WELCOME TO NORFOLK

DYNAMIC MEETINGS. DIVERSE VENUES.

Nor-fok, or Naw-fok, no matter how you pronounce it, the experience will always be the same – fun! We have vibrant entertainment and culture, delicious coastal cuisine and 144 miles of shoreline waiting to be explored! After your meeting is over, our walkable downtown and convenient light rail system make grabbing a bite and seeing the sites from museums to shopping a breeze. Stay through the weekend to enjoy the 33rd Annual Norfolk Waterfront Jazz Festival, July 17 & 18.

For more information, go to visitnorfolktoday.com or stop by our Tourist Information Center at 232 E. Main Street.

VISIT Norfolk

The heart of the Virginia Waterfront.

1-800-368-3097
757-664-6620
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DEAR CESSE COLLEAGUES

Welcome to CESSE 2015: Leadership in a Connected World. This year’s annual meeting is an educational and interactive conference designed to bring you opportunities for learning, networking, building relationships, and gaining the expertise needed to lead our associations and the professions we represent.

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 share your thoughts and ideas during the meeting.

A big “thank you” to our dedicated team of track chairs who have developed a program rich in timely information and learning opportunities. We would also like to thank Visit Norfolk, the Norfolk Waterside Marriott 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 Norfolk!

Pat Gouhin
Chair
CESSE
Executive Director & CEO
ISA – International Society of Automation

Walt Marlowe, P.E., M.ASCE, CSI, CAE, MBA
Vice Chair
CESSE
Executive Director
The American Association of Pharmaceutical Scientists (AAPS)

Welcome to MILWAUKEE

Home to three engineering schools, the Water Council and UWM’s School of Freshwater Sciences, world famous research hospitals, and major manufacturers like GE Healthcare, Rockwell Automation, Johnson Controls and Harley-Davidson. You’ll feel right at home here.

VISITMILWAUKEE.org
### Detailed Conference at a Glance

**Monday, July 13, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>4:00 pm - 8:00 pm</td>
<td>Registration Open – Hampton Ballroom Foyer, Level 3</td>
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**Tuesday, July 14, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>8:00 a.m. - 6:00 pm</td>
<td>Registration Open – Hampton Ballroom Foyer, Level 3</td>
</tr>
<tr>
<td>12:00 pm - 5:00 pm</td>
<td>Networking Lounge Open – Presidential Foyer, Level 3</td>
</tr>
<tr>
<td>5:15 pm - 6:30 pm</td>
<td>First Timer’s Reception – Norfolk Ballroom IV, Level 1 - Sponsored by Amy Martell, HelmsBriscoe</td>
</tr>
<tr>
<td>6:30 pm - 9:00 pm</td>
<td>Opening Reception – Half Moone Cruise &amp; Celebration Center - Sponsored by Visit Norfolk</td>
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**Wednesday, July 15, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>5:45 am - 7:45 am</td>
<td>*20th Annual CESSE Fun Run/Walk - Lobby, Norfolk Waterside Marriott - Sponsored by Travel Portland, Oregon Convention Center, and Triumph Expo &amp; Events, Inc.</td>
</tr>
<tr>
<td>6:30 am - 6:00 pm</td>
<td>Registration Open – Hampton Ballroom Foyer, Level 3</td>
</tr>
<tr>
<td>7:30 am - 8:15 am</td>
<td>Breakfast – Hampton Ballroom V, Level 3 - Sponsored by Marriott International</td>
</tr>
<tr>
<td>8:15 am - 9:30 am</td>
<td>Welcome &amp; Opening Session, Pablos Holman - Norfolk Ballroom II, Level 1 - Sponsored by Greater Des Moines Convention &amp; Business Bureau</td>
</tr>
<tr>
<td>9:30 am - 5:00 pm</td>
<td>Networking Lounge Open – Presidential Foyer, Level 3</td>
</tr>
<tr>
<td>9:45 am - 11:00 am</td>
<td>Educational Sessions/Roundtables – Marriott Ballroom I - VII, Chesapeake 1 - 2, James 1 - 3, Lynnhaven, York, Level 4 - Sponsored by SMG</td>
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<tr>
<td>11:00 am - 11:30 am</td>
<td>Refreshment Break – Hampton Ballroom IV, Level 3 - Sponsored by Quebec City Convention Centre</td>
</tr>
<tr>
<td>11:30 am - 12:45 pm</td>
<td>Educational Sessions – Marriott Ballroom I - VII, Chesapeake 1 - 2, James 1 - 3, Lynnhaven, York, Level 4 - Sponsored by Mobile Bay Convention &amp; Visitors Bureau</td>
</tr>
<tr>
<td>12:45 pm - 1:45 pm</td>
<td>Lunch – Hampton Ballroom V, Level 3 - Sponsored by Reno Tahoe USA</td>
</tr>
<tr>
<td>1:45 pm - 3:00 pm</td>
<td>Educational Sessions – Marriott Ballroom I - VII, Chesapeake 1 - 2, James 1 - 3, Lynnhaven, York, Level 4 - Sponsored by Mobile Bay Convention &amp; Visitors Bureau</td>
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<tr>
<td>3:00 pm - 3:30 pm</td>
<td>Refreshment Break – Hampton Ballroom IV, Level 3 - Sponsored by Hyatt Hotels &amp; Resorts</td>
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**Thursday, July 16, 2015**

