how international members rate the fulfillment of member benefits in their country;
• what products and services most resonate with customers and members overseas (there is quite some discrepancy between the views of customers versus members);
• which programs need the most attention or offer opportunities, and why;
• which member segments (generations or geographical) most align themselves to your value proposition;
• where communications most need attention; and
• how you can gain the same depth of insights for your own association.

MCI’s Global Vice President of Association Management & Consulting, Nikki Walker, will share the data and critical insights gained from more than twenty years of in market experience building US associations around the world.

Nikki Walker As the Global Vice President of Association Management & Consulting for the MCI Group, Nikki Walker is responsible for defining and implementing the extensive service and consulting solutions MCI provides to associations from its global infrastructure of 47 offices in 23 countries. She oversees MCI’s regional hubs in Brussels, Dubai, Singapore and Buenos Aires serving Europe, Middle East, Asia and Latin America, respectively, as well as many national offices and markets, providing strategy, management and leadership to MCI’s clients and professional association staff. To further support MCI’s clients’ global growth into emerging markets, Nikki moved her global HQ presence to Dubai at the beginning of 2012.

FINAL NIGHT RECEPTION & GALA BANQUET - SUPPER CLUB STYLE

6:30 pm – 7:15 pm  Reception - Narragansett Pre-Function, Omni Providence
7:30 pm – 12:00 am Banquet - Narragansett Ballroom, Omni Providence

Sponsored by the Omni Providence Hotel

Join us in a celebration of the Roaring 20’s and the Jazz Age as we recapture the glamour of the Speakeasy. Guests will dance the night away to the melodic sounds of The Great Gatsby Ramblers. Vintage Tuxedos, Flapper Girl and Charleston Attire Optional!
WEDNESDAY, JULY 17, 2013

OPENING SESSION: ASSOCIATIONS UNORTHODOX: SIX REALLY RADICAL SHIFTS TOWARD THE FUTURE

8:30 am – 9:30 am - Ballroom D&E

Sponsored by Hyatt Hotels Corporation

Jeff De Cagna will be sharing his vision of six radical shifts that can positively impact the future of our organizations as CESSE’s keynote speaker. Freeing ourselves from closely-held beliefs and often practiced “should be”s that dominated 20th-century association thinking, De Cagna proposes a manifesto for change that he refers to as “Associations Unorthodox.”

Jeff De Cagna FRSA FASAE is chief strategist and founder of Principled Innovation LLC and the association community’s leading voice for innovation. After serving as an association executive for more than a decade, Jeff founded Principled Innovation LLC in 2002 to challenge association boards, CEOs and C-Suite executives to build their organizations to thrive in an uncertain future. He is an author, speaker and advisor to associations across North America and around the world.

SPECIAL POST-MEETING WEBINAR

THURSDAY, JULY 25, 2013

THINKING AND ACTING BEYOND ORTHODOXY: THE BOARD EDITION

2:00 p.m. - 3:30 p.m. ET

Sponsored by Blue Sky Broadcast

During his keynote talk at CESSE 2013, Jeff De Cagna will challenge CESSE Annual Meeting participants to “think and act beyond orthodoxy” and offer advice for meeting that challenge. In this follow-up webinar session, Jeff will continue the conversation with CEOs, C-Suite executives and other staff contributors who need help in making progress on this challenge with their boards. Don’t miss the opportunity to deepen your thinking and move the needle on building your board’s capacity for success!

This session is free to all Annual Meeting attendees! Registration instructions will be posted to the CESSE Annual Meeting website. Get the most out of your annual meeting experience today!

To register please visit http://livewebcast.net/cesse/072513/.
The future of work is undergoing more rapid and dramatic transformation than at any time in the last two centuries. The traditional “cube farm” feels increasingly like a 20th-century prison, yet the shape of the workplace of the future is anything but clear.

There are two things we know for certain about the future of work: it will be more distributed, and more collaborative. Yet these two trends are in direct conflict with each other. We all know that technology has made most knowledge work essentially location-independent, and that many people move from one workplace to another several times a week, if not within a single day.

In this new world, what is the role of the physical workplace? Can we design workplaces to support a mobile workforce that is dispersed yet continuously engaged in communication and collaboration?

This presentation will focus on the drivers of change in work and the workplace, highlighting in particular the transformations in core management practices that are essential to taking advantage of the opportunities that flexible work and a mobile workforce offer. It will include several detailed case studies of emerging workplace design principles as well as a model framework for anticipating the future.

Speaker: Jim Ware, PhD, Executive Director, The Future of Work...unlimited

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Change for the right reason: follow strategy, not trends

In the last few years, since the recession hit, alternative work programs such as telework or “mobility programs” have become the rage with corporate real estate and finance groups. Executives feel these types of programs, which provide employees choice and flexibility, and in parallel cut operational expenses of large real estate portfolios are a “win win” for the organization. For many organizations, these programs have been wildly successful (IBM, Amazon, SAP, etc.). For others, the results have been mixed (Sun Microsystems, HP, and Cisco). In this presentation, we will explore why some alternative work programs thrive, while others are met with reservation and relatively low engagement. Topics to be discussed:

- Work practices and strategy: Are they in conflict or aligned?
- Why Change? Financial and strategic motives
- The role of the workplace: From Dilbert-cubeville to Romper Room
- The right metrics: Efficiency AND Effectiveness

Speaker: Albert DePlazaola, Director, Strategy+
THEN CHOOSE ONE OF FOUR WORKPLACE IMPACT WORKSHOPS:

SERENDIPITY, EMPATHY AND DISCOVERY: BUILDING YOUR ASSOCIATION’S COLLABORATIVE

11:30 am – 12:30 pm - Room 555B
Speaker: Jeff De Cagna, FRSA, FASAE, Chief Strategist and Founder, Principled Innovation LLC

This workshop will help participants to prepare for the vast serendipity that lives all around them, experience genuine empathy and embrace new possibilities of discovery, all in the spirit of collaboration.

GETTING TO THE WORKPLACE OF THE FUTURE

11:30 am – 12:30 pm - Room 555A
Speaker: Jim Ware, PhD, Executive Director, The Future of Work... unlimited

This workshop will build on the presentation “The Future of the Workplace.” It is designed to give participants an opportunity to explore the workplace of the future in more depth, and to exchange personal experiences. More importantly, it will focus on the journey from today to tomorrow, including a proven framework for leading the complex transformations in workplace design, workforce behaviors, technology support, and management practices that are essential to achieving the many benefits of embracing flexible work and workplace programs.

YOUR WORK ENVIRONMENT CAN MAKE YOU SMARTER

11:30 am – 12:30 pm - Room 552A
Speaker: Albert DePlazaola, Director, Strategy+

Learn how to create a work environment that inspires your staff, promotes your values, and supports your business model. This workshop will provide participants with tools and strategies to determine the right work practices to support the organizational vision and business model.

Items for discussion include:

- Overview of best in class programs and why they are successful
- Strategy game board activity: articulating the future state of your organization
- Identifying the right work model...and the right environment
- Embracing the Change: Engaging your leadership and staff (and knowing parameters and constraints)

MOBILITY AND WORKFORCE CONNECTION WORKSHOP

11:30 am – 12:30 pm - Room 552B

Your association business is changing. Managing your association and community connectivity are no longer headquarters based processes. Your membership becomes more and more global each day, and as a result, your members’ expectations and support requirements are requiring “feet on the street” in more and more markets. So how do you effectively meet this growing value proposition requirement from your members without exhausting your financial reserves?

The good news is the technology available to support your association operation is here now – it’s simply based in the “cloud”, not your office.

Attend this workshop for a roundtable discussion on cloud based tools that improve your association’s ability to connect and serve a global audience. Come prepared to share your connectivity requirements that are driving the need for your IT infrastructures to evolve. Share your experiences with SAAS applications and cloud based solutions with other societies tackling the same challenges.

Following the discussion period, attendees will prove the power of cloud collaboration by forming a tool kit in a SAAS based application to share with the full CESSE community, both as an actionable tool box to take back after the event and as a proof of concept for your management team on the power of cloud based collaboration.
CLOSING SESSION – ONE MISSION, ONE GOAL, ONE TEAM!

3:30 pm – 4:30 pm  - Ballroom D&E

Sponsored by Travel Alberta

This year, CESSE brings America’s first African-American female combat pilot, Vernice “FlyGirl” Armour, and her ‘FlyGirl’ message of One Mission. One Goal. One Team! FlyGirl’s message inspires teams to harness her power principles to move to purposeful action.

Vernice reveals, as a former Diversity Officer for Headquarters Marine Corps and liaison to the Pentagon, what it took to help a 200,000 personnel organization get back on track! When you bring people together, you will have differences and similarities that result in tension and complexities…THIS IS NORMAL! How you MANAGE diversity is the key!

You will discover how to:

• Know your people and harness the power, skills and talents of the team
• Unleash the full potential of diversity to impact the bottom line
• Effectively tap into the power of the Employee Resource Groups (ERGs)
• Teach everyone to be an ambassador for diversity
• Create a culture that values and respects all team members: One Mission, One Goal, One Team!

