Welcome to Spokane, CESSE Attendees!

While you’re in Spokane for your 2014 Annual Meeting, we hope you’ll make time to immerse yourself in our super-tasty culinary scene, dozens of local wineries in the Cork District, 30 plus craft breweries on the Inland Northwest Ale Trail, incredible shopping, art and entertainment.

And our outdoors just might rival the indoors with terrific golfing, boating, cycling or simply walking the beautiful urban and other trails. Plus, you’re just steps from the second-longest urban waterfalls in the US and the Spokane Falls SkyRide offers an incredible view. The list of possibilities is endless! So much to do and so many reasons that Spokane truly is Near nature. Near perfect.

Best wishes from your local 2014 hosts:
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DEAR CESSE COLLEAGUES

Welcome to CESSE 2014:  Professional Readiness: Strengthening our Central Role in Workforce Development. This year’s annual meeting title says it all - as scientific and engineering society leaders, we play a crucial role in developing professional development and credentialing pathways for the professions we represent, and for our association teams who develop, market, and deliver these programs.

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 a highly innovative and interactive program. We would also like to thank our host society, International Society for Optics and Photonics (SPIE), the Spokane Regional Convention & Visitors Bureau, the Davenport Hotel Collection and the CESSE staff and support team for making this CESSE Annual Meeting one to remember. Finally, we thank our sponsors whose generous partnership makes this meeting possible.

Best wishes for a productive and enjoyable week in Spokane!

TONY KEANE, CAE
President.
CESSE

PAT GOUHIN, CAE
Vice President & Annual Meeting Program Chair.
CESSE

President & CEO
International Facility Management Association

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ISA – International Society of Automation

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WELCOME TO THE CESSE 2014 ANNUAL MEETING!

On behalf of the SPIE, the International Society for Optics and Photonics, your host organization for CESSE 2014 – the CESSE Annual Meeting, I welcome you to Spokane and the diverse and vibrant state of Washington.

This year’s meeting theme centers on strengthening the pivotal role of scientific and engineering societies on workforce development. In this time of rapidly changing skill requirements and dislocation from the comforting, but now obsolete, concept of lifetime employment, we must look for innovative and engaging ways to develop the future careers of the members and constituents we represent. Our own society staff must be better prepared to create and deliver the services and programs for this different future while they must also be enabled and encouraged to stay current and competitive with their own skillsets.

Pat Gouhin, Program Chair for 2014, and his team of dedicated and enthusiastic track chairs, along with the CESSE staff and the talented team of individuals from Visit Spokane, have created a program and hospitality package that promises to deliver meaningful and timely education, thought-provoking panel discussions, and focused networking with your peers and colleagues. Plenary sessions will engage us in a closer look at association credentials, the reality of many generations in the workforce, and the exemplary work of FIRST – For Inspiration and Recognition of Science and Technology, with Don Bossi. And this year’s combination of Educational sessions, Joint sessions and Mega sessions will offer every attendee valuable information to take back to their respective associations to share and spearhead future development.

On the lighter side, July in Spokane will delight the visitor with its nature-centric location on the shores of the Spokane River, featuring an enjoyable climate, extensive walking and jogging paths, a walkable downtown and the locally-grown seasonal fare of its many and varied restaurants and regional wineries. Local grand and unique hotels such as the Davenport Hotel and Towers await to impress the CESSE attendee!

Please join me in engaging in timely and relevant learning for the future of our societies, and in experiencing the warm and heartfelt hospitality of Spokane. Come see what the other side of Washington State has to offer and you will be entranced. I’m sure many will want to stay longer or leave with plans to return and explore this wondrous destination.

I look forward to seeing you there!

EUGENE ARTHURS, CEO
SPIE.
2014 CESSE Annual Meeting Host Society
All events will be held at the Spokane Convention Center unless otherwise noted.

**MONDAY, JULY 14, 2014**

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<tr>
<td>4:00 pm – 8:00 pm</td>
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**TUESDAY, JULY 15, 2014**

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<tr>
<td>8:00 am – 6:00 pm</td>
<td>Registration Open – Conference Theater Lobby - <strong>Sponsored by Experient</strong></td>
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<tr>
<td>12:00 pm – 5:00 pm</td>
<td>Networking Lounge Open – Room 102AB - <strong>Sponsored by SMG</strong></td>
</tr>
<tr>
<td>5:00 pm – 6:00 pm</td>
<td>First Timer’s Reception – Isabella Ballroom: The Davenport Hotel - <strong>Sponsored by Amy Martell, HelmsBriscoe</strong></td>
</tr>
<tr>
<td>6:30 pm – 9:00 pm</td>
<td>Opening Reception – Grand Pennington Ballroom and Hall of Doges Foyer: The Davenport Hotel - <strong>Sponsored by The Davenport Hotel &amp; Tower</strong></td>
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**WEDNESDAY, JULY 16, 2014**

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<tr>
<td>5:30 am – 7:30 am</td>
<td><strong>= 19th Annual CESSE Fun Run/Walk</strong> – Lobby: The Davenport Hotel - <strong>Sponsored by Travel Portland, Oregon Convention Center, and Triumph Expo &amp; Events, Inc.</strong></td>
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<tr>
<td>6:30 am – 6:00 pm</td>
<td>Registration Open – Conference Theater Lobby - <strong>Sponsored by Experient</strong></td>
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<tr>
<td>7:30 am – 8:15 am</td>
<td>Breakfast – Integra Telecom Ballrooms 100BC - <strong>Sponsored by Marriott Convention and Resort Network</strong></td>
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<tr>
<td>8:15 am – 9:45 am</td>
<td>Welcome &amp; Plenary Session – Bay 111BC - <strong>Sponsored by Catch Des Moines</strong></td>
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<tr>
<td>9:30 am – 11:00 am</td>
<td>Networking Lounge Open – Room 102AB - <strong>Sponsored by SMG</strong></td>
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<tr>
<td>9:50 am – 11:00 am</td>
<td>Educational Sessions/Roundtables – Room 207, 206D, 201C, 206B, 201A, 206C, Bay 111A, 205, 202B, 202C</td>
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<td>11:00 am – 11:30 am</td>
<td>Refreshment Break/Resource Center – Integra Telecom Ballroom 100A - <strong>Sponsored by Omaha Convention &amp; Visitors Bureau</strong></td>
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<tr>
<td>11:30 am – 12:30 pm</td>
<td>Educational Sessions – Room 207, 206D, 201C, 206B, 201A, 206C, Bay 111A, 205, 202B, 202C</td>
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<tr>
<td>12:30 pm – 1:30 pm</td>
<td>Lunch – Integra Telecom Ballrooms 100BC - <strong>Sponsored by Visit Norfolk</strong></td>
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<tr>
<td>1:40 pm – 3:10 pm</td>
<td>Educational Sessions – Room 207, 206D, 201C, 206B, 201A, 206C, Bay 111A, 205, 202B, 202C</td>
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<tr>
<td>3:00 pm – 4:30 pm</td>
<td>Closing Plenary Session – Bay 111BC - <strong>Sponsored by Providence Warwick Convention &amp; Visitors Bureau</strong></td>
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**THURSDAY, JULY 17, 2014**

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<td>7:30 am – 8:15 am</td>
<td>Breakfast – Integra Telecom Ballrooms 100BC - <strong>Sponsored by Business Events Canada</strong></td>
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<td>8:15 am – 9:15 am</td>
<td>Plenary Session – Bay 111BC</td>
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<tr>
<td>9:30 am – 11:00 am</td>
<td>Educational Sessions – Room 207, 206D, 201C, 206B, 201A, 206C, Bay 111A, 205, 202B, 202C</td>
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<tr>
<td>9:30 am – 5:00 pm</td>
<td>Networking Lounge Open – Room 102AB - <strong>Sponsored by SMG</strong></td>
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<tr>
<td>9:30 am – 11:00 am</td>
<td>Mega Sessions – Room 207, Conference Theater</td>
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<tr>
<td>11:00 am – 11:30 am</td>
<td>Refreshment Break/Resource Center – Integra Telecom Ballroom 100A - <strong>Sponsored by Greater Houston Convention &amp; Visitors Bureau</strong></td>
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<tr>
<td>11:30 am – 12:30 pm</td>
<td>Educational Sessions – Room 207, 206D, 201C, 206B, 201A, 206C, Bay 111A, 205, 202B, 202C</td>
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<tr>
<td>12:30 pm – 1:30 pm</td>
<td>Lunch – Integra Telecom Ballrooms 100BC - <strong>Sponsored by Visit Norfolk</strong></td>
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<tr>
<td>1:40 pm – 3:00 pm</td>
<td>Educational Sessions – Room 207, 206D, 201C, 206B, 201A, 206C, Bay 111A, 205, 202B, 202C</td>
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<tr>
<td>3:00 pm – 3:30 pm</td>
<td>Refreshment Break/Resource Center – Integra Telecom Ballroom 100A - <strong>Sponsored by Mobile Bay Convention &amp; Visitors Bureau</strong></td>
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<tr>
<td>3:30 pm – 4:30 pm</td>
<td>Closing Plenary Session – Bay 111BC - <strong>Sponsored by Providence Warwick Convention &amp; Visitors Bureau</strong></td>
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**DOWNLOAD THE CESSE EVENTS APP**

Make the most of the CESSE Annual Meeting by downloading the mobile app available for iPhone, iPad, and Android. Simply go to the Apple or Google Play stores the week before the event and search for “CESSE Events.” You can customize your own event itinerary, see who is sponsoring, 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. Session evaluations available on the APP Feedback section.

Follow CESSE on Twitter at #CESSE2014 for the latest announcements and updates during the Annual Meeting!
Celebrating 100 Years of World-Class Hospitality.

“We hope to so well please our guests that they will be glad they came, sorry to leave and eager to return.”