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<th>Time</th>
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<tr>
<td>7:30 am - 5:00 pm</td>
<td>Registration Open – Hampton Ballroom Foyer, Level 3</td>
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<tr>
<td>7:30 am - 8:15 am</td>
<td>Breakfast – Hampton Ballroom V, Level 3 - Sponsored by Business Events Canada</td>
</tr>
<tr>
<td>8:15 am - 9:30 am</td>
<td>General Session, Beth Kanter - Norfolk Ballroom II, Level 1 - Sponsored by Visit Wichita</td>
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<tr>
<td>9:30 am - 5:00 pm</td>
<td>Networking Lounge Open – Presidential Foyer, Level 3</td>
</tr>
<tr>
<td>9:45 am - 11:00 am</td>
<td>Educational Sessions – Marriott Ballroom I - VII, Chesapeake 1 - 2, James 1 - 3, Lynnhaven, York, Level 4 - Sponsored by Greater Houston Convention &amp; Visitors Bureau</td>
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<tr>
<td>11:00 am - 12:45 pm</td>
<td>Educational Sessions - Marriott Ballroom I - VII, Chesapeake 1 - 2, James 1 - 3, Lynnhaven, York, Level 4 - Sponsored by Visit Milwaukee</td>
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<tr>
<td>12:45 pm - 1:45 pm</td>
<td>Lunch – Hampton Ballroom V, Level 3 - Sponsored by Omaha Convention &amp; Visitors Bureau</td>
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<tr>
<td>1:45 pm - 3:00 pm</td>
<td>Educational Sessions – Marriott Ballroom I - VII, Chesapeake 1 - 2, James 1 - 3, Lynnhaven, York, Level 4 - Sponsored by Mobile Bay Convention &amp; Visitors Bureau</td>
</tr>
<tr>
<td>3:00 pm - 3:30 pm</td>
<td>Refreshment Break – Hampton Ballroom IV, Level 3 - Sponsored by Mobile Bay Convention &amp; Visitors Bureau</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 sponsors, view floor plans, and network with colleagues. And the app’s data-syncing feature enables you to share your itineraries across all of your mobile devices.

Follow CESSE on Twitter @Cesseorg #CESSE2015 for the latest announcements and updates during the Annual Meeting!
<table>
<thead>
<tr>
<th>Event</th>
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<th>Organization</th>
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<tr>
<td>Board of Directors Dinner</td>
<td>San Francisco Travel Association</td>
<td>San Francisco Travel</td>
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<tr>
<td>First-timers Reception</td>
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<td>HelmsBriscoe</td>
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<tr>
<td>Opening Reception</td>
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<td>Visit Norfolk</td>
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<tr>
<td>Tuesday Night Turndown Service</td>
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<td>Visit Baltimore</td>
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<tr>
<td>Wed AM Fun Run/Walk</td>
<td>Travel Portland</td>
<td>Oregon Convention Center</td>
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<td>Triumph Expo &amp; Events</td>
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<td>Wednesday Turndown Services</td>
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<td>Thursday PM Plenary Session</td>
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<td>Visit Milwaukee</td>
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<td>Final Reception &amp; Banquet</td>
<td>Norfolk Waterside Marriott</td>
<td>Norfolk Waterside Marriott</td>
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<td>Thursday Evening Turndown Services</td>
<td>Towneley Capital Management, Inc.</td>
<td>Towneley Capital Management, Inc.</td>
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List as of 6-18-2015