Vernice “FlyGirl” Armour propelled herself from beat cop to combat pilot in a record-breaking three years and became the United States Marine Corps’ first African American female pilot and, shortly after, was recognized as America’s First African American Female Combat pilot by the Department of Defense.

Upon completion of two tours in Iraq and leaving the military, Vernice launched VAI Consulting and Training, LLC. By applying the Zero to Breakthrough™ Success Model to her own company, Vernice produced over six-figures in revenue within the first 12 months! Her passion is helping others create similar results.
Please visit www.cesse.org for the latest schedule and session descriptions.

Tuesday: July 16, 2013
7:30 pm - 9:30 pm Opening Reception – Bright Idea, Creative Spark - Sponsored by the Providence/Warwick Convention & Visitors Bureau and

Wednesday: July 17, 2013
7:30 am - 8:15 am Breakfast - Sponsored by the Marriott Innovation Network — Ballroom A
8:15 am - 9:30 am Opening Session: Associations Unorthodox: Six Really Radical Shifts Toward the Future - Sponsored by Hyatt Hotels Corporation
9:40 am - 11:00 am Session 1: Change for the Right Reason: Follow Strategy, Not Trends — Room 552 A & B
Session 2: The Future of Workplace — Room 555 A & B
11:00 am - 11:30 am Refreshment Break - Sponsored by Projection Presentation Technology — 5th Floor Pre-Function
11:30 am - 12:30 pm Choose from one of the four impact workshops:
  Workshop 1: Serendipity, Empathy and Discovery: Building Your Association’s Collaborative — Room 555B
  Workshop 2: Getting to the Workplace of the Future — Room 555A
  Workshop 3: Your Work Environment Can Make You Smarter — Room 552A
  Workshop 4: Mobility and Workforce Connection — Room 552B
12:30 pm - 1:30 pm Lunch - Sponsored by the Louisville Convention & Visitors Bureau — Ballroom A

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Thursday: July 18, 2013
7:30 am - 8:15 am Breakfast - Sponsored by the Canadian Tourism Commission — Ballroom A

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<td>3:30 pm - 4:30 pm</td>
<td>Closing Plenary Session: One Mission, One Goal, One Team! - Sponsored by Travel Alberta — Ballroom D+E</td>
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### Thursday: July 18, 2013

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<td>Track</td>
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| Driving Innovation using Mobile, Social, and the Cloud | Increase Attendance at Educational Events Through Successful Marketing Solutions | Technology Showcase | Expanding and Managing Emerging Markets through Components | Open Season on Open Access: Updates and Viewpoints | Open Season on Open Access: Updates and Viewpoints |
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| — Room 553B | — Room 551B | — Ballroom B | — Room 554B | — Room 550A | — Room 553B |

| Windows 8 - What You Need to Know | Membership Marketing Brochure Swap | Meeting Architecture - Delivering an Experience which Creates Change | Membership Marketing Brochure Swap | Novel Approaches to Public Relations: A Viral Science Rap and Preparing for a Zombie Apocalypse | Seeing Things a Different Way |
| — Room 553B | — Room 551B | — Ballroom B | — Room 551B | — Room 550A | — Room 550B |

| AMS System Integration and Data Management | Is branding or re-branding in your future? Hear from AHSRAE & IFMA on their recent experiences. | CESSE All Star Family Feud | What’s Keeping You Up at Night? Track Planning for 2014 | Field trip to the Providence Journal | It’s a Global Economy After All |
| — Room 553B | — Room 551B | — Ballroom B | — Room 554B | — Depart Omni Lobby | — Room 550B |

| Project Management, What’s Right for Your Association | Web Redesign Strategies for Technical Associations | Roundtable Discussions & Meetings & Exhibits Track Planning for 2014 | Mobile Happened: The Impact to Associations and What You Need to Know to Make Mobile Work for You | Reach the Press or Ditch the Press? | Author! Author! |
| — Room 553B | — Room 551B | — Ballroom B | — Room 554B | — Room 550A | — Room 550B |
MEETINGS IN THOUSANDS OF DESTINATIONS

The Hilton Worldwide portfolio of brands is proud to have a dedicated team specialized in the scientific and technological markets. With more than 4,100 meeting rooms and almost 6 million square feet of hotel meeting space, Hilton Worldwide is your number one support for successful networking and educational meetings.

Rocco LaForgia, CASE
Director of Sales - Worldwide Accounts
O: 212-820-1715 | M: 201-819-8330
rocco.laforgia@hilton.com

RESULTS SPEAK LOUDEST OF ALL.

Higher Logic’s Connected Community™ solutions and mobile applications can help your organization ignite a knowledge management culture, build meaningful relationships and drive innovation and efficiency.

Mark Lowry | mark@higherlogic.com | 202.360.4448
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rocco.laforgia@hilton.com
The CEO sessions are open to all current CESSE CEO and emeritus members. Other staff and sponsors are invited to attend sessions except for ones identified as CEO only and the business session. In addition, the CESSE e-communities provide the opportunity for open discussion and shared insights in a private unmoderated forum. Discussions range from topics vital to CEO performance to shared experiences in evaluating staff, finding keynote speakers or international board policies.

Track Chairs:

Steven Davis, Executive Director, Society of Exploration Geophysicists
Ed Stygar, Executive Director, American Biological Safety Association

WEDNESDAY, JULY 17, 2013

WHAT MAKES A SUCCESSFUL CEO/DED RELATIONSHIP
1:40 PM – 3:00 PM  Room 556A
Joint session with the Deputy Executive Director Track

Session Chair:
Melissa Moore, Executive Director, INFORMS

Speakers:
John C. Glumb, CAE, Senior Managing Director, Operations, American Concrete Institute
Roque Calvo, Executive Director, The Electrochemical Society
Tom Smith, Deputy Executive Director & General Counsel, American Society of Civil Engineers
Betty Shanahan, CAE, F.SWE, Executive Director & CEO, Society of Women Engineers
Paul Belford, Principal, JDG Associates

THURSDAY, JULY 18, 2013

ASAE FOUNDATION RESEARCH - PAST, PRESENT, AND FUTURE
8:30 AM – 9:30 AM  Room 556A

Session Chair:
Ed Stygar, MBA, CAE, Executive Director, American Biological Safety Association

Speaker:
Sharon Moss, Research Director, ASAE

Research serves to advance the spectrum of knowledge from which professionals might base their strategic and futuristic decisions. The outcomes of research can provide the critical foundation upon which the profession of association management is advanced. To this end, the research objectives of the ASAE Foundation are to contribute to the establishment of best-practices by conducting, supporting, and disseminating research about recent

This session will be a panel discussion focusing on what makes a successful CEO and DED relationship. The panel will consist of CEO’s, DED’s, and an executive recruiter that will discuss strategies for working together, what boards want, and how to work together to foster board partnerships. Be prepared to join in the discussion with questions or by sharing your own experiences.

DRIVING INNOVATION USING MOBILE, SOCIAL, AND THE CLOUD
3:30 PM – 5:00 PM  Room 556A
Joint session with the Information Technology Track

Session Chair:
Erik Uner, Director of Information Technology, Scientific Societies

Speakers:
Tom Smith, Deputy Executive Director & General Counsel, American Society of Civil Engineers
Andy Steggles, President and Chief Social Strategist, Higher Logic
Sig VanDamme, Founder and Chief Customer Officer, Nimble User

We’ve all heard of the cloud, but what exactly is “the cloud” and more importantly, how can it be leveraged within your organization? Join this educational session to learn how to use the power of mobile, social technology, and cloud computing in a way that is both beneficial to your membership and attractive to future members. Listen to users’ stories that discuss the implementation course – the successes, the challenges and the lessons learned. Take a decisive look at the future of mobile and be ready to take action for your organization. If you’re exploring ways to evolve traditional technology, this fast-paced session is for you!
developments, trends, and forecasts in the association management profession; and their immediate and long-term implications for the association community.

The Foundation’s research initiatives serve as a vehicle for gathering knowledge about issues confronted in the course of practice as an association professional, thereby testing theories and validating practices and approaches to association management; and informing decisions about the development of policies, practices, and services of trade and professional associations.

This session is designed to 1) describe the scope of the Foundation’s research portfolio; 2) provide an overview of the process used to identify, prioritize, conduct, and sponsor research projects; and 3) highlight measures used to determine impact and assess overall efficacy of the research produced.

The session will conclude with an interactive segment; allowing attendees the opportunity to share ideas and suggestions about future areas of research and potential benefits and applications to the association community and association professional.

SAFETY, HEALTH, AND SECURITY PROGRAMS FOR STAFF AND VOLUNTEERS
9:40 AM – 11:00 AM Room 556A

Session Chair:
Steven Davis, Executive Director, Society of Exploration Geophysicists

Speaker:
Tami Froelich, Sr. ESQ Scientist, Tetra Tech

Having a “Safety Management System” (SMS) traditionally has been confined to workplaces with large numbers of employees. However, even in a small organization, putting an SMS in place can lead to lower insurance costs, higher productivity and increased employee satisfaction. A professional society can realize these benefits from the implementation of the elements of an SMS such as leadership, employee involvement, training and organizational commitment to the safety and well-being of its employees and volunteers.