– Louis Davenport, 1914

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<td>Tuesday First-Timers’ Reception</td>
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<td>Wednesday Breakfast</td>
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<td>Wednesday Morning Fun Run/Walk</td>
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<td>Wednesday AM Refreshment Break</td>
<td>Omaha Convention &amp; Visitors Bureau</td>
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<td>Wednesday Lunch</td>
<td>Reno Tahoe USA</td>
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<td>Wednesday Plenary Session</td>
<td>Catch Des Moines</td>
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<td>Greater Houston Convention &amp; Visitors Bureau</td>
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### MONETARY SPONSORS - Continued from previous page

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18 Million Members
100,000 Communities

Higher Logic is the leading enterprise community platform for associations.

Only with Higher Logic’s Connected Community can you:

- Build a 360-degree view of your membership with AMS integration.
- Create a knowledge base of member-generated content and resources.
- Drive innovation through idea generation.
- Connect mentors, mentees and volunteer leaders in a space designed for collaboration.
- Facilitate a natural engagement experience for members on-the-go with mobile apps.

CESSE uses Connected Community & Higher Logic Mobile Apps

MEMBER DIRECTORY + DISCUSSION GROUPS + KNOWLEDGE BANK + EVENTS + MOBILE

Learn more at higherlogic.com/CESSE
**TUESDAY, JULY 15, 2014**

**5:00 pm – 6:00 pm**  
First-Timers Reception - Isabella Ballroom, The Davenport Hotel

First time attending the CESSE annual meeting? The number of people and few familiar faces can be daunting – but we’re here to help! Join us for the First-Timer’s Reception. Our frontrunners, 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-Timers. We’ll see you there!

**6:30 pm – 9:00 pm**  
Opening Reception - Grand Pennington Ballroom and Hall of Doges Foyer, The Davenport Hotel

Welcome to CESSE 2014! The Historic Davenport Hotel is celebrating 100 years of World-Class Hospitality this year and invites you to travel back in time to the Roaring ’20s at the CESSE Opening Reception on Tuesday, July 15th, 2014. Great Gatsby theme attire is suggested but not required.
WEDNESDAY, JULY 16, 2014

5:30 am - 7:00 am
Fun Run/Walk - Lobby, The Davenport Hotel

5:30 a.m. - Complimentary Coffee & Tea
6:00 am - Follow a few blocks to the start
6:15 a.m. - Fun Run/Walk begins

Wake up and smell the roses!

And gourmet coffee, tea and fresh Green Bluff apple juice...compliments of the “City of Roses”, Portland, Oregon! Together, we’ll watch the sun rise over the Spokane River, exercise like the competitors (or couch potatoes!), we are, strengthen our hearts and CESSE relationships, too.

Be a part of this giving tradition, sign up with fellow attendees for the Annual CESSE 5K/2K Fun Run and Walk. 100% of your $35 fee (or $40 for “Just Sleep In!”) goes to Engineers Without Borders, inspiring student and professional engineers, impacting quality of life worldwide.

Stroll or zip past the “Zags” campus, historic Looff Carrousel and the Falls Skyride. Take home the shared memory and a quality “thank you” gift, from your friends with Triumph Expo & Design, Oregon Convention Center and Travel Portland!

6:00 pm - 7:15 pm
Evening Reception - Marie Antoinette Ballroom, The Davenport Hotel

We are ready.

The Tourism Toronto team is your resource for everything Toronto and your partner in planning. We know the city and are your connection to this vibrant, diverse and inspiring place. With us, you’ll have the resources you need to plan a phenomenal event!

Join us at our evening reception to meet our team renowned for service, and our partners who will assist and support you for a successful meeting. We’re ready for anything, and we want to make sure that you are too.

9:30 pm - 11:00 pm
Evening Afterglow - Barrister Winery

Join Hilton Worldwide and participating hotels for the Afterglow Reception at Barrister Winery for a fabulous sampling of local wines, delightful desserts and live music! If you prefer an evening stroll, Barrister Winery is located four blocks from the Davenport Hotel. For those that choose not to walk, shuttles will leave the Davenport Hotel and Barrister Winery every 15 minutes on a continuous rotation throughout the event. We look forward to you joining us for the Afterglow Reception!
THURSDAY, JULY 17, 2014

6:30 pm – 12:00 am  Final Reception & Gala - Spokane Convention Center

Get swept up in The Amazing Generations Dance Party!

6:00 pm Meet in the Davenport Lobby

Walk to the Spokane Convention Center. Wear comfortable shoes for the short stroll

6:30 – 7:30 Final Reception & Recognition

Come together to recognize outgoing Board members and members of the Program Committee for their hard work and dedication to CESSE and the 2014 Annual Meeting.

7:30 – Midnight: Dinner & Dance

You’re invited to a night of nostalgia at the Spokane Convention Center! Come dressed in your favorite generational attire and journey back to relive your favorite dance party days.

Pick your decade, pick your poison! From Herman’s Hermits to Hip Hop, it’s a celebration of five decades of music and dances as well...The Stroll, The Twist, The Hustle, The Bump, The Macarena, The Moonwalk, The Robot... get ready to tear it up and boogie down.

And if dancing’s not your thing, it’ll be a spectacle to behold nonetheless!

We’ll set you in the Multi-Gen Mood: Following the reception, you’ll journey through the Time Tunnel and into the Generations Lounge. The décor will whisk you into a nostalgic time warp you’ll never forget!
There are two parts to every event. Art and Science. We combine them to create engagement.

GES is a global event marketing company with a long history of connecting people through live events. Clients depend on our 3,000 passionate employees throughout the world for unparalleled service and consistent execution of breakthrough experiences that excite and engage. We generate a competitive edge and measurable return for clients by partnering with them to blend the art of high-impact creativity and innovation with the science of easy-to-use technology, strategy, and worldwide logistics.

Visit ges.com and discover what’s possible when it all comes together. Art and Science. GES and You.
CONNECT at Hilton Worldwide

Setting the stage for your success.
When people come together, amazing things can happen, things that go far beyond ROI. Experiences are shared, ideas are formed, real connections are made. That’s what happens when you Connect at Hilton Worldwide. Whether for 25 or 2,500, downtown or around the globe, create an event that inspires long after the agenda is done.

Joni Opperman, Director of Sales
Association Group Sales
O: +1 614-437-9958 | M: +1 614-395-2334
Joni.Opperman@hilton.com
This is YOUR meeting! The majority of CESSE sessions are open to all attendees. You do not have to sign up for them in advance and you can mix and match as you wish. Leave the CESSE Annual Meeting with new ideas and a broader network.

TRACKS

Each educational session is marked with a code that is of interest to a specific track. You are not required to stay with one track, you may mix and match as you wish.

TRACK CODE KEY

- **CEO** = Chief Executive Officer |  • **DED** = Deputy Director |  • **E&T** = Education & Training
- **FHR** = Finance & Human Resources |  • **IT** = Information Technology
- **MKT** = Marketing & Communications |  • **M&E** = Meetings & Exhibits
- **MEM** = Membership |  • **PA** = Public Affairs |  • **PUB** = Publications

PLENARY SESSIONS

A meeting for all members attending the conference: to be held as the first session each morning and as the final closing session. Plenary sessions give you a 40,000 ft. overview and get you thinking on a broad scale. This year’s Plenary Sessions are:

- Opening Session: Credentials for the Association Workforce
- The Reality of Many Generations in the Workplace
- Closing Session: For Inspiration and Recognition of Science and Technology

MEGA SESSIONS

Mega sessions are packed full of cross-functional content and are designed to get you thinking bigger! This year’s Mega Sessions include:

- Change is Good: Improving Your Business Processes
- Association Trends: Micro-Volunteerism, Collaboration, Cloud, Inbound Marketing, Social Mentoring and more…
- Engaging the Five Generations
- Crisis Management: The Disaster Experience—Quickfire

JOINT SESSIONS

Let’s face it! There is overlap when managing associations and we often find ourselves faced with a situation or working on a project that crosses over departmental boundaries. Joint sessions focus on topics of mutual interest to two or more tracks and are meant to bring forth solutions to bridge the gaps between each path. This year’s joint sessions are:

- Executive Coaching for CEO & Senior Staff
- The Growing Mobile Workforce
- Social Media Trends: Kool Tools That You Can Use
- Ethics Schmetherlands: What’s All the Hubbub, Bub?
- Marketing Disruption: Interruption to Inbound/Content Marketing
- Brochure Swap
EDUCATIONAL SESSIONS
Educational sessions are based on issues, concerns, and topics of specific interest to your job function. These sessions are meant to dig deeply into the detail of issues specific to your role. This year’s educational sessions are listed in the detailed schedule at a glance by functional track.

EARN CAE AND CMP CREDITS!
Earn up to 12 hours towards certification or recertification of your Certified Association Executive (CAE) designation by attending all educational sessions. Each hour of educational programming earns you one CAE credit. Social activities and meals do not apply to certification credits.

Earn clock hours towards certification or recertification of your Certified Meeting Professional (CMP) designation.
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](http://www.smartbrief.com) or email Mike Candela at mcandela@smartbrief.com.
The 2014 CESSE CEO Winter meeting focused on capturing the boundless opportunities that are resulting out of the rapid and profound change that associations are facing today. As the leaders of our associations, and often within the industries we serve, we will face ever increasing challenges. Our obligation to successfully manage the unprecedented pace of the day-to-day activities while continuing to provide strategic direction for our organizations will only continue to increase. The good news is that this provides us, the association CEOs, an opportunity to demonstrate the tremendous value we provide to the organization, the membership and the industries we serve. Now is the time to step up!

While in Phoenix, we focused on three transformative shifts that are changing everything: Community, Information and Leadership. We will carry this theme into the 2014 Annual Meeting CEO track by focusing on our roles as CEO’s and how we can raise our game.

Although this track has been designed for the CEO’s, it is open to all and we encourage anyone to participate, especially those who have the desire to lead their organization at some point in the future.

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.

The Education and Training (E&T) track is committed to bringing dynamic and engaging sessions geared to strengthen the professional development of your association’s members, as well as the workforce of the industries you represent and serve. With this year’s overall conference theme focusing on workforce development, the E&T program will deliver content that will assist in meeting this global challenge in the scientific and engineering sectors. Expect interactive educational formats, joint educational sessions, innovative learning opportunities, and sharing of best practices, with the intent of providing a more comprehensive and richer experience for you, the attendee.