STAY CONNECTED: [facebook.com/CESSEorg](http://facebook.com/CESSEorg) #CESSE2015 [linkedin.com/company/9202996](http://linkedin.com/company/9202996)
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<th>Advertising</th>
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<td>BrandAdvantage</td>
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<th>Printing &amp; Mailing - Advanced Program &amp; Pocket Agendas</th>
<th>Track Chair &amp; General Session Speaker Gifts</th>
<th>Audio Visual Production &amp; Services</th>
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**Monetary Partners**

- List as of 6-18-2015

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**STAY CONNECTED:**
- [facebook.com/CESSEorg](facebook.com/CESSEorg)
- #CESSE2015
- [linkedin.com/company/9202996](linkedin.com/company/9202996)
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<th>Monetary Partners</th>
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<tr>
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<td>Oklahoma City Convention &amp; Visitors Bureau</td>
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<td>Visit Baton Rouge</td>
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<td>Visit Denver</td>
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<td>Von Braun Center</td>
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<td>Yes Marketing LLC</td>
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STAY CONNECTED: facebook.com/CESSEorg, #CESSE2015, linkedin.com/company/9202996
ENGINEERED FOR PEAK PERFORMANCE.

Make the most out of your meetings when you meet at the Norfolk Waterside Marriott. We welcome CESSE to Norfolk and look forward to your future return to our city on the water!

With 405 guest rooms and a 60,000 convention center we are ready to give you the gracious hospitality that your attendees look forward to, while providing a meeting environment for even the most serious conferences. Downtown Norfolk provides a backdrop that will entice and excite everyone in your group!

Thank you for joining us this July in Norfolk at the Norfolk Waterside Marriott!

Book your next conference or meeting with us!
Email Cathy Grieve at cgrieve@norfolkmarriott.com or call directly at 757.628.6413.
**Tuesday, July 14, 2015**

**First-Timer's Reception** — *Norfolk Ballroom IV, Level 1*

5:00 PM - 6:00 PM

*Sponsored by Amy Martell of HelmsBriscoe*

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-Timer’s. We’ll see you there!

**Opening Reception** — *Half Moone Cruise & Celebration Center*

6:30 PM - 9:30 PM

*Sponsored by Visit Norfolk*

CESSE, Drinks and Rock n’ Roll! Join us at the Opening Reception on Tuesday, July 14 for a rockin’ good time from the gorgeous Half Moone Cruise & Celebration Center. Located in Downtown Norfolk with sweeping views of the Elizabeth River and the Norfolk skyline. Enjoy delicious, locally-sourced food and specialty beverages, watch the sunset on the massive deck while learning how to Shag, or come inside to cut a rug!

**Wednesday, July 15, 2015**

**Fun Run/Walk** — *Norfolk Waterside Marriott Lobby*

5:30 AM - 6:00 AM Complimentary Coffee & Tea
6:00 AM Walk to the race starting line
6:15 AM Fun Run/Walk begins

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

Kick start your day with the CESSE Annual 5K Run or 2K Walk. Join your sponsor friends from Travel Portland, the Oregon Convention Center and Triumph Expo & Design, as we move our way along the Norfolk Waterfront and into the Neighborhoods of Norfolk.

Be part of the giving tradition and sign up with a fellow attendee. 100% of your $35 race fee ($40 for “Just Sleep In”) goes to Girls on the Run. Girls on the Run® is a 501(c)3 non-profit organization dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. For more information on Girls on the Run visit [www.girlsontherun.org](http://www.girlsontherun.org).
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.