One crucial component of an SMS is Risk Assessment. A recent review of the work supported by one professional society found that the biggest risk faced by their employees and volunteers came from their international travel. A focus on the planning and preparation for international travel can minimize the risks to the traveler as well as the liability to the sponsoring organization.

This session will offer an overview of an SMS and how it may apply to a professional society’s staff and volunteers. The program goes on to provide details on the types of risks employees and member volunteers face when traveling overseas. Travel topics include: online resources, insurance issues, training for travelers, medical clearance protocols, communication considerations, ground transportation risks and common diseases encountered while traveling. Case studies will highlight some of the travel-related incidents and lessons learned that the speaker has managed in her job as the Safety & Health lead for an ongoing, US govt-sponsored engineering project that has put her and her co-workers in over 30 countries in the last 10 years.

CESSE BUSINESS MEETING – CEO’S ONLY
11:30 AM – 12:30 PM Room 556A

Session Chair:
Betty Shanahan, CAE, F.SWE, Executive Director & CEO, Society of Women Engineers

The session will begin with the Annual CEO CESSE Business Meeting followed by an open discussion of CESSE CEO issues. Come equipped with your ideas and questions.

MINDSHARE SESSION
1:40 PM – 3:00 PM Room 556A

Session Chair:
Thomas G. Loughlin, CAE, Executive Director/CEO, American Society of Mechanical Engineers

Continued from past CESSE Symposia and Meeting, the Mindshare Sessions topics will be the focus of small discussion groups that will produce conclusions to be shared with the whole group to enhance the “take-aways” from the meeting.
The Deputy Director Track was created for those that are second in command in their organization. Sessions will address what CEO’s value, managing staff with expert authority, and the unique challenges Second in Commands face.

**Track Chairs:**

John C. Glumb, CAE, Senior Managing Director, Operations, American Concrete Institute

Karen Horting, CAE, Deputy Executive Director, Society of Women Engineers

**WEDNESDAY, JULY 17, 2013**

**WHAT MAKES A SUCCESSFUL CEO/DED RELATIONSHIP**

1:40 PM – 3:00 PM Room 556A

*Joint session with the CEO Track*

**Session Chair:**
Melissa Moore, Executive Director, INFORMS

**Speakers:**

John C. Glumb, CAE, Senior Managing Director, Operations, American Concrete Institute

Roque Calvo, Executive Director, The Electrochemical Society

Thomas W. Smith, Deputy Executive Director & General Counsel, American Society of Civil Engineers

Betty Shanahan, CAE, F.SWE, Executive Director & CEO, Society of Women Engineers

Paul Belford, Principal, JDG Associates

This session will be a panel discussion focusing on what makes a successful CEO and DED relationship. The panel will consist of CEO’s, DED’s, and an executive recruiter that will discuss strategies for working together, what boards want, and how to work together to foster board partnerships. Be prepared to join in the discussion with questions or by sharing your own experiences.

**ROUNDTABLE FOR DED TRACK**

3:30 PM – 5:00 PM Room 556B

Join the Deputy Executive Director track to network with colleagues and have open discussion of current issues and potential programming for next year’s meeting. We value your input!

**THURSDAY, JULY 18, 2013**

**OPEN TO EXPLORE OTHER TRACKS**

8:30 AM – 9:30 AM

**MANAGING UP: STRATEGIES FOR DEALING WITH THE BOSS (DEDS ONLY)**

9:40 AM – 11:00 AM Room 556B

Whether you work for a saint or a more “challenging” supervisor, understanding how to manage up is a priceless career-building skill. Too often, professionals focus solely on supervising direct reports or influencing peers while neglecting relationship management with their leader. This phenomenon is especially relevant in the association environment where senior staff takes direction from board members and influential volunteers. In this practical and interactive session, you will learn how to:

- Tackle issues related to micromanagement
- Better understand the most common issues supervisors have with their direct reports
- Anticipate and address possible disconnects and conflict
- Balance candor with respect
- Build trust
- Implement 360 lite practices

**RIGHT SIZE GOVERNANCE PANEL**

11:30 AM – 12:30 PM Room 556B

**Moderator:**
John C. Glumb, CAE, Senior Managing Director, Operations, American Concrete Institute

**Panel:**

Janet Bandows Koster, CAE, Executive Director, Association for Women In Science (AWIS)

Lemmietta G. McNeilly, PhD, CCC-SLP, CAE, ASHA Fellow, Chief Staff Officer, Speech-Language Pathology, American Speech-Language-Hearing Association

Eva Adams, Corporate Strategy Director, American Institute of Physics (AIP)
As the responsibilities of association governance grow more complex and rigorous, boards of non-profit organizations and associations need to find ways to stay on top of their leadership game. Developing an effective and participative board is not a random process and requires assessment, strategy, and strong clarity of purpose. If boards understand their roles and responsibilities, have a proper structure including well-chosen members, exhibit appropriate behaviors, and know what is expected of them, they can live up to today’s challenges and keep the organization one step ahead of the times. Moreover, hear how one organization moved from a bicameral system designed to implement a process of shared governance to a single governing body in a Board of Directors. Also learn the important factors in conducting a self-assessment and effective governance review before embarking on changing your governance structure.

**BEYOND PROCESS – APPLYING LEAN THINKING ACROSS PEOPLE, PROCESS, TECHNOLOGY AND PLACE**

1:40 PM – 3:00 PM

**Room 556B**

**Speaker:**
Mike Moss, CAE, Chief Operating Officer, International Facility Management Association

Is your association in a change moment? Are you being asked to drive more efficiency out of your operation? Most likely, and most likely it is being driven by your members and an economy that continues to shift quickly. In our deputy director roles we embrace the challenge of balancing tradition, change, cost, product delivery and high quality service. As we tackle our daily efficiency and workflow challenges, what happens if you add your office as the fourth success point to your optimization program? How do the incorporation of workplace design and a distributed workforce impact your association’s service delivery? Attend this session for a discussion on applying lean thinking beyond processes.

Discussion points include:
- Listening (and applying) the voice of the customer;
- Integrating workplace trends into your efficiency program;
- Embracing the critical step - Change Management

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The Education and Training (E&T) track focuses on the development and delivery of professional and technical materials to support the expertise and professional practice of your members and allied professionals. Additionally, the track will cover the selection and use of different delivery mechanisms for technical and professional development materials.

This track will also provide forums for exchanging ideas and information among CESSE members regarding programs to aid in the development, enhancement and maintenance of technical and member professional development content within scientific and engineering associations.

Track Chairs:

Shirley Barton
Melanie Diaz, Professional Development Manager, ASME - IPTI

INCREASE ATTENDANCE AT EDUCATIONAL EVENTS THROUGH SUCCESSFUL MARKETING SOLUTIONS

3:30 PM – 5:00 PM
Room 551A

Joint session with the Marketing & Communications Track

Session Chair & Speaker:
Elsa Velasco, University and Student Programs Manager, Society of Exploration Geophysicists

Learn to avoid the fatal flaws that may be reducing your event’s potential attendance. Learn strategic and tactical marketing secrets that have worked for other organizations to increase an event’s attendance year over year. You’ll walk away with a toolkit you can implement for your next event and become the organizational standard others want to emulate.

THURSDAY, JULY 18, 2013

LEAN MEAN TRAINING MACHINE: WHY YOUR MEMBERS WANT YOU TO APPLY PROCESS OPTIMIZATION TO YOUR TRAINING PROGRAM

8:30 AM – 9:30 AM
Room 551A

Session Chair:
Mike Moss, CAE, Chief Operating Officer, International Facility Management Association

Speakers:

Attend this fast paced, hands-on exercise and experience how process optimization can make a positive contribution to your member’s experience with your training and certification program. We all know customer service matters, but are we using all the available tools to optimize the member experience in education and training?

Attend this workshop to:
• Gain an understanding of the value of process optimization
• Understand the tools, process flows, and value mapping available to support your training department.
• Learn how to enable collaborative issue resolution through engaged staff and members

This session is an interactive workshop designed around a pre-planned exercise focused on a common education and training challenge. Included is a discussion on the concepts used in the exercise that will tie practice and theory together into a useable tool kit that can be applied when you return from the conference.

WEDNESDAY, JULY 17, 2013

WHAT’S YOUR PROBLEM?

1:40 PM – 3:00 PM
Room 551A

Session Chair:
Melanie Diaz, Professional Development Manager, ASME - IPTI

Join us to kick off the CESSE Educational & Training Track with an informal roundtable discussion addressing your concerns and needs and get to know each other while we’re at it! An email will be sent to the pre-registered attendees who are signed up for this session two weeks in advance of the conference to request they submit a list of open-ended problems/challenges they are facing. These issues will be addressed in an informal roundtable discussion during the session. Who better to answer your questions than your peers!
THE BUSINESS OF CREDENTIALING: SAVING THE U.S. ECONOMY ONE CREDENTIAL AT A TIME!