The Finance & Human Resources Track (FHR) provides programming of interest for those responsible for 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.
IT = INFORMATION TECHNOLOGY

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. The vast array of technology is overwhelming in both its range and depth; keeping current can sometimes make your head spin. 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.

MKT = MARKETING & COMMUNICATIONS

The Marketing and Communications track this year features timely as well as perennial association marketing challenges, tips and general ideas and information on best practice. Learn how to incorporate the use of online technologies and discern what to add to traditional media mechanisms. Learn state of the art email marketing techniques and how to apply them to your association. You will also hear about cutting edge inbound marketing theories and why “interrupt” marketing may no longer be your best friend. Also come ready to find out all about the “new paradigm” for association sponsorship programs. The fun and interactive sessions will also include hands on help to make your marketing collateral better than ever with a session looking at best in class print materials with a peer review session.

Come set to contribute, ask questions and get ready to go back to the office set to turbocharge your marketing and communication efforts for 2014 and beyond!
**M&E = MEETINGS & EXHIBITS**

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 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.

**MEM = MEMBERSHIP**

The 2014 Membership track will focus on addressing the challenges and opportunities of creating a talent-rich workforce within the industries we represent, our internal staff, and our member volunteers. Developing the skills, mindset, and strategy to successfully harness “people power” has never been more crucial. We look forward to interactive and spirited sessions to learn, share, and exchange strategies with colleagues.

**PA = PUBLIC AFFAIRS**

The Public Affairs track provides programming of interest to those managing an organization’s media relations, government relations, grassroots initiatives, congressional fellows programs and related responsibilities.

**PUB = PUBLICATIONS**

The Publications track covers all the critical issues facing industry professionals in 21st century society publishing. Our scope includes traditional books/journals, web publishing, e-books/e-journals, and modern social media. The track addresses editorial and financial concerns alike, and we collaborate on sessions with other Tracks to gain mutual benefit. We share our own experiences and draw on the knowledge of customers, service providers, technical experts, and others who are part of the process. Each year we bring in fresh ideas and trending topics. What are your current challenges, and what do you see on the horizon? Help us, and allow us to help you, by discussing the big strategic picture and planning for future success.
ATTENDEES MAY ATTEND ANY SESSION ACROSS ONE TRACK OR VARIOUS TRACKS WITH THE EXCEPTION OF THE SESSIONS MARKED “CEO ONLY” IN THE CEO TRACK

TUESDAY, JULY 15, 2014
5:00 pm – 6:00 pm
First Timer’s Reception – Sponsored by Amy Martell, HelmsBriscoe (Isabella Ballroom, The Davenport Hotel)
6:30 pm – 9:00 pm
Opening Reception – Sponsored by Davenport Hotel & Tower (Grand Pennington Ballroom and Hall of Doges Foyer)

WEDNESDAY, JULY 16, 2014
5:45 pm – 7:00 am
Fun Run/Walk – Sponsored by Travel Portland, Oregon Convention Center, and Triumph Expo & Events, Inc. (Lobby)
7:30 am – 8:15 am
Breakfast – Sponsored by Marriott Convention and Resort Network
8:15 am – 8:45 am
Welcome & Session Introduction – Sponsored by Catch Des Moines (Bay 111BC)
8:45 am – 9:45 am
Opening Session (Bay 111BC)

9:50 am – 11:00 am
Track Roundtable (Room 207)
11:00 am – 11:30 am
Refreshment Break – Sponsored by Omaha Convention & Visitors Bureau
11:30 am – 12:30 pm
Building a Culture of Excellence, Part 1 (Room 207)
The Growing Mobile Workforce – From Logistics to Legal (Room 206D)
Effective Needs Assessment: How It Can Make or Break the Success of Your Training Programs (Room 201C)
The Growing Mobile Workforce – From Logistics to Legal (Room 206D)
Making Meat Data: Practicing Reporting and BI (Room 206B)

12:30 pm – 1:30 pm
Lunch – Sponsored by Reno-Tahoe USA
1:45 pm – 3:00 pm
Building a Culture of Excellence, Part 2 (Room 207)
Open to explore other tracks
Social Media Trends: Kool Tools That You Can Use – Joint Session with Marketing & Communications (Room 206C)
Executive Coaching: Professional Development at the Top (Room 206B)
Mobile & Association: How Are We Doing? (Room 201A)

3:00 pm – 3:30 pm
Refreshment Break – Sponsored by Hyatt Hotels & Resorts

3:30 pm – 5:00 pm
MEGA Session: Association Trends: Micro-Volunteerism, Collaboration, Cloud, Inbound Marketing, Social Mentoring, and more... (Room 207)
MEGA Session: Change is Good: Improving Your Business Processes (Conference Theater)
Optimizing Sales Results for Certification, Certificate & Training Businesses (Room 201C)
Affordable Healthcare Act (Room 206B)
MEGA Session is Good: Improving Your Business Processes (Conference Theater)

6:00 pm – 7:15 pm
Reception – Sponsored by Tourism Toronto (Marie Antoinette Ballroom, The Davenport Hotel)
9:30 pm – 11:00 pm
Afterglow – Sponsored by Hilton Worldwide (Barrister Winery)

THURSDAY, JULY 17, 2014
7:30 am – 8:15 am
Breakfast – Sponsored by Business Events Canada
8:15 am – 9:15 am
Plenary Session: The Reality of Many Generations in the Workplace (Bay 111BC)

9:30 am – 11:00 am
MEGA Session: Engaging the 5 Generations in the Workplace (Room 111BC)
MEGA Session – Crisis Management: The Disaster Experience—Quickfire (Conference Theater)
MEGA Session: Engaging the 5 Generations in the Workplace (Room 111C)
MEGA Session – Crisis Management: The Disaster Experience—Quickfire (Conference Theater)
MEGA Session Management Experience (Conference)

11:00 am – 11:30 am
Refreshment Break – Sponsored by Greater Houston Convention & Visitors Bureau

11:30 am – 12:30 pm
CESE Business Meeting (CEOs only) (Room 207)
Linking Data and Reporting to Mission Impact (Room 206D)
Marketing Disruption: Interruption to Inbound/Content Marketing—Joint Session with Marketing & Communications (Room 206C)
Cash Reserve Levels and Cash Flows (Room 206B)
40 Tips in 40 Minutes: Time-Saving Followed by Discussion

12:30 pm – 1:30 pm
Lunch – Sponsored by Visit Norfolk
1:45 pm – 3:00 pm
Executive Coaching: Maximizing Your Own and Your Organization’s Potential (Room 207)
Executive Coaching: Maximizing Your Own and Your Organization’s Potential (Room 207)
Learning When You Need It, Where You Need It: Education in a Mobile World (Room 201C)
Employment Law and Legislative Update (Room 206B)
New Breed of AMS: Supplement or Replace Your AMS with Systems that

3:00 pm – 3:30 pm
Refreshment Break – Sponsored by Mobile Bay Convention & Visitors Bureau

3:30 pm – 4:30 pm
Closing Session – FIRST – Sponsored by Providence Warwick Convention & Visitors Bureau (Bay 111BC)