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There are two parts to every event. Art and Science. We combine them to create engagement.
Stand out with Toronto! - Evening Reception — Norfolk Ballroom IV - VI, Level 1
6:00 pm - 7:15 pm

Sponsored by Tourism Toronto

Toronto really shines, and when you plan with us, your event will too. Toronto’s been ranked one of the world’s best cities for business, life and innovation and one of the top places in the world to travel in 2015. The awe-inspiring Ripley’s Aquarium of Canada is now open and the revitalized waterfront is the perfect spot to take in some sun and surf.

Join us and meet our team renowned for their Signature Service, and meet our partners who will assist and support you for a successful meeting.

Evening Afterglow — Mermaid Winery
9:30 pm – 11:00 pm

Sponsored by Hilton Worldwide

Join Hilton Worldwide and participating hotels for the Afterglow Reception at Mermaid Winery for a fabulous sampling of local wines and beers, delightful desserts and live music! Shuttles will be available to take you to Mermaid Winery from Marriott Waterside starting at 9 pm. Shuttles will leave the Marriott Waterfront and Mermaid Winery every 15 minutes on a continuous rotation throughout the event. We look forward to you joining us for the Afterglow Reception!

Thursday, July 16, 2015

All Aboard! History by the Sea — Norfolk Ballroom, Level 1
6:30 pm - 12:00 am

Sponsored by Norfolk Waterside Marriott

Make your final night in Norfolk a night to remember!

Spruce yourself up a bit, or wear sea-themed attire if you prefer, to celebrate Norfolk’s rich history with the Sea and the Military. You won’t want to abandon the ship the final night and miss out on a feast and party that even an Old Salt would attend! The “ship” gets underway at 6:30pm in the Norfolk Ballroom of the Marriott. A scrumptious dinner follows, featuring Virginia’s freshest seafood and other delights. After dinner we will weigh anchor and dance the night away to the sounds of “Hotcakes”! Make the Norfolk Waterside Marriott your Home Port and be prepared to man your station and batten down the hatches for a final night in Norfolk!

6:30pm - 7:30pm Reception
7:30pm - Midnight Dinner and Dancing
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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 an even 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: We’re All Connected - Where Does Your Association Fit In? - Pablos Homan
- What Your Association Can Learn from the Networked Nonprofits Model - Beth Kanter
- Closing Session – IGNITE!

**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:

- How to Talk to IT
- Ready in Advance: Succession Planning in the Association World
- New Electronic Products: eBook Partnerships to Achieve Strategic Goals
- Brochure Swap
JOINT SESSIONS

Let’s face it: Associations are becoming increasingly interdisciplinary and we need to develop enough expertise ‘to be dangerous’ in another discipline, as well as to collaborate on projects touching multiple skill sets and functions. 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:

- Working with Multiple Generations
- Engaging Learners by Delivering What They Want
- Redesigning Your Website
- Optimizing Your Meeting with Technology

TRACK SESSIONS

Track 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 11 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.

You can also earn clock hours towards certification or recertification of your Certified Meeting Professional (CMP) designation.

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**CEO = CHIEF EXECUTIVE OFFICER**

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!

Although this track has been designed for the CEOs, 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.

**DED = DEPUTY DIRECTOR**

The Deputy Director Track was created for those who are second in command in their organization. Sessions will address what CEOs value, managing staff with expert authority, and the unique challenges Second in Commands face.

**E&T = EDUCATION & TRAINING**

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 leadership in a connected world, 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.
COMMUNITIES HAVE PURPOSE & POWER.

Higher Logic builds dynamic online communities for associations.

Higher Logic is an industry leader in cloud-based community platforms for associations and nonprofits, with over 25 million engaged members in more than 200,000 communities. Associations worldwide use Higher Logic to bring like-minded members all together, by giving their community a home where they can meet, share ideas, answer questions and stay energized. We aim to empower relationship building and foster community evolution, which we believe are the fundamental elements to the long-term relevance of any association.
● **FHR = FINANCE & HUMAN RESOURCES**

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. Attendees typically hold 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.

![Kelly Clark](image1.png), Chief Financial & Operating Officer, American Astronomical Society

![Jonathan Goodwin](image2.png), Director, Human Resources, American Institute of Physics

● **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.