9:40 AM – 11:00 AM Room 551A


Speakers:
John Calver, MBE, Director-Advanced Manufacturing, Thomas Nelson Community College
Geoff Kramer, Founder & CEO, Futures, Inc.

Food for thought: If we believe the news, practically every industry is predicting a dire shortage of skilled workers in the next 10 years. In manufacturing alone currently an estimated 600,000 jobs go unfilled due to lack of qualified candidates. From the highest levels of government and especially President Obama, we -- educators, associations, industry, and military -- are being asked to exhibit a sense of urgency to create and promote 3rd party verified, stackable industry-recognized training and credentialed programs to ensure our economy continues to grow. What is the association to do? How do we harness the power of government, returning military veterans, industry, educators and associations to define curriculum paths, career paths, and competencies that make sense? And how do we do this without confusing and overwhelming our customers? This session will feature several experts who can help untangle this web and shine a light on a path forward to sensible credentialing that the customers understand and industry is demanding.

MONEY MATTERS: WHY DOES YOUR PROGRAM HAVE MORE THAN MINE?

11:30 AM – 12:30 PM Room 551A

Session Chair: Mike Moss, CAE, Chief Operating Officer, International Facility Management Association

Speakers:
Melanie Diaz, Professional Development Manager, ASME - IPTI
Mike Moss, Chief Operating Officer, International Facility Management Association

Get ready for a lively hour of sharing best practices for increasing the financial viability of our education departments. Everything is on the table for discussion: financial returns for custom training, major conferences, e-learning, tabletop exhibits; new revenue streams from items you never thought to have sponsored; partnerships, finder fees, royalties off staff created content....come prepared to share and learn why the rich keep getting richer and how to get on their side!

DIFFERENT STROKES FOR DIFFERENT FOLKS - DEPLOYING DIFFERENT MARKET ENTRY STRATEGIES FOR CHINA AND EUROPE

1:40 PM – 3:00 PM Room 551A

Session Chair: Peter Turner, Senior Advisor, Global Development Strategy, MCI Group

Speakers:
Greg Dummer, Chief Executive Officer, Society for Laboratory Automation and Screening
Florence Chua, Project Management Institute Asia Pacific Service Centre
Matteo Pederzoli, SLAS Europe Director, Competency Leader, Revenue Diversification for Associations, MCI Benelux

Does global mean one and the same? Different cultures, needs, market dynamics are some of the considerations that should be taken in determining an association’s market entry in each region. Should one hit the ground running or perform all due diligence prior to running activities on the ground? Learn from Society of Laboratory Automation and Screening (SLAS) on why they choose to lead with an educational Conference & Exhibition in China, and has since then started building the market by adding bite size market research and fully embraced partnership development to build local education offerings to the Chinese community. Separately, they leaned on a full market research analysis in Europe to build their market entry strategy through education. Find out how SLAS have navigated their international expansion with local expertise, and their takeaways from each market entry strategy and implementation.

Learning Objectives:
1. Identify the considerations SLAS took in determining the need to go global, and in deciding on different market entry strategies for Asia and Europe
2. Share learning experience of why SLAS chose to lead by product in China; next steps in building the market
3. Share learning of experience of why SLAS chose to undertake market research in Europe; next steps in building the market
UNIFIED REGISTRATION AND HOUSING

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The Finance, HR and Administration Track (F&A) provides programming of interest for those managing an association’s finances, human resources, audits, chapters, compensation, benefits, employment law, employee relations, performance management, insurance, Foundation, affinity programs, training, development and related responsibilities. This typically includes such titles as Treasurer, VP of Finance, VP of Administration, CFO, Controller, Foundation Executive Director, Human Resources Manager or Director, and Manager or Director of Accounting or Administration.

**Track Chair:**

Sharon L. Tryon, CFO and Associate Executive Director, Mathematical Association of America
THURSDAY, JULY 18, 2013

OPEN TO EXPLORE OTHER TRACKS
8:30 AM – 9:30 AM

THE CURRENT STATE OF INTERNATIONAL TAX MATTERS
9:40 AM – 11:00 AM Room 553A

Session Chair:
Leah Hepler, CPA, Director, Accounting and Financial Services, ASTM

Speakers:
Lincoln Terzian, J.D., LL.M, CPA, Northeast Region International Tax Practice Leader, GrantThornton
Michelle Weber, CPA, Manager, GrantThornton

Many tax exempt organizations are diversifying and broadening their financial prospects by moving into the international arena. If tax compliance issues and how to be efficient and effective in handling them is keeping you up at night, this is the session for you. Learn from the experts how the best tax-exempt organizations in the field are ensuring that they keep ahead of international tax compliance and ensure that effective tax planning keeps the tax “surprises” at bay.

ROUNDTABLE DISCUSSION/TRACK PLANNING 2014
11:30 AM – 12:30 PM Room 553A

WHAT YOU NEED TO KNOW ABOUT MOBILITY MANAGEMENT
1:40 PM – 3:00 PM Room 553A

Session Chair:
Garlon Riegler, Sr. Director, HR & Administration, AOAC International

Speaker:
Patrick McGugan, Director Business Management Services, ARG, Inc.

It’s the WILD WILD WEST out there! Mobile Devices you pay for… devices you don’t! Synched to your email...access to your network! Employees vs contractors. When are they working...should they be paid? Exempt vs non-exempt! What you need to know about Mobility Management. Please join this interactive session that will try to bring some sense to the turbulent intersection of technology, personnel policies and corporate efficiency.

They say the truth will set you free. Well, As the provider of the only career center solution endorsed by ASAE, Boxwood isn’t afraid to tell the truth, the whole truth and nothing but in our “50 Facts every association needs to know about career centers” eBook.

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The Information Technology track welcomes anyone interested in using technology to enable their organization to meet its goals. Improving the quality and efficiency of how IT is implemented in an organization can have a dramatic and beneficial effect on both the staff and members of an association. However, the vast array of technology is overwhelming in both its range and depth. The IT track focuses on specific areas that are of critical and timely importance. We invite all attendees to come, listen, and contribute their particular experience and view of the role of Information Technology.

Track Chair:
Erik Uner, Director of Information Technology, Scientific Societies

WEDNESDAY, JULY 17, 2013

BRING YOUR OWN DEVICE
1:40 PM – 3:00 PM
Room 553B

Session Chair:
Erik Uner, Director of Information Technology, Scientific Societies

Meet your fellow IT attendees and participate in an interactive session and discussion. See what other Society and Association policies are around Bringing Your Own Device and how they are implemented.

DRIVING INNOVATION USING MOBILE, SOCIAL, AND THE CLOUD
3:30 PM – 5:00 PM
Room 556A

Joint session with the CEO Track

Session Chair:
Erik Uner, Director of Information Technology, Scientific Societies

Speakers:
Tom Smith, Deputy Executive Director & General Counsel, American Society of Civil Engineers
Andy Steggles, President and Chief Social Strategist, Higher Logic
Sig VanDamme, Founder and Chief Customer Officer, Nimble User

We've all heard of the cloud, but what exactly is “the cloud” and more importantly, how can it be leveraged within your organization? Join this educational session to learn how to use the power of mobile, social technology, and cloud computing in a way that is both beneficial to your membership and attractive to future members. Listen to users’ stories that discuss the implementation course – the successes, the challenges and the lessons learned. Take a decisive look at the future of mobile and be ready to take action for your organization. If you’re exploring ways to evolve traditional technology, this fast-paced session is for you!
THURSDAY, JULY 18, 2013

"WIDENING THE LENS:" NEW PRODUCTS & REVENUE STREAMS
8:30 AM – 9:30 AM Room 553B

Joint session with the Publications Track

Session Chairs:
Erik Uner, Director of Information Technologies, Scientific Societies
David Walsh, Editor in Chief, American Society of Mechanical Engineers

Speakers:
John Falcioni, Editorial Director, Mechanical Engineering Magazine, ASME
James Wonder, Technical Manager, MarkLogic
Byron Laws, Vice President, PreMediaGlobal

New publishing formats. New technology to make it happen. New ideas about getting something totally different from your content!

WINDOWS 8 - WHAT YOU NEED TO KNOW
9:40 AM – 11:00 AM Room 553B

Speaker:
Bryan Wilton, President, InterDyn BMI (Microsoft Gold Certified Partner)

This session will give participants an overview of the new Microsoft Windows 8 operating system. What is cool and productive and what is not! We will also take a high level tour of Microsoft Office 2013 and look at some of the new features in Outlook, Excel and Word and Office 365.

AMS SYSTEM INTEGRATION AND DATA MANAGEMENT
11:30 AM – 12:30 PM Room 553B

Speaker:
Sig VanDamme, Founder and Chief Customer Officer, Nimble User

Learn the options and methodologies used to integrate your association management system with outside systems including CRM packages, Content Management Systems, Private Social Networks and other 3rd party systems. The goal of any integration is to bring ancillary systems together into one system and ensure that the subsystems function together as a coordinated whole. Pros/cons and challenges will be covered. In addition, data management techniques to insure data accuracy and integrity will be woven through this presentation.