6:30 pm – 12:00 am
Evening Reception & Gala – Sponsored by Visit Spokane (Spokane Convention Center)
<table>
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<th>Event Type</th>
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<td>Opening Session</td>
<td>Tuesday, July 15, 2014</td>
<td>8:15 am</td>
<td>Bay 111BC</td>
<td>Sponsored by Catch Des Moines</td>
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<tr>
<td>Welcome &amp; Session Introduction</td>
<td>Tuesday, July 15, 2014</td>
<td>8:45 am</td>
<td>Bay 111BC</td>
<td>Sponsored by Business Events Canada</td>
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<td>Social Media Trends: Kool Tools that You Can Use - Joint Session with Education &amp; Training</td>
<td>Tuesday, July 15, 2014</td>
<td>9:30 am</td>
<td>Bay 111BC</td>
<td>Sponsored by Social Media Trends: Kool Tools that You Can Use</td>
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<td>Social Media Trends: Micro-Volunteerism, Collaboration, Cloud, Inbound Marketing, Social Mentoring, and more...</td>
<td>Tuesday, July 15, 2014</td>
<td>10:30 am</td>
<td>Bay 206C</td>
<td>Sponsored by Social Media Trends: Micro-Volunteerism, Collaboration, Cloud, Inbound Marketing, Social Mentoring, and more...</td>
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<td>The Cost and Benefit of Ability (ADA): It's Not Just the Law, It's Good Business</td>
<td>Tuesday, July 15, 2014</td>
<td>11:00 am</td>
<td>Bay 111A</td>
<td>Sponsored by The Cost and Benefit of Ability (ADA): It's Not Just the Law, It's Good Business</td>
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<td>One Member: Many Experiences: Crafting a Multi-Device Strategy to Maximize Member Engagement</td>
<td>Tuesday, July 15, 2014</td>
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<td>Ethics Schmemics: What’s All the Hubbub, Bub? – Joint Session with Publications</td>
<td>Tuesday, July 15, 2014</td>
<td>12:00 pm</td>
<td>Room 202C</td>
<td>Sponsored by Ethics Schmemics: What’s All the Hubbub, Bub? – Joint Session with Publications</td>
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<td>Business Processes</td>
<td>Tuesday, July 15, 2014</td>
<td>1:00 pm</td>
<td>Room 201C</td>
<td>Sponsored by Business Processes</td>
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<td>Marketing Disruption: Interruption to Inbound/Content Marketing—Joint Session with Education &amp; Training</td>
<td>Tuesday, July 15, 2014</td>
<td>1:15 pm</td>
<td>Room 206C</td>
<td>Sponsored by Marketing Disruption: Interruption to Inbound/Content Marketing—Joint Session with Education &amp; Training</td>
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<td>Inside Tips from Those Who've Switched Sides</td>
<td>Tuesday, July 15, 2014</td>
<td>1:30 pm</td>
<td>Bay 111A</td>
<td>Sponsored by Inside Tips from Those Who've Switched Sides</td>
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<td>Are Professional/Technical Associations Sustainable or Relevant to the Millennials?</td>
<td>Tuesday, July 15, 2014</td>
<td>1:45 pm</td>
<td>Room 205</td>
<td>Sponsored by Are Professional/Technical Associations Sustainable or Relevant to the Millennials?</td>
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<td>Engaging Your Membership in Outreach and Advocacy</td>
<td>Tuesday, July 15, 2014</td>
<td>2:00 pm</td>
<td>Room 202B</td>
<td>Sponsored by Engaging Your Membership in Outreach and Advocacy</td>
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<td>Young Reader, Old Reader: Content for All Ages</td>
<td>Tuesday, July 15, 2014</td>
<td>2:15 pm</td>
<td>Room 202C</td>
<td>Sponsored by Young Reader, Old Reader: Content for All Ages</td>
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<td>Field Trip to KXLY</td>
<td>Tuesday, July 15, 2014</td>
<td>2:30 pm</td>
<td>Room 206C</td>
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<td>It’s Taxonomy Time! The Process, Decoded</td>
<td>Tuesday, July 15, 2014</td>
<td>2:45 pm</td>
<td>Room 202C</td>
<td>Sponsored by It’s Taxonomy Time! The Process, Decoded</td>
</tr>
<tr>
<td>MEGA Session: Association Sponsorship Programs</td>
<td>Tuesday, July 15, 2014</td>
<td>3:30 pm</td>
<td>Room 206C</td>
<td>Sponsored by MEGA Session: Association Sponsorship Programs</td>
</tr>
<tr>
<td>MEGA Session: Change is Good: Improving Your Business Processes (Conference Theater)</td>
<td>Tuesday, July 15, 2014</td>
<td>3:45 pm</td>
<td>Conference Theater</td>
<td>Sponsored by MEGA Session: Change is Good: Improving Your Business Processes (Conference Theater)</td>
</tr>
<tr>
<td>MEGA Session: Engaging the 5 Generations in the Workplace (Room 111BC)</td>
<td>Tuesday, July 15, 2014</td>
<td>4:30 pm</td>
<td>Room 111BC</td>
<td>Sponsored by MEGA Session: Engaging the 5 Generations in the Workplace (Room 111BC)</td>
</tr>
<tr>
<td>MEGA Session – Crisis Management: The Disaster Experience—Quickfire</td>
<td>Tuesday, July 15, 2014</td>
<td>4:45 pm</td>
<td>Conference Theater</td>
<td>Sponsored by MEGA Session – Crisis Management: The Disaster Experience—Quickfire</td>
</tr>
<tr>
<td>Inside Tips from Those Relevant to the Millennials</td>
<td>Tuesday, July 15, 2014</td>
<td>5:00 pm</td>
<td>Room 202C</td>
<td>Sponsored by Inside Tips from Those Relevant to the Millennials</td>
</tr>
<tr>
<td>Are Professional/Technical Associations Sustainable or Relevant to the Millennials? (Room 205)</td>
<td>Tuesday, July 15, 2014</td>
<td>5:15 pm</td>
<td>Room 205</td>
<td>Sponsored by Are Professional/Technical Associations Sustainable or Relevant to the Millennials? (Room 205)</td>
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<tr>
<td>Young Reader, Old Reader: Content for All Ages (Room 202C)</td>
<td>Tuesday, July 15, 2014</td>
<td>5:30 pm</td>
<td>Room 202C</td>
<td>Sponsored by Young Reader, Old Reader: Content for All Ages (Room 202C)</td>
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<tr>
<td>Field Trip to KXLY (Room 206C)</td>
<td>Tuesday, July 15, 2014</td>
<td>5:45 pm</td>
<td>Room 206C</td>
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<tr>
<td>It’s Taxonomy Time! The Process, Decoded (Room 202C)</td>
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<td>Room 202C</td>
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<tr>
<td>Close of AMS: Replace Your AMS with Systems that Work</td>
<td>Tuesday, July 15, 2014</td>
<td>6:15 pm</td>
<td>Room 206C</td>
<td>Sponsored by Close of AMS: Replace Your AMS with Systems that Work</td>
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<tr>
<td>Brochure Swap – Joint Session with Membership (Room 206C)</td>
<td>Tuesday, July 15, 2014</td>
<td>6:30 pm</td>
<td>Room 206C</td>
<td>Sponsored by Brochure Swap – Joint Session with Membership (Room 206C)</td>
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<td>Sponsored by MEGA Session – Crisis Management: The Disaster Experience—Quickfire (Conference Theater)</td>
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<tr>
<td>Inside Tips from Those</td>
<td>Tuesday, July 15, 2014</td>
<td>7:00 pm</td>
<td>Room 202C</td>
<td>Sponsored by Inside Tips from Those</td>
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<tr>
<td>Relevant to the Millennials</td>
<td>Tuesday, July 15, 2014</td>
<td>7:15 pm</td>
<td>Room 202C</td>
<td>Sponsored by Relevant to the Millennials</td>
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</tbody>
</table>
Is there any joy in conferencing? The travel? The time? The training? Don't miss our kickoff keynote with international business speaker Patrick McGaughey, CPF - one of the Top 5 Enter-Trainers in North America. His pragmatic views of the three types of people that attend conferences and the skills to actually retain the knowledge we learn after hours of classes are, well, classic. Don't miss the Joy of Conferencing.

Arlene Pietranton, Chief Executive Officer of the American Speech-Language-Hearing Association and Chairman of ASAE, will facilitate this session on the many credentials available to support professional development within the association workforce. Joining Arlene to discuss credentialing choices are Christopher Stevens, Director of the Hogan Entrepreneurial Leadership Program, Gonzaga University; Greg Melia, Chief Membership and Volunteer Relations Officer, ASAE; and Pat McGaughey representing the U.S. Chamber of Commerce and its IOM designation.

Session introduction will be given by Patrick McGaughey, founder of ActivatingPeople.com. He provides consultation and activating presentations for chambers of commerce and associations through state conferences. As a certified professional facilitator, he has been praised for helping to create plans and processes to implement goals and objectives set at annual retreats.
9:50 am - 11:00 am  
**Track Roundtables**

- **CEO1** – Room 207  
- **DED1** – Room 206D  
- **E&T1** – Room 201C  
- **FHR1** – Room 206B  
- **IT1** – Room 201A  
- **MKT1** – 206C  
- **M&E1** – Bay 111A  
- **MEM1** – Room 205  
- **PA1** – Room 202B  
- **PUB1** – Room 202C

Come together with your track for networking and an open discussion of current issues and potential programming for next year’s meeting!

11:30 am - 12:30 pm  
**Educational Sessions**

**Building a Culture of Excellence, Part 1** – Room 207

**CEO2**

**Session Chair:** Stan Goss, Managing Director, The Mastery Group, Inc.

**Speakers:**  
Bob Chalker, Chief Executive Officer, NACE International  
Todd Osman, Executive Director, Materials Research Society  
Arlene Pietranton, Chief Executive Officer, The American Speech-Language-Hearing Association  
Mark Rubin, Executive Director, Society of Petroleum Engineers

During the 2014 CESSE CEO Winter Meeting the focus was on capturing the boundless opportunities that are resulting out of the rapid and profound change that associations are facing today. One theme came through loud and clear: as leaders of our associations we are facing ever increasing challenges and the demands on us have never been greater. Several presentations stood out as the presenter spoke of how they are focusing on changing their organization’s culture to change the game. There is one undeniable truth: every organization has a culture – whether by design or default. Come learn how these organizations are capturing more than their share of opportunities by transforming their organization’s culture into one that is focused on Excellence and Servant Leadership.

CESSE’s CEO Winter Meeting saw the introduction of a new presentation format that is based on the famous Ted Talks. During Session 1 the panelists will make their presentations that were so popular with the CEO’s. The remaining part of this time and Session 2 will be dedicated to questions and answers from the audience. Come learn how to take the concepts of excellence from words on a page to being an organizational reality.

**The Growing Mobile Workforce – From Logistics to Legal** – Room 206D

**DED2, FHR2**

**Session Chairs:** John Glumb, Senior Managing Director, Operations, American Concrete Institute  
Gar Riegler, Sr. Director, HR & Administration at AOAC International

**Speaker:** Moira H. Edwards, MS, CAE, President, Ellipsis Partners

Are you pondering a telecommuting policy? Looking to expand an existing one? Been asked to support such a policy from an IT view? Unsure of the ramifications and pitfalls from a legal view? You are NOT alone! Join knowledgeable speakers on the subject and the opportunity to network with others in the same situation.
Effective Needs Assessment: How it Can Make or Break the Success of your Training Programs – Room 201C

Session Chair: Kevin Perry, Global Manager, Professional Development, SAE International
Speakers: Bill Draves, President, Learning Resources Network (LERN)

How do you determine what courses or training programs to develop for your association audience? Conducting a needs analysis before proceeding with program development has become much more critical in the association industry in order to minimize risk and avoid wasting valuable resources. Also, the nature of a program development initiative often drives how sophisticated the needs assessment process should be. This session begins with LERN’s President Bill Draves presenting (via virtual connection) their multi-faceted assessment model. Kevin Perry from SAE International will follow with data he gathered from a sampling of CESSE associations that reveals how they assess member/customer training needs. Ample time will be left for discussion and information sharing so come prepared to talk about your needs assessment techniques and to learn from others.

Making Meaning from Data: Practical Approaches to Reporting, Dashboards and BI – Room 201A

Speakers: Mark Ace, President, Kavi Corporation

Creating reports to support decision-making is a key part of business management for every organization. With data coming at us from many directions, how do we identify, capture, format and present data in ways that we...
can make meaning from information? This session will summarize conceptual approaches to business reporting, with a synopsis of best practices. We’ll share real world examples of how business data can be organized into dashboard formats to report on business performance metrics. We’ll also show how customer support ticket data can be viewed in a third party reporting service and present a summary of reporting services and technologies with some color commentary. The presenter encourages audience participation: share success stories, ask questions and add to the topic with their experience.