![Erik Uner](image3.png), Director IT & Operations, American Association of Cereal Chemists

![Maria Rutledge](image4.png), Senior Manager, IT Information Services, Society of Petroleum Engineers

● **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 practices. 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. 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 2015 and beyond!

![Stewart Dallas](image5.png), Director, Marketing, International Facility Management Association

![Jodi Scott](image6.png), Communications Manager, American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE)
The only thing worse than leaving a reception with an empty stomach? Paying more for less, year after year. Reno Tahoe USA boasts banquet prices 25-40% less than most national markets, with coffee for under $40 a gallon, and our adult portions ensure that your attendees won’t head back to their hotel rooms hungry! Call John Leinen, our VP-Sales, at 775-827-7704 or jleinen@RenoTahoeUSA.com MeetRenoTahoe.com
● **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 2015 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.

Ann McLeod, CEM, CAE, Director of Meetings and Expositions at Society of American Military Engineers

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

Rhiannon Masterson, Assistant Manager - Membership, American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE)

Damon Dozier, Director of Government Affairs, Materials Research Society
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.

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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.

Sharon Lensky, Manager Technical Support, American Physical Society
Mary Grace Stefanchik, Manager, Pubs Development, American Society of Mechanical Engineers

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SESSIONS AT A GLANCE
WEDNESDAY, JULY 15, 2015

Session 1: 9:45 am - 11:00 am • Session 2: 11:30 am - 12:45 pm • Session 3: 1:45 pm - 3:00 pm • Session 4: 3:45 pm - 5:00 pm

DED Roundtable
1. Practical Leadership of Strategic Change in a Connected World
2. Joint Session: Working with Multiple Generations
   Co-Sponsored by: F/HR
3. MEGA Session: Ready in Advance: Succession Planning in the Association World
   Co-Sponsored by: CEO, F/HR

E&T Roundtable
1. Engage Learners by Delivering What They Want
   Co-Sponsored by: PUBS
2. Use Training Standards to Make Your E&T Operation World Class
3. Growing Global Sales for Education and Training

F/HR Roundtable
1. AMS and Financial Systems: How Do You Get Them Talking without a Fight?
2. Joint Session: Working with Multiple Generations
3. MEGA Session: Ready in Advance: Succession Planning in the Association World
   Co-Sponsored by: CEO, DED

IT Roundtable
1. Website Redesign
   Co-Sponsored by: MKT
2. Joint Session: How to Talk to IT
   Co-Sponsored by: MKT, MEM, PUB
3. How Working Out Loud with Collaborative Business Tools Can Transform Your Association

MKT Roundtable
1. Joint Session: Website Redesign
   Co-Sponsored by: IT
2. MEGA Session: How to Talk to IT
   Co-Sponsored by: IT, MEM, PUB
3. Inside the Beehive

M&E Roundtable
1. Developing an Exhibitor Retention Strategy for the New Economic Landscape: 10 Tactics to Take Home
2. Harassment at Meetings: Stop it, Spot it, Prevent It
3. Strategic Re-Evaluation of Your Meeting

MEM Roundtable
1. What Your Members Really Value
2. MEGA Session: How to Talk to IT
   Co-Sponsored by: IT, MKT, PUB
3. The Changing Face of Volunteerism

PA Roundtable
1. Managing Conference Newsrooms
2. Advocacy & Engagement on Capitol Hill—How to Start a Government Relations Program
3. Public Policy Issues

PUB Roundtable
1. Engage Learners by Delivering What They Want
   Co-Sponsored by: E&T
2. MEGA Session: How to Talk to IT
   Co-Sponsored by: IT, MKT, MEM
3. All That Meets the Eye: Managing Multimedia Content for Society Publishers
SESSONS AT A GLANCE
THURSDAY, JULY 16, 2015

Session 5 : 9:45 am - 11:00 am • Session 6 : 11:30 am - 12:45 pm • Session 7 : 1:45 pm - 3:00 pm