PROJECT MANAGEMENT, WHAT’S RIGHT FOR YOUR ASSOCIATION
1:40 PM – 3:00 PM Room 553B

Speaker:
Frank Schettini, Vice President of IT, PMI

When is project management right for your association? Is project management strictly an IT challenge? Should your association consider setting up a Project Management Office (PMO)? These questions and more will be explored in an interactive session focused on highlighting how organizations and governments around the world leverage project, program, and portfolio management to ensure that their business objectives are met, business benefits are realized, that they recognize that strategic initiatives are actually projects, and that projects are a critical factor in accomplishing their strategic objectives. The session will also provide suggestions on the role of project management within the association and provide guidelines on whether a PMO is needed.
The Marketing and Communications Track this year features timely as well as perennial association marketing challenges. Learn how to incorporate the use of online technologies and discern what to add to traditional media mechanisms. Sessions cover how to build better messages, utilizing IT and market research, and updating your brand and website.

**Track Chairs:**

Mary Carravallah, Director of Member Relations, Society of Women Engineers

Stewart Dallas, Director, Marketing, International Facility Management Association

**WEDNESDAY, JULY 17, 2013**

**MARKETING COMMUNICATIONS ROUNDTABLE**

1:40 PM – 3:00 PM  
Room 551B

This session will be an open discussion of marketing and communication current issues.

**INCREASE ATTENDANCE AT EDUCATIONAL EVENTS THROUGH SUCCESSFUL MARKETING SOLUTIONS**

3:30 PM – 5:00 PM  
Room 551A

*Joint session with the Education & Training Track*

**Session Chair & Speaker:**

Elsa Velasco, University and Student Programs Manager, Society of Exploration Geophysicists

Learn to avoid the fatal flaws that may be reducing your event’s potential attendance. Learn strategic and tactical marketing secrets that have worked for other organizations to increase an event’s attendance year over year. You’ll walk away with a toolkit you can implement for your next event and become the organizational standard others want to emulate.

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**THURSDAY, JULY 18, 2013**

**MEMBER RELATIONS: AN ASSOCIATION-CENTRIC APPROACH TO CUSTOMER RELATIONSHIP MANAGEMENT**

8:30 AM – 9:30 AM  
Room 551B

**Session Chairs:**

Mary Carravallah, Director of Member Relations, Society of Women Engineers

Stewart Dallas, Director, Marketing, International Facility Management Association

**Speaker:**

Elizabeth Weaver Engel, M.A., CAE, CEO and Chief Strategist at Spark Consulting LLC

Customer relationship management isn’t just a trendy type of software; it represents a philosophical shift in how we work with and relate to our members and other audiences. Based on her recently released white paper of the same title, Elizabeth Engel will share the process, data, and strategy changes that drive a CRM culture; talk about the differences and similarities between AMS and CRM; and lead a highly interactive discussion around questions like:

- What are you currently using to manage your customer relationships? AMS? CRM? Both? Neither? What advantages might you enjoy from changing your customer and team support software? What would you have to watch out for?
- Does your association currently have a sales-friendly culture? What benefits do you think you’d enjoy if you did? What might you have to change in order for that to happen?
- Is IT a service department or a strategic partner in your association? How might your choices about positioning IT affect your ability to create a culture of strong, successful business processes? To use software strategically?
- How well do your IT and marketing departments collaborate? How might that affect the success of any sales and marketing related software projects, regardless of the chosen platform?
- Has your association started thinking about the concept of “Big Data”? How might you have to change to be ready to take advantage of the opportunities data warehousing can provide?
- What data might you need to begin collecting to do predictive analysis about your audiences? Do you currently have the systems and processes in place to collect and use that data? What outside or third party sources should you look at integrating?
Together, we will share lessons learned on our path to creating empowered staff, a strong sales culture, and engaged members and other audiences.

**MEMBERSHIP MARKETING BROCHURE SWAP**

9:40 AM – 11:00 AM Room 551B

Joint session with the Membership Track

**Session Chairs:**
Mary Carravallah, Director of Member Relations, Society of Women Engineers

Stewart Dallas, Director, Marketing, International Facility Management Association

Back by popular demand at the CESSE Annual Conference in Providence – have YOUR Membership Marketing materials reviewed by your peers for praise and suggestions!

Get feedback from your marketing and membership colleagues on what works on one of your marketing pieces. What could use a face/content lift?

In this interactive session we will pair up marketing and membership association professionals to visit your marketing piece and write their feedback on it. All you have to do is bring the piece!

Interested? Sign up now for free advice! Send an email to Lowell Aplebaum at laplebaum@gmail.com or send a message in the CESSE community. Each association is asked to only bring (1) marketing piece – but the type of piece (brochure, flyer, application, etc) is COMPLETELY up to you.

**IS BRANDING OR RE-BRANDING IN YOUR FUTURE? HEAR FROM ASHRAE & IFMA ON THEIR RECENT EXPERIENCES**

11:30 AM – 12:30 PM Room 551B

**Session Chairs:**
Mary Carravallah, Director of Member Relations, Society of Women Engineers

Stewart Dallas, Director, Marketing, International Facility Management Association

**Speaker:**
Jodi Scott, Communications Manager, ASHRAE

Stewart Dallas, Director, Marketing, International Facility Management Association

How do you re-brand an organization whose brand simply evolved without any strategic direction over 118 years and had a logo design that was 50 years old? From the American Society of Heating, Refrigerating to Air-Conditioning Engineers to simply ASHRAE, from a logo created by a group of engineers in 1959 to one created by a marketing firm in 2012; from multiple taglines – Engineering the World We Live In/Technology for a Better Environment/Engineering for Sustainability - to one overall message of Shaping Tomorrow’s Built Environment Today. Market research, member perception analysis, volunteer engagement, marketing impact, communication with strategic partners, internal communication and cost all enter into the equation along with the roll out. Also hear from IFMA, an organization in the middle of their strategic re-brand now. The IFMA logo is well established, but outdated. Find out how to select the help you need to conduct a re-branding project, and the steps to take in a phased approach including information gathering, different types of market research to conduct, creative brief, brand positioning and concept work. Learn the importance of championing the work internally and externally, dealing with chapters and councils, and other points to think about as you move forward towards roll out.

**WEB REDESIGN STRATEGIES FOR TECHNICAL ASSOCIATIONS**

1:40 PM – 3:00 PM Room 551B

**Session Chairs:**
Mary Carravallah, Director of Member Relations, Society of Women Engineers

Stewart Dallas, Director, Marketing, International Facility Management Association

**Speakers:**
David Laurenzo, President, David James Group, Inc. and PopTop, SEO, Inc.

Garrene Bigby, Cofounder and Vice President, PopTop SEO Inc.

Like other technologies, web and mobile development tools and strategies are constantly changing and evolving. How you plan your web site architecture and design are very dependent upon which tools and techniques you employ, and how these will support your investment over multiple years. We will provide an overview of the different tools, technologies, and strategies involved in developing or redesigning your web site. We will also cover peripheral strategies that need to be considered in any rebuild, such as social media and search engine optimization. Whether you are about to redesign your site, or anticipate doing so in the future, you will walk away with a solid understanding of how to approach the project and what things are critical to consider before you begin.
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theresa.deconinck@mci-group.com, +1.202.251.4916

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The Meetings and Exhibits Track will provide updated, relevant and substantive material on the current industry trends and conditions facing engineering and scientific organizations like ours. The topics being presented were chosen by CESSE members and supporters as being paramount to their continuing education and are focusing on issues that have high impact on our daily roles as planners and suppliers. “Open floor” discussions will be encouraged as a means to network and create face-to-face opportunities for the exchange of ideas.

**Track Chair:**

Renee J. Lewis, CMP, Director, Event Services, American Concrete Institute

*WEDNESDAY, JULY 17, 2013*

**MIX N’ MATCH – ROUNDTABLE DISCUSSIONS**

1:40 PM – 3:00 PM  Ballroom B

**Session Chair:**

Renee J. Lewis, CMP, Director, Event Services, American Concrete Institute

Often the most take aways in the Annual Meeting come through one-on-one learning. We’re kicking off the M&E track with four for the price of one. During this power packed session you will have the opportunity to participate in four discussion groups on four different topics and get acquainted or reacquainted with your CESSE colleagues.

Topics include:

- Management Challenges for the Meeting Professionals
- Re-thinking the traditional meeting and exhibit program
- Leveraging attendee engagement

**THURSDAY, JULY 18, 2013**

**VALUE PROPOSITION FROM THE STAKEHOLDER POINT OF VIEW**

8:30 AM – 9:30 AM  Ballroom B

**Speaker:**

Howard Givner, Founder & Executive Director, Event Leadership Institute

Every individual attending or involved with an event has their own set of goals and objectives. Attendee, exhibitor, sponsors, show management, speakers, members, non members, students, management, hoteliers, and CVB’s just to name a few are the constituents we serve. Competition for time and resources continues to increase. As meeting professionals we must persuade all of these groups that participating in the event will meet their goals and objectives.
The session will be divided into three parts spending 15-20 minutes for each audience segment. The panelists will address how to discover what the audience wants and needs, what questions to ask, what to do with their feedback and then how to communicate with each group to answer the value proposition.