Your Most-Asked Email Marketing Questions Answered – Room 206C
•MKT2

Speaker: Casey Irving. Sales Executive. Informz

What’s the best day to send an email? How many emails are other associations sending? Attend this session as we review the data from the 2014 Association Email Marketing Benchmark Report and learn how this data and tips from other associations can help you to improve your organization’s email communications. Benchmark metrics are compiled and analyzed from over 1,100 associations and nonprofits worldwide and from over a billion emails sent. Take advantage of this opportunity to see how your organization compares and get data to help you measure your future results.

The Power of Partnership: How Collaboration Inspires and Injects New Ideas – Bay 111A
•M&E2

Speakers: Stacey Kidd. Director of Membership & Meetings. American Society of Plumbing Engineers
Andrew Ortale. Executive Vice President. National Trade Productions

Meeting innovation is critical for sustaining attendee and exhibitor participation year-over-year. But when your organization is run by those with a scientific mind, you often need hard data and facts to facilitate meaningful change. This interactive session explores new programs—with proven results—that enhance business value for sponsors, attendees and event organizers alike. Hear from senior executives at the American Society of Plumbing Engineers (ASPE) and National Trade Productions (NTP) as they share success stories surrounding:

• Collaborative partnerships that leverage strengths to create more memorable event experiences
• Implementing attendee CEUs programs for walking the show floor
• Creating exhibitor Patron Programs that reinforce loyalty, maximize exposure and increase exhibitor commitment, while simultaneously enhancing the value/incentive for attendees on the show floor
• Local university outreach and student engagement initiatives that generate sponsorship opportunities and exciting show floor features

How I Created a New Association from Scratch in My Spare Time – Room 205
•MEM2

Speaker: Terrance Barkan. Founder and Chief Strategist. GLOBALSTRAT

The discovery of graphene in 2004 led to the award of the Nobel Prize in physics. Subsequently there has been an explosion of research, development and commercialization efforts built around this novel material. While many existing scientific organizations, including the American Chemical Society (ACS) and the Materials Research Society (MRS) have content and members focused on this new material, there has been only embryonic interest in a dedicated community for graphene researchers, developers and commercial stakeholders: until now. Using social media as the primary tool, The Graphene Council was formed as a private initiative and quickly attracted the interests of more than 4,000 individuals with more than 2,000 members joining the LinkedIn group in less than 3 months. This session will share how this group was formed, how it attracted so much interest in such a short time and more importantly, the lessons contained for established associations large and small.
Do We Still Need the Press Release (or the Press)? – Room 202B

•PA2

Session Chairs: Martha Heil, Science Communicator, University of Maryland. College Park

Speakers: Rick Borchelt, Director of Communications and Public Affairs, DOE Office of Science
Liz Goodfellow, Associate Editor, Futurity

A growing number of services offer to help societies provide their news directly to the public, without bothering to involve journalists. Public relations experts with differing views on the new approach will weigh in on the question of whether or not journalists are still relevant for organizations seeking to get their news to the people who matter to them the most.

Altmetrics Followup: Leveraging Technology to Measure Impact – Room 202C

•PUB2

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

Speaker: Betsy Donohue, Vice President, Publisher Business Development, Digital Science
Adam Etkin, Founder and Managing Director of PRE-Score

It’s been a year since Altmetric presented at CESSE in Rhode Island, and they are back at this year’s annual meeting to update us on recent milestones, share what’s been working and what hasn’t, as well as present a case study of implementing altmetrics for a well-known society publisher.

We will also have a presentation on peer-review evaluation ("PRE") and how it fits into the altmetrics arena, including article-level metrics. Also to be discussed: why publishers should be using all available metrics, and the tools available to us, when making assessments related to the quality and impact of research. This includes applying the right tool for the job at hand.

1:45 pm - 3:00 pm Educational Sessions

Building a Culture of Excellence, Part 2 – Room 207

•CEO3

Continuation of Building a Culture of Excellence, Part 1. See description on page 27.

Open to explore other tracks

•DED3

Social Media Trends: Kool Tools that you can Use – Room 206C

•E&T3, •MKT3

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

Speakers: Chris Posey, Online Marketing Lead, Society of Exploration Geophysicists

Social media is no longer a corporate pastime or marketing afterthought. Twitter, Facebook, LinkedIn, and the like have moved from intern-burden to budget item. While some organizations have taken the plunge by investing in full-time Community Managers, others opt either to share the load across staff or to hand the baton off to a single IT or Marketing representative or group to juggle along with other responsibilities. This session is designed for those whose plates include a demanding social media schedule as well as...everything else! In this session, we’ll look at creating efficiencies by sharpening social media strategies to a fine, focused point by using some of the Top Tech Tools in Social Media. We’ll also touch on Search Engine Optimization (SEO) for busy people, so come prepared to share your favorite SEO tech tricks with the audience.
Executive Coaching – Professional Development at the Top – Room 206B  
•FHR3

Session Chair: Joe Ignacio, Director of Human Resources, American Physical Society
Speaker: Kris Miller, Executive Coach, MBA, PCC, the Washington Coaching Group

In this session you will learn how the executive coaching process works and hear real client examples of how it has increased leadership effectiveness and organizational performance. This after-lunch session is designed to be informative and fun. You will have the opportunity to practice one or two leadership competencies that most often show up as deficiencies for leaders. Learn how you can create higher-functioning executives, leaders and individuals in your organization by engaging with executive coaching.

Mobile & Associations: How are We Doing So Far? – Room 201A  
•IT3

Speakers: Michael Jones, Director, Mobile Technologies, Results Direct

It’s 2014 and nearly half the world’s population now owns at least one mobile device and over 100 billion apps have been downloaded. So how have associations responded to these technology shifts, by implementing responsive websites, launching new mobile apps, and rethinking service delivery to members on their mobile devices? Where does your association stand? Hear from executives and association thought leaders about how they’ve approached mobile web, purchasing mobile apps, and designing their own apps -- and why.

The Cost and Benefit of Ability (ADA): It’s not Just the Law, it’s Good Business – Bay 111A  
•M&E3

Moderator: Ellen Shorthill, Director, Convention & Meetings, American Speech-Language-Hearing Association
Presenters: Karen L. Beverly-Ducker, MA, CCC-A, CAE, Director, Multicultural Resources, American Speech-Language Hearing Association  
Mary Gallaher, Director of Citywide Accounts, San Francisco Travel Association

The evolving demographics of the US labor market and CESSE societies’ membership includes a growing number of members and meeting attendees who may be considered to have a disability of some sort. People are working longer – more than 20% of the workforce is above 60 – and continue to contribute valuable skills and actively participate in association events and meetings. How can we - meeting planners, destinations, convention centers, hotels and other facilities - understand the power of their participation and mindfully plan for continued and increased engagement? What are the ADA requirements, and what are variations that can create a strong sense of inclusion and return business? Understand the dramatic gains and potential multipliers on the investment of inclusion for lifelong engagement, loyalty and repeat business.

Learning Objectives of this session include:

1. Heightened awareness about the definitions and requirements of current ADA law
2. Create a framework for individuals and organizational assessment and potential process enhancements
3. Provide take home guide of resources
**One Member, Many Experiences: Crafting a Multi-Device Strategy to Maximize Member Engagement – Room 205**

**MEM3**

Speakers: Cecilia Satovich, SVP, Client Services

In a mobile world, it is no secret that most Web browsing will come from mobile devices. Is your association ready? Learn how to best leverage these different device experiences to engage, recruit, and retain members. From mobile Web, to apps, e-mail marketing, and e-pubs; explore industry trends, learn from association best practices, and walk away with a 7-step process to craft your own multi-device communications strategy.

**Ethics Schmething: What’s All the Hubbub, Bub? – Room 202C**

**PA3, PUB3**

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

Speakers: Janelle Guthrie, Public Relations Society of America
Rachel Safer, Senior Editor, Oxford University Press

Public relations can present unique and challenging ethical issues. Protecting integrity and the public trust are fundamental to the profession’s role and reputation.

How can society executives, journal editors, and publishers work together to approach ethical dilemmas in publishing?

Our experts will focus on the cornerstones of ethics in both fields, including best practices and case studies. We’ve planned a lively discussion.

**3:30 pm - 5:00 pm Educational Sessions**

**Mega Session: Association Trends: Micro-Volunteerism, Collaboration, Cloud, Inbound Marketing, Social Mentoring and more… – Room 207**

**CEO4, MEM4**

Speakers: Andy Steggles, President, Higher Logic

This session will look at the top disruptive trends of which association execs need to be aware. Beginning with a high level overview of the cloud and what it means for associations, we’ll then dive into the direction of “social business.” Using lessons from the for-profit world, we’ll look at the opportunities with “inbound” marketing and how we can apply these principles towards supporting the core elements of our organization. We will also discuss the difference between volunteerism and engagement, and see how micro-volunteerism is disrupting the traditional governance model by engaging a wider array of members. Learn what the younger generation is expecting with regards to your mentoring programs and how your chapters fall into the mix. Finally, see how all this engagement (and more) can be measured and recognized, and even how some associations are implementing gamification-styled solutions to really embrace their membership.

**Mega Session: Change is Good: Improving Your Business Processes – Conference Theater**

**DED4, IT4, PUB4**

Speakers: Barry Bergin, Manager, Publications, American Concrete Institute
Bob Chalker, Chief Executive Officer, NACE International
Frank Schettini, Vice President, IT, Project Management Institute
Your delegates will also find inspiration outside their scheduled meetings. It comes with the territory when you bring your event to Canada. Put the Business Events Canada (BEC) team to work for you. Along with our partners, we’ll do everything possible to make planning and hosting your event a resounding success. We’re part of the Canadian Tourism Commission, so we’ll make sure your delegates have exciting landscapes and cities to discover, as well as incredible venues. To bring your meeting, convention or incentive to Canada, contact us at BusinessEventsCanada.ca
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Technological changes are constantly requiring us to re-evaluate the way we manage our associations. Join us for a panel discussion and a case study review of how your fellow CESSE members have improved and refined their business processes and adjusted staff to remain efficient and competitive.

Optimizing Sales Results for Certification, Certificate & Training Businesses – Room 201C
•E&T4

Session Chair: Peter Turner, Senior Advisor, Global Development Strategy
Speakers: Murat Dogru, Community and Corporate Relations Manager / EMEA Business Developer, MCI Group
Marc Thompson, Global Business Development Leader, EVP ITPG, (ISC)2
Jim Warren, CAE, Director, Member Services and Education, Fabricators & Manufacturers Association, Intl.

Whether you are selling certification in the United States or around the world, learn proven lessons on capturing potential candidates, how to motivate candidate behavior, and mixing education “prep products” to motivate and drive sales. We shall share a “two-pronged” approach to sales, build employer and employee demand and learn how to leverage strategic alliances. Two case studies of two successful programs (one small and one large) will be included. A “reaction panel” will provide reactions and insights from their own experience selling domestically and globally.

Affordable Care Act – Where Are We Now? – Room 206B
•FHR4

Session Chair: Jonathan J. Goodwin, Director, Compensation & Benefits
Speaker: Jeff Paxton, Principal, RHU, Mercer Health & Benefits

The Affordable Care Act is becoming more commonplace terminology than ever. Almost every American has probably heard something about “Healthcare Exchanges”, “ObamaCare”, the “Cadillac Tax”, and other terms that have grown out of the signing of the ACA into law almost four years ago. But what do you need to know right now, in 2014? What are the rules around Employer shared responsibility? What is the state of the Healthcare Exchanges, whether state, federal or private and how can that help your organization? What about automatic enrollment and when does that 40% Cadillac Tax kick in? These are all pressing questions that we should be able to answer – in this session, you will hear the answers to all of these questions as the Affordable Care Act continues to unfold, and change. Our speaker from Mercer consulting, an expert in the field of benefits administration, will cover all of these questions and more. But keep watching the news – the rules may change again before you get to Spokane!

A New Paradigm for Association Sponsorship Programs – Room 206C
•MKT4

Speaker: Stacey Goldberg, Vice President, IEG
Jennifer Infantino, Manager, Marketing, Communications, and Corporate Partnerships, International Society of Automation

For many years, associations have viewed sponsorship as a “cost-plus” revenue opportunity; that is, a chance to cover costs for an event or program, plus a few dollars to help offset the time we spend on selling and servicing the sponsorship. That model may seem like an effective way to make money in a tough economy, but association with your brand is worth so much more than the cost of your programs! Companies want to reach your members and networks… that’s where they find value; it’s not just about signage and logos anymore! Learn about the new trends emerging in sponsorship, hear about the most common issues facing association sponsorship programs, and develop key strategies for taking your sponsorship programs to the next level. IEG specializes in sponsorship intelligence, with over 30 years providing insights, evaluation, and guidance. The IEG team brings unparalleled
perspective and proven methodology to every challenge, and that's just what they did for the International Society of Automation, a 30,000-member organization that launched a new sponsorship model in 2010. The program now brings in more than $500,000 each year and continues to grow.

Lab Rats! Hands-on Social Media Training – Bay IIIA
•M&E4

Session Chair: Karen Staples, CMP, CASE, Eastern Regional Director of Sales, Visit Spokane
Speaker: Peyton Scheller, Communications Coordinator, Social Media Strategist, Visit Spokane
Keytra Wickenhauser, Sales and Marketing Coordinator, Visit Spokane

We all know that social media is a huge aspect to promoting our meetings, connecting attendees, and keeping the learning going after a conference ends. But do we ever have a time-out to sit down and really learn the best ways to go about this, know what’s working, and how to take things to the next level? Join us for this hands-on lab, which will feature opportunities to learn everything from the basics (i.e., effective tweeting) to the advanced (such as measurement and analytics). Please bring your smart phone and or iPad, tablet or computer along!

Public Affairs Toolbox – Room 202B
•PA4

Session Chairs: James Riordon, Head of Media Relations, American Physical Society
Speakers: Joshua K. Gondwe, Senior Sales Executive Nonprofits/Associations
Martha Heil, Science Communicator, University of Maryland, College Park
Jessica Johnson Papaspyridis, CEO, Newswise Inc.

Services abound to help you maximize news pickup, but which best meet your needs -- and your budget? Vocus, Cision, and Newswise will explain their product offerings and help you find the best fit for your association's needs.
THURSDAY, JULY 17, 2014

8:15 am – 9:15 am The Reality of Many Generations in the Workplace – Room 111BC

• CEO | • DED | • E&T | • FHR | • IT | • MKT | • M&E | • MEM | • PA | • PUB

Speakers: Norina L. Columbaro, Senior Manager of Education, ASM International
Melanie Diaz, Professional Development Manager, American Society of Mechanical Engineers
Matthew M. Miller, Chief Operating Officer, NACE International
Elsa Velasco, University and Student Programs Manager, Society of Exploration Geophysicists

Is your association as valuable and relevant to a retired member as to a young professional? If you don’t know, join us to learn about the five generations and their value drivers. Come and discover the myths versus the facts within their workplace environment.

ABOUT THE SPEAKERS

Elsa Velasco is the University and Student Programs Manager at the Society of Exploration Geophysicists. Her responsibilities include managing SEG’s initiatives involving students, universities and early career professionals. She also serves as the liaison with all donors and sponsors where she manages relationship creation and development. Prior to joining SEG, Elsa worked in alternative senior positions in several industries including satellite communications, industrial oil & gas and education. Her marketing expertise includes the identification and development of the Latin American markets in the discrete industrial manufacturing of oil & gas products and programs. She successfully created relationships and developed new business in four different countries and was responsible for double-digit growth in a short amount of time.

Melanie Diaz is the Professional Development Manager for American Society of Mechanical Engineers (ASME) serving the educational needs of the oil and gas, pipelines, and ocean, offshore, and arctic engineering markets globally.

She has built and managed global educational programs over the last 20 years for five different companies spanning several industries such as waste management, software and hardware technologies, and energy. Melanie has experience in all stages of the education and training life cycle from needs assessment to design, development, delivery, and post evaluation. etc. and has managed teams of one to 24 members. These efforts have afforded Melanie the opportunity to work with stakeholders in many different countries of the world.

Prior to delving into training and development, she spent the first seven years of her career in various Controller and Auditor positions. Melanie received her Bachelors of Science degree in Accounting in Baton Rouge, LA in May 1988.

Norina L. Columbaro served as Senior Manager of Education at ASM International. During her tenure with ASM, she was responsible for managing the development, delivery, marketing, and evaluation of materials science and engineering professional development and learning products. Under Norina’s leadership, ASM Education was awarded IACET accreditation in January 2014.

Norina left ASM International in late March to concentrate on completing the final stages of her Ph.D. in Leadership and Life-Long Learning. In addition, Norina has resumed management of her award-winning consulting practice, Performance for Life. Through Performance for Life, she has developed and delivered leadership development programs and coaching services for a wide variety of industries and organizations over the past 15 years.
Matthew M. Miller is the Chief Operating Officer, NACE International seeking to protect people, assets, and the environment from the effects of corrosion. In his current role, Matt oversees the development and delivery of all of NACE’s educational offerings, which reach more than 14,000 students across 36 countries annually.

Matt has 18 years of experience in education and association management having served learner needs from kindergarten through professional training. Prior to joining NACE, he served as the Director of the SAE Foundation and Pre-Professional Programs at SAE International.

Miller earned a Bachelor’s of Science in Education from Indiana University of Pennsylvania in 1997, a Master’s of Science in Instructional Technology from Duquesne University in 2000, and a Master’s of Science in Nonprofit Management from Robert Morris University in 2010.


9:30 am – 11:00 am Educational Sessions

Mega Session: Engaging the 5 Generations in the Workplace – Room 207
•CEO5, •E&T5, •MKT5

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

Speakers: Norina Columbaro, Senior Manager of Education, ASM International
          Elsa Velasco, University and Student Programs Manager, Society of Exploration Geophysicists

For the first time we have 5 generations sharing spaces at work. The Silent Generation, Baby Boomers, Gen X, Gen Y and Gen Z (as of 2013) now work together. This session’s goal is to facilitate a discussion around the dynamics within the multi-generational workforce. Join us to get a preview of the generational differences, debunk some common myths and explore real life ways to engage each generation in your organization.

Mega Session - Crisis Management: The Disaster Experience – Quickfire – Conference Theater
•DED5, •FHR5, •IT5, •PA5, •M&E5

Session Chairs: Kelly Clark, Chief Financial & Operating Officer, American Astronomical Society
                John Glumb, Senior Managing Director, Operations, American Concrete Institute
                Elaine Lynch, Deputy Executive Director/CFO at American Anthropology Association
                James Riordon, Head of Media Relations, American Physical Society
                Erik Uner, Director IT & Operations, American Phytopathological Society and AACC International

Speaker: Bob Mellinger, CBCV, Founder and President, Attainium Corp

Chances are that while you read this, an unexpected disaster is causing an organization stress and confusion and is affecting its ability to provide products and services to its customers. Are the organization’s leaders prepared to handle it? Will they be able to recover? Disasters of every shape, size, and look and feel happen all the time, affecting businesses, people’s jobs, lives and families.

You will participate in a small group, and work through an actual disaster scenario. The story unfolds with the delivery of multiple incidents in rapid succession. Your group prepares its “Situation Report” which is then shared the other participants. The scenario continues where it left off and the process is repeated. This session is highly interactive and very fast-paced. Never be caught unprepared again!
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ARE YOU READY?
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To learn how to elevate your event experience, please visit experient-inc.com and email Jeff Fugate at jeff.fugate@experient-inc.com.
Mega Session - Crisis Management: The Disaster Experience – Quickfire Continued

Objectives:

- Apply the principles of disaster management to business continuity planning and effective risk management
- Improve your crisis communications and decision-making skills
- Share personal experiences regarding disasters and disruptions you’ve experienced

Attendees at any level will benefit from this session.

Data, Data Everywhere: Seeing the Forest through the Trees - Room 205 •MEM5

Speakers: Rebecca Achurch, PgMP, PMP, CSM, CAE, Director of Business Solutions, Old Town IT
          John Clese, Abila

There’s lots of data out there but not all of it is useful and much of it indecipherable. Regression analysis on your membership file enables you to clearly define specific member attributes and behavioral activities that are key predictors of future outcome. Learn how the American Chemical Society is using regression analysis and donor scoring to create new and innovative metrics to measure the health and value of individual members and decipher what behavior they can help trigger vs. target to dramatically increase member retention rates.