**MEETING ARCHITECTURE - DELIVERING AN EXPERIENCE WHICH CREATES CHANGE**

9:40 AM – 11:00 AM  
Ballroom B

Logistics is a basic aspect of planning a successful event. Many meeting professionals today are no longer just looking at the room block or space assignments. They are being called on to be the meeting architect. Developing an event that creates meaningful change is what brings attendees back year over year. Our panelists will discuss how to deconstruct and re-evaluate your current event and then redesign events using adult learning, psychology and physiology.

Understand how experiences create change.

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**CESSE ALL STAR FAMILY FEUD**

11:30 AM – 12:30 PM  
Ballroom B

Hey CESSE M&E attendees - it’s time to play The Feud! Ten audience members are needed to split into two teams. The game will test the team’s knowledge of meetings and exhibits industry terms/practices, CESSE and Providence. The teams will compete to earn 200 points and the winning team will go for the grand prize in Fast Money! This interactive session is bound to be full of laughs and fun! So don’t miss it!

**ROUNDTABLE DISCUSSIONS & MEETINGS & EXHIBITS TRACK PLANNING FOR 2014**

1:40 PM – 3:00 PM  
Ballroom B

Join the Meetings & Exhibits track for one last session to discuss the latest trends and hot topics and exchange ideas about what lies ahead for the industry. From these discussions the group will help identify potential sessions for the 2014 Annual Meeting. All those interested in discussing the future of the meetings and exhibits industry as well as how to make advancements in the CESSE Annual Meeting should plan to attend.

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**REMINDER:**

THE BEST MEETINGS HAPPEN OUTSIDE THE BOARDROOM  
(remember to breathe)

Kyla Knudson, CASE  
Business Development Director, East Coast USA  
Travel Alberta  
Fairfax, VA, USA  
t: 703.802.6967  e: kyla.knudson@TravelAlberta.com
The Membership Track is built around three goals; to network with colleagues, to gain knowledge, and to gather new tools. We have built opportunities to connect with each other throughout this year’s program. Our strategies include interactive sessions with programs that encourage our audience and speakers to develop relationships, share ideas, and explore solutions.

Track Chairs:

Lowell Aplebaum, CAE, Director, Membership & Councils, International Facility Management Association

Andrea Holovach, CAE, Manager of Regions, Sections and Chapters, Society of Petroleum Engineers

Special thanks to Melinda Reynolds, American Concrete Institute, for her assistance in helping combine the Customer Service and Membership tracks

EXPANDING AND MANAGING EMERGING MARKETS THROUGH COMPONENTS (MIDDLE EAST CASE STUDIES)

3:30 PM – 5:00 PM

Session Chairs:
Lowell Aplebaum, CAE, Director, Membership & Councils, International Facility Management Association
Andrea Holovach, CAE, Manager of Regions, Sections and Chapters, Society of Petroleum Engineers

Speaker:
Ajay Bhojwani, Deputy Managing Director, MCI Middle East LLC

Despite the political unrest in the Middle East, the GCC countries continue to be amongst the fastest growing economies in the world. The session will focus on the business environment and culture in these key growing economies, as well we observe on how some international associations run and manage their international chapters in the region. The session will also highlight some common challenges with respect to volunteerism and managing legal framework and finances around the same.

THURSDAY, JULY 18, 2013

MEMBER ENGAGEMENT: WHEN MEMBERS ALONE AREN’T ENOUGH

8:30 AM – 9:30 AM

Session Chair:
Rhiannon Loomis, Assistant Manager, Membership, ASHRAE

Speakers:
Jodie Slaughter, FASAE, President and Founding Partner, McKinley Advisors
Janet Bandows Koster, Executive Director, Association for Women in Science

Consider that perhaps the greatest differentiator between membership organizations and our for-profit competitors are our members. Members volunteer their valuable time, knowledge and expertise to write articles, deliver presentations, and support almost all association offerings. But in many organizations, these volunteers comprise only a small segment of the total membership. So we need more than just members, we need to expand the pool of engaged members who contribute, attend, buy, lead, build networks with other members and stay. In this session we will explore the concept of member engagement, why people volunteer, obstacles to engagement, how to deliver a volunteer experience members want to repeat, and how to build a robust pipeline of people you can depend on to fulfill critical roles going forward. A special emphasis will be on best practices for attracting and retaining younger generations through alternative and
non-traditional paths of engagement. Receive data from association industry-wide studies and see how engagement, retention, and powerful word of mouth are all linked.

MEMBERSHIP MARKETING BROCHURE SWAP
9:40 AM – 11:00 AM Room 551B
Joint session with the Marketing & Communications Track

Session Chairs:
Mary Caravallah, Director of Member Relations, Society of Women Engineers
Stewart Dallas, Director, Marketing, International Facility Management Association

Back by popular demand at the CESSE Annual Conference in Providence – have YOUR Membership Marketing materials reviewed by your peers for praise and suggestions!

Get feedback from your marketing and membership colleagues on what works on one of your marketing pieces. What could use a face/content lift?

In this interactive session we will pair up marketing and membership association professionals to visit your marketing piece and write their feedback on it. All you have to do is bring the piece!

Interested? Sign up now for free advice! Send an email to Lowell Aplebaum at laplebaum@gmail.com or send a message in the CESSE community. Each association is asked to only bring (1) marketing piece – but the type of piece (brochure, flyer, application, etc) is COMPLETELY up to you.

WHAT’S KEEPING YOU UP AT NIGHT? / TRACK PLANNING FOR 2014
11:30 AM – 12:30 PM Room 554B

Session Chairs:
Andrea Holovach, CAE, Manager of Regions, Sections and Chapters, Society of Petroleum Engineers
Lowell Aplebaum, CAE, Director, Membership & Councils, International Facility Management Association

Want to get more out of CESSE every year? Come participate in this discussion session on topics of interest for future CESSE events.

MOBILE HAPPENED: THE IMPACT TO ASSOCIATIONS AND WHAT YOU NEED TO KNOW TO MAKE MOBILE WORK FOR YOU
1:40 PM – 3:00 PM Room 554B

Session Chairs:
Andrea Holovach, CAE, Manager of Regions, Sections and Chapters, Society of Petroleum Engineers
Lowell Aplebaum, CAE, Director, Membership & Councils, International Facility Management Association

Speakers:
Reginald J. Henry, CAE, Chief Information Officer, ASAE
Michael Jones, Director, Mobile Technologies, Results Direct

How is your association leveraging mobile? Does your strategy adequately address changing member expectations around when and how members prefer to tap into your products and services? As a key decision-maker, you’re charged with answering some tough choices: which technologies to embrace, how best to implement native apps, and how much to budget for mobile. This session will help to weigh the opportunities vs challenges in tackling mobile initiatives through real world association case studies and interactive discussions. Walk away with solid strategies for implementing mobile and keeping pace with current trends.
The Public Affairs Track provides programming of interest to those managing an association’s communications, government relations, grassroots, congressional fellows programs and related responsibilities.

Track Chairs:

**WEDNESDAY, JULY 17, 2013**

**PUBLIC AFFAIRS ROUNDTABLE**

1:40 PM – 3:00 PM  
Room 550A

**Session Chairs:**  
Damon Dozier, Director of Public Policy, American Anthropological Association  
James Riordon, Head of Media Relations, American Physical Society

This session will allow for open discussion of Public Affairs current issues.

**OPEN SEASON ON OPEN ACCESS: UPDATES AND VIEWPOINTS**

3:30 PM – 5:00 PM  
Room 550A

**Session Chairs:**  
James Riordon, Head of Media Relations, American Physical Society  
Sharon Lensky, Support Manager, Editorial Office, American Physical Society

 Speakers:

Crispin Taylor, Executive Director, American Society of Plant Biologists  
Robin Sinn, Academic Liaison Librarian, Johns Hopkins University  
Joe Serene, Treasurer/Publisher, American Physical Society

Governments have a stake in broadening public access to research outputs. But how do we keep it practical and cost effective? What are the latest developments, and what are our viable paths forward?

**THURSDAY, JULY 18, 2013**

**GOVERNMENT AFFAIRS: DOING BUSINESS WITH THE GOVERNMENT IN THE MIDST OF INCREASED SPENDING PRESSURES**

8:30 AM – 9:30 AM  
Room 550A

**Session Chair:**  
Jeffrey Johnson, Director of Government Relations, International Facility Management Association

**Speakers:**  
Jeffrey Johnson, Director of Government Relations, International Facility Management Association  
James Wise, Managing Partner, PACE Government Relations

How have sequestration and other fiscal pressures changed the way associations interact with the government? Two seasoned professionals will provide their insights into doing business with the government in these increasingly challenging times.