Young Reader, Old Reader: Content for All Ages – Room 202C •PUB5

Session Chair: David Walsh, Editor-in-Chief, ASME.org

Speakers: John Falcioni, Editor in Chief and Publisher, Mechanical Engineering Magazine
          Michael MacRae, Associate Director of Communications, Oregon Health and Science University Foundation

In the social media-heavy 21st century, many society publishers and editors lose sight of the fact that in the “now,” large numbers of their members - often most! - do not use Twitter, Instagram, etc. And probably never will. Here we explore content generation targeted for different generations.

11:30 am – 12:30 pm Educational Sessions

CESSE Business Meeting – CEOs ONLY – Room 207 •CEO6

Session Chair: Tony Keane, CAE, President, CESSE, President & CEO, International Facility Management Association

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.

Linking Data and Reporting to Mission Impact – Room 206D •DED6

Session Chair: Mike Moss, COO, International Facility Management Association

Speaker: Michael Michaud, Managing Director, Global Alliances, ASME

With an increasing amount of data available, organizations are looking for more meaningful ways to track progress and report on results beyond financial measures. ASME has developed two tools to help keep the staff, board and stakeholder communities aligned with the global mission and performance of
Marketing Disruption: Interruption to Inbound/Content Marketing – Room 206C
•E&T6, •MKT6
Session Chairs: Stewart Dallas, International Facility Management Association
Speakers: Andy Steggles, Higher Logic
Learn about the new age of marketing and how the regular “interruption” marketing is being transformed by the onslaught of “inbound” marketing. The convergence of cloud and social technologies have created the perfect platform for intelligent inbound marketing. Hear how two associations have moved away from traditional interruption marketing by leveraging their member volunteers to generate online engagement to produce a viable inbound marketing hub. Discuss some of the more known platforms out there i.e. Hubspot, Eloqua, Marketo etc. and some of the pros and cons to each. Learn what inbound marketing really is and some of the best practices to how it should tie into your AMS/CRM.

Cash Reserve Levels and Cash Flows – Room 206B
•FHR6
Session Chairs & Speakers: Donna Halstead, Managing Director of Finance and Administration, American Concrete Institute
Phil Thakadiyil, Director of Administration for the Society of Women Engineers
Getting pressure to spend your reserves? Members assuming every penny should be spent? What is the correct reserve goal? How much should be ear marked for new initiatives? What funds should...
be left for operations vs investment? Or does your association have a deep hesitation to deploy funds unless the rainy day fund is as sufficient as possible? Hear how other associations have dealt with these issues.

40 tips in 40 minutes: Time saving tips followed by Q&A/discussion – Room 201A

Speaker: Erik Uner, Director IT & Operations, American Phytopathological Society and AACC International
Sig VanDamme, Founder and Chief Customer Officer, Nimble User

These days, a portion of anyone’s job description requires each of us to be a competent technology user and to be more productive than ever. This fast-paced session is tips, techniques, hacks, software, mobile apps, gadgets, utilities and cloud based solutions to get things done better, faster, and cheaper. Followed by Q&A as well as the opportunity for you to share some or your own tips.

Inside Tips from Those Who’ve Switched Sides – Bay 111A

Speaker: Ann McLeod, CEM, CAE, Director of Meetings & Expositions, Society of American Military Engineers

Speakers: Kathy DeCiantis, Senior Sales Executive, Detroit Marriott at the Renaissance Center
Kevin M. Kelly, CMP, CASE, Director, Meetings Department, ASTM International
Andrew Ortale, Executive Vice President, National Trade Productions

We all know that planners and supplier partners look at things differently. Have you ever thought that if you knew what the other side really thought, that your job would be easier or you could be even more successful? Here’s your chance! A panel of individuals who have “switched sides” – gone from hotelier to planner; planner to hotelier; decorator to show manager will share with you how their previous positions on the other side of the fence has helped them produce better results.

Are Professional/Technical Associations Sustainable or Relevant to the Millennials? – Room 205

Speaker: Scott Grayson, Associate Managing Director, IEEE-USA

As our members are aging we must replenish and retain young professionals. But the Y Generation (Millenials) are not “joiners” like the Boomer Generation was. What can be done to remain relevant and engage members of all generations so we can continue to provide a valuable products & services to a technical workforce? Hear from students and young professional about generational differences and how best to engage them.

Engaging Your Membership in Outreach and Advocacy – Room 202B

Speaker: Becky Thompson, Head of Public Outreach, American Physical Society

Speakers: Tyler Glembo, Government Relations Specialist, American Physical Society
Becky Thompson, Head of Public Outreach, American Physical Society

Your membership has a lot to give. Two seasoned pros will offer pointers on how best to help your society’s members make a difference through political advocacy and outreach to the general public.
What Is This Thing Called Publications? – Room 202C
•PUB6

Session Chairs: David Walsh, Editor-in-Chief, ASME.org
Speaker: Sharon Lensky, Support Manager, American Physical Society
David Walsh, Editor-in-Chief, ASME.org
Jake Zarnegar, Chief Business Development Officer, International Association of Scientific, Technical & Medical Publishers

In the digital age, publications as a business function is more easily connected with other core business functions -- for instance, membership, meetings, marketing, education, training, customer service -- the other CESSE tracks. How far have we gotten and what can we do in the future? After short presentations, we will engage you in sharing highlights of your successes and in discussing your current challenges.

1:45 pm – 3:00 pm Educational Sessions

Executive Coaching, Maximizing Your Own and Your Organization’s Potential – Room 207
•CEO7. •DED7

Session Chair: Bill Davis, Bill Davis Consulting, LLC
Speakers: Bob Chalker, Chief Executive Officer, NACE International
Stan Goss, Managing Director, The Mastery Group, Inc.
Kevin Marvel, Executive Officer, American Astronomical Society
Mike Moss, Chief Operating Officer, IFMA
Nancy Rummel, President, Rummel & Associates

Have you seen the need and recognized the value of an executive coach but just don’t know how to define this value in terms your board or your boss will understand? Does your board consider your executive coach as a nice
benefit, but doesn’t understand that your coach is critical to the organization’s success? Have you been provided an executive coach but just don’t know what you are supposed to do with him? Maybe you want to provide one of your employees with the benefit of a coach, but don’t know how to approach them about it.

During this session three leaders from our industry, along with their executive coaches will answer these questions and a whole lot more. The panelists for this session will focus on answering questions from the audience, the moderator and each other. Come join us as they share how they capitalize on having an executive coach, provide insight in to how they work together and how the organization benefits.

Learning When You Need it, Where You Need it: Education in a Mobile World – Room 201C
• E&T7

Session Chair: Theresa DeConinck, External Relations Director, US Market, MCI Group
Speakers: Nicole Bunselmeyer, CEO, Media Design, Inc.
Dan Richards, VP of Professional Services, Interactive Advantage
Ron Wincek, CEO and Founder, Interactive Advantage Corporation

“Technology – Part 1”

This session will focus on the emerging trends and technologies that support mobile learning. The presenters will demonstrate examples running on mobile devices and discuss the challenges and benefits associated with various production methodologies and tools. Topics will include:

• Responsive interface and functional design
• Tracking data from multiple devices and browsers
• Optimizing the learning experience
• Adaptive assessment
• Opening up opportunities for social interaction

The digital landscape is constantly evolving with new web browsers and devices hitting the market every day. Users expect to be able to consume online content on multiple devices how and when they desire. Users also want to interact with instructors and other users in the online environment. Meanwhile, the business needs to be able to control and track who is seeing and accomplishing what. From a technical perspective this creates a challenge. How do we account for the wide variety of screen sizes, resolutions, interaction models, and functional limitations these devices present? It also creates an instructional challenge. How do we optimize the experience per device to make learning easy, personalized and social? Join us to explore these challenges and the opportunities the challenges present.

“Content-Part 2”

Technology has always been a part of learning and we need to constantly consider how we will leverage emerging tech as a way to better engage our learners and prepare them for the workforce. The mobile landscape has provided us with tremendous new opportunities for connecting with learners and improving performance. How do we take advantage of this incredible opportunity? What do we need to do to be ready? In this session we will explore what we need to do to meet mobile learning head on. We will look at some case studies of what some companies and organizations are doing to leverage mobile in their learning and performance support. We will also explore how leveraging the affordances of mobile devices will not only help us reach and engage the learner but it will help us put learning in context and meet the learner at the time of need.
Employment Law and Legislative Update – Room 206B
•FHR7

Session Chairs: Brad Ferguson, Director of Finance, SPIE
Tammy Walsh, Director, Human Resources at American Mathematical Society
Speaker: Jenaé Ball, Principal, Randall Danskin, P.S.

Are you responsible for employment and labor law compliance at your organization? Do you feel the laws are constantly changing and it is becoming increasingly difficult to stay well-informed? Then this is a session you definitely do not want to miss! You will hear about recent changes to a myriad of federal laws and find out what is on the horizon for the second half of 2014 and beyond. Learn from the experts to help protect your organization from liability and avoid legal risk before it arises.

New Breed of AMS: Supplement or replace your AMS with systems that ride on CRM platforms – Room 201A
•IT7

Session Chair: Erik Uner, Director IT & Operations, American Phytopathological Society and AACC International
Speaker: Sig VanDamme, Founder and Chief Customer Officer, Nimble User

Salesforce.com is the world leader in Customer Relationship Management software and many associations are replacing or supplementing their AMS with Salesforce CRM. Learn more about these systems, the possibilities, the benefits and the challenges associated with either using an AMS based on Salesforce or syncing your legacy AMS with Salesforce. This presentation will focus on Salesforce.com; please note that other CRM platforms (like Microsoft Dynamics) can be leveraged using the same concepts.
Brochure Swap – Room 206C
•MKT7. •MEM7

Session Chair: Stewart Dallas, International Facility Management Association
Jodi Scott, American Society of Heating, Refrigerating and Air-Conditioning
Engineers (ASHRAE)

Don’t miss this interactive all hands on deck session - bring your membership marketing brochure or other collateral to the session to be reviewed by your peers and a panel of experts. Get feedback from your marketing and membership colleagues on what works on one of your marketing pieces. What could use a face/content lift? What is the good and the bad? 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, and you walk away with instant takeaways and feedback!

Secrets of Convention Housing – Bay 111A
•M&E7

Session Chair: Ann McLeod, CEM, CAE, Director of Meetings & Expositions, Society of American Military Engineers

Speakers: Keith Backsen, CDME, Vice President of Sales & Services, Visit Spokane
Tracy Barrett Janosko, Vice President of Sales, Eastern Region, Connections Housing
James Duvall, Global Account Director, Marriott International

Are you managing and leveraging your room block to its maximum potential? Considering that hotel room block is arguably one of the most important aspects of your conferences between the time, money, and attendee experience spent here. A panel of housing experts will discuss how to REALLY manage the housing process, from working your hotel contracts to their maximum potential, keeping on top of data and trends, managing concessions, leveraging your housing service, and most importantly, leveraging all this information in future hotel bookings.

Fieldtrip to KXLY – Spokane Convention Center Entrance
•PA7

Session Chair: Damon A Dozier, Director of Government Affairs, American Anthropological Association

Join us for a look inside the offices of KXLY, home to Spokane’s oldest radio station and top TV news channel.

It’s Taxonomy Time! The Process, Decoded – Room 202C
•PUB7

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

Speakers: Vivian Bliss, Associate, Taxonomy Strategies
Arthur Smith, Lead Data Analyst, American Physical Society
Jake Zarnegar, Chief Business Development Officer, Silverchair

What is a taxonomy? Why would you want or need to use one? In today’s information age, it has far-reaching benefits way beyond your publications and your websites. We will present case studies on two partnerships of CESSE member publishers with vendors, including details of development of taxonomy schemes for each publisher. Hear and see the different methods used, pros and cons of each, and lessons learned. Don’t worry - you don’t have to be a data analyst to understand it. Take away knowledge that will help build your company’s tomorrows.
Closing Session: For Inspiration and Recognition of Science and Technology (FIRST) – Bay 111BC

Speaker: Don Bossi, President, For Inspiration and Recognition of Science and Technology (FIRST)

Heard of STEM education? K-12?

The vision of FIRST - “To transform our culture by creating a world where science and technology are celebrated and where young people dream of becoming science and technology leaders” – is a vision shared by scientific and engineering associations around the world.

FIRST has taken on the mission of inspiring young people to be science and technology leaders by motivating the next generation to understand, use, and enjoy science and technology. Don Bossi, President, will discuss this mission and how it is being accomplished, along with issuing a Call to Action for CESSE to “Get Your Membership Engaged in FIRST.”

Don Bossi has excelled in a 20-year career with several high technology companies, and is now anxious to give back and help develop the next generation of innovators. He is the holder of four U.S. patents, as well as B.S., M.S., and Ph.D. degrees in electrical engineering from the Massachusetts Institute of Technology (MIT).

Dean Kamen, founder of FIRST, is a special invited speaker who will join Don, schedule allowing. Among many other awards, Kamen was awarded the National Medal of Technology in 2000, presented by President Clinton. This award was in recognition of inventions that have advanced medical care worldwide, and for innovative and imaginative leadership in awakening America to the excitement of science and technology.

Founded in 1989, this year FIRST served more than 350,000 young people, ages 6 to 18, in more than 80 countries around the globe. High-school-aged participants are eligible to apply for more than $20 million in scholarships from leading colleges, universities, and corporations.

Don’t miss your chance to hear firsthand about the technical breadth and contribution to humanity of FIRST.
Memories are made at the crossroads

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Located at the crossroads of three major interstates I-75, I-40 and I-81 and within a day's drive of nearly half of the U.S. population, Knoxville is the Crossroads of America.

Very few cities provide a first-class convention center within walking distance of a thriving downtown filled with hotels, shops, restaurants, museums and outdoor adventure. Knoxville is home of the Big Orange and Big Ideas of The University of Tennessee and just minutes from Oak Ridge. For these reasons and so many more, we invite you to Visit Knoxville.

For more information, contact CESSE2014@knoxville.org or call 800-727-8045

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ONSITE REGISTRATION HOURS – CONFERENCE THEATER LOBBY

Monday, July 14  
4:00 PM–8:00 PM

Tuesday, July 15  
8:00 AM–6:00 PM

Wednesday, July 16  
6:30 AM–6:00 PM

Thursday, July 17  
7:30 AM–5:00 PM

REGISTRATION FOR ADDITIONAL EVENTS WITH SEPARATE FEES

Several events at CESSE 2014 require fees beyond your standard registration fee. Please note the following:

• Spouse/Guest attendance at CESSE breaks, receptions, or banquet
• Wednesday Fun Run/Walk
• Pre- and Post-Meeting Tours

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 of 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.

PHOTO RELEASE

Photographs will be taken at the CESSE 2014 Annual Meeting. By registering for this meeting, you agree to allow CESSE to use your photo in any CESSE-related publications or website.

ATTIRE

Attire for the entire meeting, with the exception of the Thursday evening final reception and gala, is business casual. Wednesday’s Opening Reception requires Roaring 20’s attire. For Thursday evening, come dressed in attire from YOUR favorite generation. Wear comfortable shoes for the short stroll from the Davenport Hotel to the Spokane Convention Center.

If you are participating in any of the optional tours please dress appropriately for the specific tour.

MESSAGES

Attendees should check the message board near registration for messages.

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 – INTEGRA TELECOM BALLROOM 100A

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

CYBER CAFÉ – CONFERENCE THEATER LOBBY

Sponsored by Experient

Check your internal/external emails, search the web, and access event and local tourist information at the Cyber 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 in-room and throughout public areas of both the Davenport Hotel and throughout the Spokane Convention Center.

NON-SMOKING POLICY

The CESSE 2014 Annual Meeting is designated smoke-free. Smoking will not be permitted in any meeting rooms, banquet halls, and during any and all CESSE activities and events. Please note that the Davenport Hotel & Tower and Spokane Convention Center are also smoke-free.
SPEAKER READY ROOM – ROOM 101
Sponsored by Warp Speed Technologies

CESSE 2014 will feature a virtual Speaker Ready Room where speakers can upload their presentations on the CESSE Server. Technicians are available to ensure that the presentations will run properly. Speakers may view and check their presentations, which will be collected by a dedicated technician and loaded on the computer in the appropriate meeting room. Ideally, presentations will be loaded the night before each speaker’s presentation. This can be done the day of presentation, with at least four hours lead-time. Therefore, speakers do not need to bring their laptops, but can bring presentations on a storage device such as a flash disk, pen drive or CD. Speakers will also be able to review the PowerPoint presentations in the Speaker Ready Room if using their own laptop.

Speaker Ready Room hours of operation are:
Tuesday, July 15 2:00 PM–6:30 PM
Wednesday, July 16 7:00 AM–6:30 PM
Thursday, July 17 7:00 AM–4:30 PM

NETWORKING LOUNGE – ROOM 102AB

SMG, the world’s leader in entertainment and conference venue management is proud to sponsor the CESSE 2014 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 are:
Tuesday, July 15 12:00 PM – 5:00 PM
Wednesday, July 16 9:30 AM – 5:00 PM
Thursday, July 17 9:30 AM – 5:00 PM

RESOURCE CENTER – INTEGRA TELECOM BALLROOM 100A

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:
Tuesday, July 15 12:00 PM – 5:00 PM
Wednesday, July 16 7:00 AM – 5:00 PM
Thursday, July 17 7:00 AM – 5:00 PM

TRANSPORTATION

Airport Shuttle
CESSE attendees staying at the headquarters hotel will receive hotel transportation service to Spokane International Airport at $35.00 per room, round trip. Price is subject to change and reservations are required. Call 509.455.8888.

Taxis
The Davenport Hotel offers a variety of transportation options to and from local area attractions and shopping. Spokane Cab Taxi Service (509-568-8000) provides 24-hour taxi dispatch service. Taxi fare is $25 to and from the Spokane International Airport.

Bus Service
Spokane Transit Authority (STA) provides Bus service from Transportation Plaza located in downtown Spokane to the Spokane International Airport.

Parking
The Davenport Hotel, Davenport Tower, or Hotel Lusso self-parking is available in the garage on the southwest corner of First Avenue and Post at $15 per night per car. For valet parking staff is available 24 hours a day to greet you at each hotel entrance. $20 per night per car. Prices subject to change.

Shuttle Service
Shuttle transportation will be provided from the Davenport on Post Street to the Spokane Convention Center during the following times:
Monday, July 14 4:pm–8pm – every 30 min.
Tuesday, July 15 8:00 am–6:00 pm – every 30 min.
Wednesday, July 16 6:30 am–9:30 am – every 15 min.
9:30 am–5:00 pm – every 30 min.
5:00 pm–7:00 pm – every 15 min.
Thursday, July 17 6:30 am–9:30 am – every 15 min.
9:30 am–5:00 pm – every 30 min.
4:30 pm–7:30 pm – every 15 min.
9:30 pm–12:30 am – every 15 min.

Walking Directions:
Davenport Hotel to Spokane Convention Center
Head north on S Post St toward W Sprague Ave. Turn right onto W Sprague Ave. Turn left onto N Washington St. Turn right onto W Spokane Falls Blvd. Turn left. Spokane Convention Center. 334 W Spokane Falls Blvd. See map on page 15.
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ABOUT CESSE

The Council of Engineering and Scientific Society Executives (CESSE) is a professional society comprising over 1,200 executives from 200 science and engineering societies, whose combined memberships total approximately four million people. 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 Board of Directors.

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 continues to provide networking, educational, and training opportunities for the staffs of engineering and scientific societies to assure the future success of these organizations.

The purpose of the CESSE 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.

EXECUTIVE COMMITTEE

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Alan G. Kraut, Executive Director, Association for Psychological Science

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UPCOMING ANNUAL MEETING


CALL FOR PRESENTATIONS

CESSE is seeking session ideas which showcase successful approaches and next practices for managing engineering, scientific and technical association and societies for the 2015 Annual Meeting.

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