**NOVEL APPROACHES TO PUBLIC RELATIONS: A VIRAL SCIENCE RAP AND PREPARING FOR A ZOMBIE APOCALYPSE**

9:40 AM – 11:00 AM  
Room 550A

**Session Chair:**  
James Riordon, Head of Media Relations, American Physical Society

**Speakers:**  
Katherine McAlpine, freelance science journalist and rap artist  
Dave Daigle, Associate Director for Communication in CDC’s Office of Public Health Preparedness and Response

Reaching the public with your organization’s message gets harder every day as competition from countless news and entertainment outlets grows by leaps and bounds. The speakers in session PA4 have found novel ways to cut through the noise to get their messages out. Katherine McAlpine produced a rap video describing
the science of the Large Hadron Collider that went viral and attracted the attention of numerous major news outlets. The LHC Rap is a technically accurate and entertaining video that has taught millions of people about cutting edge physics research. Dave Daigle and colleagues at the Centers for Disease Control and Prevention (CDC) launched the wildly popular Zombie Apocalypse campaign to encourage preparedness for all sorts of real life hazards. The CDC effort set a new standard in creative public engagement.

FIELD TRIP TO THE PROVIDENCE JOURNAL
11:30 AM – 12:30 PM  
Depart Omni lobby

Session Chair:
Peter Weiss, Public Information Officer, American Geophysical Union

Speakers:
Susan Areson, Deputy Executive Editor
Maria Caporizzo, Assistant Managing Editor/Multiplatform
C. Eugene Emery, PolitiFact RI reporter and a former science writer
Tim Murphy, Assistant Managing Editor/Public policy and PolitiFact RI editor

Come tour the newsroom of the Providence Journal, the longest continuously-published daily newspaper in the United States. The Journal is conveniently located right across the street from the CESSE13 headquarters hotel (Omni Providence).

CESSE tour-goers will meet and talk with members of The Journal’s news team about their work, their coverage of science, engineering and government; and the future of journalism in the digital age. Check out The Journal’s current series on digital technology #E Wave: The Digital Revolution.

The newspaper has a news staff of more than 120 reporters, editors, photographers, producers and others who serve an audience of nearly 600,000 readers daily -- in print and online; it covers news throughout the state of Rhode Island; and was among the first newspapers to create a website, Rhode Island Horizons, in May 1994.

To participate in the tour, please meet at 11:15 a.m. in the seating area of the lobby of the Omni Providence hotel. The seating area is in the center of the lobby (on your right if you are facing the front desk). The lobby is on the ground floor.

REACH THE PRESS OR DITCH THE PRESS?
1:40 PM – 3:00 PM  
Room 550A

Session Chair:
Damon Dozier, Director of Public Policy, American Anthropological Association

Speakers:
Ben Stein, Director, Inside Science News Service
Damon Dozier, Director of Public Policy, American Anthropological Association

Informal news continues to grow in importance with the expanding popularity of Twitter and Facebook while convention newspapers are shrinking or disappearing altogether. In light of these changes a number of organizations are looking to bypass the mainstream media altogether by providing news directly to the public. This session features speakers who will describe emerging approaches to getting news out and explore the relevance of traditional journalism now and in the future.

More than 180 associations, professional societies and non-profits use SmartBrief to extend their brand’s reach. SmartBrief’s suite of content products can position your organization as a thought leader, just like we already do with many CESSE members.

Interested? For more information visit www.smartbrief.com or email Mike Candela at mcandela@smartbrief.com.
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AV Rental and Management
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The Publications Track brings together publishing professionals with varying levels of expertise and experience to share information about new opportunities as well as advice on how to minimize risk while exploiting those opportunities. It is through the interaction of those in the Track, at annual meetings and through the CESSE Communities, that the bigger picture emerges. When each of us is so necessarily focused on putting out daily fires in our own individual organizations, seeing and understanding the big picture, and the opportunity for imagination and thinking outside of the box that affords, is the key to success for all of us.

Track Chairs:

Sharon Lensky, Support Manager, Editorial Office, American Physical Society

David Walsh, Editor in Chief, American Society of Mechanical Engineers

WEDNESDAY, JULY 17, 2013

WHAT’S AHEAD: NEW PUBLISHING TECHNOLOGIES
1:40 PM – 3:00 PM Room 550B

Session Chairs:
Mary Grace Stefanchik, Manager, Books, ASME Press
Denny Wall, Principal, DenmanWall.com

Moderator:
Denny Wall, Principal, DenmanWall.com

Speaker:
Crista Earl, Director of Web Services, American Foundation for the Blind
Denny Wall, Principal, DenmanWall.com

This roundtable will be an open discussion led by technology experts of new technologies that are transforming publishing, including ePUB3, HTML5, Mobile Apps and other developments that publishers need to be aware of.

OPEN SEASON ON OPEN ACCESS: UPDATES AND VIEWPOINTS
3:30 PM – 5:00 PM Room 550A

Joint session with the Public Affairs Track

Session Chairs:
James Riordon, Head of Media Relations, American Physical Society
Sharon Lensky, Support Manager, Editorial Office, American Physical Society

Speakers:
Crispin Taylor, Executive Director, American Society of Plant Biologists
Robin Sinn, Academic Liaison Librarian, Johns Hopkins University
Joe Serene, Treasurer/Publisher, American Physical Society

Governments have a stake in broadening public access to research outputs. But how do we keep it practical and cost effective? What are the latest developments, and what are our viable paths forward?
THURSDAY, JULY 18, 2013

“WIDENING THE LENS:” NEW PRODUCTS & REVENUE STREAMS
8:30 AM – 9:30 AM Room 553B

Joint session with the Information Technology Track

Session Chairs:
Erik Uner, Director of Information Technologies, Scientific Societies
David Walsh, Editor in Chief, American Society of Mechanical Engineers

Speakers:
John Falcioni, Editorial Director, Mechanical Engineering Magazine, ASME
James Wonder, Technical Manager, MarkLogic
Byron Laws, Vice President, PreMediaGlobal

New publishing formats. New technology to make it happen. New ideas about getting something totally different from your content!

SEEING THINGS A DIFFERENT WAY
9:40 AM - 11:00 AM Room 550B

Session Chair:
Sharon Lensky, Support Manager, Editorial Office, American Physical Society

Speaker:
Crista Earl, Director of Web Services, American Foundation for the Blind
Aldo de Pape, Business Development Manager, Digital Science

Let’s journey beyond the impact factor to what really measures the impact of an individual article. We’ll also take a look at how advances in assistive technology are ushering in a new publishing era.

IT’S A GLOBAL ECONOMY AFTER ALL
11:30 AM – 12:30 PM Room 550B

Session Chairs:
David Walsh, Editor in Chief, American Society of Mechanical Engineers
Mary Grace Stefanchik, Manager, Books, ASME Press

Speakers:
Rob Grindstaff, E-Content Sales and Journals Acquisition Director, Ingram Content Group
Betsy Donohue, Content Acquisition Business Development Manager, Ingram Content Group
Erin Pressley, National Association of Convenience Stores (NACS)
John Falcioni, Editorial Director, Mechanical Engineering Magazine, ASME

The publishing industry is rapidly evolving on a global scale. Speakers will discuss how on-demand technology is redefining technical publishing, as well as how to get maximum value from your Society’s content to grow your customer base and membership.

AUTHOR! AUTHOR!
1:40 PM – 3:00 PM Room 550B

Session Chair:
Sharon Lensky, Support Manager, Editorial Office, American Physical Society

Speakers:
Laurel Haak, Executive Director, ORCID
Christopher Erdmann, Head Librarian, Harvard-Smithsonian Center for Astrophysics
Richard Kobel, Associate Vice President, Business Development, Scope eKnowledge Center

New tools have changed how authors identify themselves, how they collaborate to do their research, and what kind of content they are incorporating into their submissions. What do publishers need to know? How can they benefit?
ONSITE REGISTRATION HOURS
West Pre-Function

Monday, July 15 4:00 PM–8:00 PM
Tuesday, July 16 8:00 AM–6:00 PM
Wednesday, July 17 6:30 AM–6:00 PM
Thursday, July 18 7:30 AM–5:00 PM

REGISTRATION FOR ADDITIONAL EVENTS WITH SEPARATE FEES
Several events at CESSE 2013 require fees beyond your standard registration fee. Please note the following:

• Spouse/Guest attendance at CESSE breaks, receptions, or banquet
• Wednesday Fun Run/Walk

GENERAL BEHAVIOR
CESSE expects meeting attendees to respect each other and behave in a generally civilized fashion. Members should respect common sense rules for public behavior, personal interaction, common courtesy, and respect for private property. If you wouldn’t do it at home, please do not do it here.

Abusive, harassing, or threatening behavior towards any other attendee or directed at any CESSE member or partner (even those not present at the meeting) will not be tolerated. Please report any incidents in which a member of the meeting is abusive, insulting, intimidating, bothersome, or acting in an unsafe or illegal manner to the meeting organizers immediately.

PROFESSIONAL HEADSHOTS
Wednesday, July 16, 2013
12:30 pm – 3:30 pm – West Lounge, next to Room 557

Providence-based photographer Amanda Dair will be joining us at the Omni Hotel to take your headshot - another way that CESSE is helping you move gracefully into social media! Stop by and see Amanda, who will be set up in the West Lounge, next to Room 557, from 12:30 pm to 3:30 pm, to take a winning photo for you to use professionally. Why not start by uploading it on the neCESSEities forums so that your colleagues can exchange ideas with you AND see you?

Amanda specializes in event photography, including weddings, Bar Mitzvahs and non-profit special events. She has a good eye for professional, yet relaxed moments. Amanda was born and raised in Maryland, but relocated to Providence, RI in 2000. She is a mom to two little boys, a Special Education Consultant and a Photographer. Her passion is capturing the memories that people can have forever.

PHOTO RELEASE
Photographs will be taken at the CESSE 2013 Annual Meeting. By registering for this meeting, you agree to allow CESSE to use your photo in any CESSE-related publications or website.

NON-SMOKING POLICY
The CESSE 2013 Annual Meeting is designated smoke-free. Smoking will not be permitted in any meeting rooms, banquet halls, and during any and all CESSE 2013 activities and events. Please note that the Omni Providence and Hilton Providence hotels are also smoke-free.

ATTIRE
Attire for the entire meeting, with the exception of Thursday evening final reception and gala, is business casual.

REFRESHMENT BREAKS/MEALS
For planning purposes, please note that your conference registration includes all coffee breaks, breakfasts and lunches, evening receptions, and Gala Banquet on Thursday.

COFFEE BREAKS
5th Floor Pre-Function

Sponsored coffee breaks will be provided each day for conference attendees at the following times:

Wednesday and Thursday 11:00 AM – 11:30 AM and 3:00 PM – 3:30 PM

RESTAURANT RESERVATIONS
Providence will be enjoying Restaurant Weeks from July 8 to 21 featuring nearly 100 of the Creative Capital’s all-star restaurants, inviting diners to enjoy three-course special prix fixe dinners for $29.95 per person during the two-weeklong promotion. To learn more visit http://www.goprovindence.com/RW/?gclid=CMjM0P_DgrgCFe3m7AoddFwABw.

The Providence Warwick Convention & Visitors Bureau will be located near CESSE registration (5th Floor West Pre-Function) to assist attendees with restaurant reservations at the following days and times.

Tuesday, July 16 10:00am – 6:30pm
Wednesday, July 17 10:00am – 6:30pm
Thursday, July 18 10:00am – 5:00pm
INTERNET CAFÉ
_Sponsored by Experient_

Check your internal/external emails, search the web, and access event and local tourist information at the Internet Café, located near CESSE registration. You can also connect with fellow CESSE attendees through the internal Message Center. Open during registration hours.

WIRELESS INTERNET

Complimentary wireless Internet is available in the main lobby of both the Omni Providence and Hilton Providence. Additionally, Internet is available in the guest rooms at a cost of $9.95 + tax per 24-hour period.

SPEAKER READY ROOM

Room 554A
_Sponsored by Warp Speed Technologies_

Warp Speed Technologies will offer a presentation management system called LaunchPad for the CESSE 2013 Annual. LaunchPad has no file type, file size or operating system restrictions. Bring your presentation file just as you created it on your own computer (Keynote, PowerPoint, PDF, OpenOffice, etc.). **Presentations Must be Uploaded in Advance:** You will need to upload your presentation file(s) no less than 2 hours before your talk is scheduled. If you haven’t already uploaded your presentation online using the instructions previously provided, you must upload your file(s) in the on-site Speaker Ready Room. Note: If you have a non-standard presentation (e.g. presenting using an iPad, custom executables, etc.), please visit the Speaker Ready Room the day before your presentation. Presentations will be loaded onto the laptop in the meeting rooms and must be given using that laptop provided – no personal laptops can be used. Launching your talk is easy - just find your name on the screen and click on it. LaunchPad will handle opening your talk and projecting it to the audience. Give your talk and advance the slides as you normally would. Once you have finished your talk, press the blue reset button for the next presenter and you are all done!

**SPEAKER READY ROOM HOURS (ROOM 554A):**

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<td>Tuesday, July 16</td>
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<td>Wednesday, July 17</td>
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<tr>
<td>Thursday, July 18</td>
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NETWORKING LOUNGE

_Rotunda_

SMG, the world’s leader in entertainment and conference venue management is proud to sponsor the CESSE 2013 Networking Lounge! Come by to find complimentary internet kiosk stations, great food and of course a chance to learn more about SMG and the over 200 venues we offer. You will enjoy a comfortable lounge atmosphere for any impromptu meeting, get together, or just a place to rest your feet. The Networking Lounge will be the place to find old friends and meet a few new ones!

**NETWORKING LOUNGE HOURS OF OPERATION:**

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<td>Tuesday, July 16</td>
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<td>Wednesday, July 17</td>
<td>9:30 AM – 5:00 PM</td>
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<td>Thursday, July 18</td>
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RESOURCE CENTER

_5th Floor Pre-Function_

CESSE is privileged to enjoy beneficial partnerships with our sponsors and suppliers representing hospitality, technology, marketing, graphic design, printing, and many other services for associations. Browse the Resource Center at your leisure during the following hours to see how your association or society can benefit through our partners:

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TRANSPORTATION

AIRPORT SHUTTLE

The airport shuttle is available 7 days a week from 5:00 am to 11:00 pm. The shuttle leaves from the hotels every hour on the half hour. After 7:00 pm reservations for the shuttle are required from the city only. The cost of the shuttle is $11.00 each way. For more information, please call (401) 737-2868 or 1-888-737-7006, or visit airporttaxi.com.

TAXIS

Taxis are also available from the main lobby. The cost to from the airport is approximately $30 each way.

PARKING

The Omni Providence offers overnight valet parking for $28 with in and out privileges. Hourly valet is also available. Rates are $9 for zero to 90 minutes; $12 for 90 minutes to 2 ½ hours; and $16 for 2 ½ hours to 10 hours.

Covered self-parking is available at the Hilton Providence at a rate of $25 per day with in and out privileges. Valet parking is $28 per day with in and out privileges.
A happy delegate makes a happy planner. That’s why Canadian Tourism Commission’s Business Events Canada (BEC) team and partners will do whatever it takes to make your job easier in planning an event in Canada. Paired with vibrant cities, all-encompassing meeting venues and diverse landscapes, Canada is an ideal setting for any meeting, convention and incentive. Canada, where a full business day is more than a day full of business. www.meetings.canada.travel.

Scott Barnes
7:00am: Early morning group hike.
Banff National Park

Scott Barnes
7:30am: BEAR!!!!!!!!!
Banff National Park

Scott Barnes
7:35am: Mountain goat, false alarm.
Banff National Park

Scott Barnes
10:00am: Who said I couldn’t multi-task?
Presentation-viewing & wildlife-watching.
The Banff Centre
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The Council of Engineering and Scientific Society Executives (CESSE) is a professional society comprising over 1200 executives from 200 science and engineering societies, whose combined memberships total approximately four million. CESSE is a not-for-profit organization whose purpose is to provide a forum for mutual exchange of experience, guidance, and discussion of common problems in operating these societies. The Council is governed by its bylaws and operates through its Board of Directors and a variety of committees.

The objective of CESSE is to advance, in the public interest, the arts and sciences of the management of engineering and scientific societies. Engineering and scientific societies have played a key role in the advancement of science and engineering and continued professional development of engineers and scientists. CESSE expects to continue to provide networking, educational, and training opportunities for the staffs of engineering and scientific societies to assure that these societies continue to provide them a key role in the future.

The purpose of the Annual Meeting is to offer workshops and seminars to address the impact of changing law, trends and conditions within the professions, with emphasis on association management as it pertains to learned societies. The meeting also enables members to gain exposure to facilities and services available in cities throughout the country.

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Meeting Manager
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Park-Way Meetings, LLC
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Greenville, SC 29609
Phone/Fax: 864-246-4560
E-mail: Brenda@cesse.org
2013/2014 Track Chairs – Please attend the 2013 Wrap-up/2014 Pre-Planning Meeting on Friday, July 19th 9:00 am – 12:00 pm in the Bristol/Kent Room at the Omni Providence.
HOST AND PLANNING COMMITTEE

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AMERICAN MATHEMATICAL SOCIETY
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- Digital publishing
- Mobile apps

Training Materials
- Providing on-demand printing of training and course materials
- Inventory management, integration and reporting
- Customized order processing and fulfillment of materials to training events

Publications
- Digital publishing for educational and resource publications
- On-demand printing of educational books
- Integrated order processing and fulfillment of printed publications

Our Big Ideas Promise

Chances are you’ve come to Omnipress with an immediate need – workbooks for a seminar training course, a final program and online handouts for your annual meeting, a new system for collecting abstracts... Whatever you need today, we’re your partner to collect, produce and distribute your educational content. But our true expertise is to come up with big ideas to expand the reach and extend the life of that content. We promise to be your hand-holding, problem-solving, big idea partner today... to help you realize the greatest possible value of your educational content tomorrow.
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Just call us at 1.800.662.0084 or find us at VisitSpokane.com/meet