5. Developing, Implementing, and Evaluating Association Reserve Policies
   MEGA Session: New Electronic Products: eBook Partnerships to Achieve Strategic Goals
   Co-Sponsored by: F/HR, IT, PUBS
   Open to explore other tracks

6. Presentation and Training Disasters—Case Studies
   Transforming Credentialing with Digital Badges
   MEGA Session: Brochure Swap
   Co-Sponsored by: MEM, MKT

7. Joint Session: Optimize Your Meeting with Technology
   Co-Sponsored by: M&E
   MEGA Session: New Electronic Products: eBook Partnerships to Achieve Strategic Goals
   Co-Sponsored by: DED, F/HR, PUBS
   IT Governance—Bring Your Own Device

5. Leading in the Face of Crises—Back Out of the Rabbit Hole: Aftershocks and Moving On
   Business Meeting—By-laws and Governance
   CEO Roundtable—Discussion of CEO Participation Objectives in Mid-Summer Meeting

6. Outsourcing—Can It Work for Your Association?
   (1) International Expansion—Considerations for Finance & HR
   (2) MEGA Session: New Electronic Products: eBook Partnerships to Achieve Strategic Goals
   Co-Sponsored by: DED, IT, PUBS
   Affordable Care Act

7. Custom Membership with Marketing Automation
   Limelight Ready: Preparing your Association for the Spotlight
   MEGA Session: Brochure Swap
   Co-Sponsored by: MEM, E&T

5. The Science Behind Member Engagement
   How to Avoid an Email Marketing Meltdown (and Actually Come Out Looking Like a Hero)
   (1) MEGA Session: Brochure Swap
   Co-Sponsored by: E&T, MKT
   (2) Innovative Best Practices for Gaining & Retaining Members

6. Doing What You’ve Always Done? Good Luck With That: Marketing & Communications Today
   How to Conduct Fundraising
   Creating a Strong Social Media Program

5. Leading the Conversation: Content Marketing and the Nonprofit World
   MEGA Session: New Electronic Products: eBook Partnerships to Achieve Strategic Goals
   Co-Sponsored by: DED, F/HR, IT
   Adding Value to Your Process: Supporting Researchers and Data Requirements

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The Hilton Worldwide Multi-Year/Multi-Event approach allows you to have better control over the planning and financing of meetings/events, allowing you to save both time and money by booking multiple or recurring events at one time.

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For more information, please contact:
Joni Opperman
Director of Sales - Association Group Sales
O: +1 614-437-9958  M: +1 614-395-2334  E. Joni.Opperman@hilton.com
WEDNESDAY, JULY 15, 2015
8:15 am – 9:30 am Welcome and Opening Session

Opening Session: We’re All Connected - Where Does Your Association Fit In? — Norfolk Ballroom II, Level 1

Speaker: Pablos Holman, Intellectual Ventures Laboratory

Pablos Holman is a futurist, inventor, security expert, and notorious hacker with a unique view into both breaking and building new technologies. Relating the unique mindset and powers of hackers to all aspects of invention and innovation, he terrifies and delights all audiences.

Hacker, entrepreneur, researcher and space ship builder, Pablos Holman lives in a future where cars have system updates, front doors have smart locks, credit cards are secure and where you can shoot down mosquitoes with laser beams.

He consults on invention and design projects that assimilate new technologies - making wild ideas a bit more practical and vice versa. Previously, Pablos helped build the world’s smallest PC, spaceships at privately funded aerospace company Blue Origin, artificial intelligence agent systems and thigh holsters for cell phones.

He is a member of The Shmoo Group of security experts, and helped create the Hackerbot, a Wi-Fi-seeking robot.

Pablos works at the Intellectual Ventures Laboratory where a wide variety of futuristic invention projects are under way including a fission reactor powered by nuclear waste; a machine to stop hurricanes; a tool for deep brain surgery; and tools to help eradicate malaria.

Holman’s vision is that everything around us will be computerized in the future, thus everything we see around that hasn’t been computerized yet should be looked at as an opportunity. Holman says the entire world will be networked in the future, so let’s start planning on that now. He insists that the current abilities for computational modeling are something everybody should be taking advantage of.

9:45 am - 11:00 am Educational Sessions

CEO1

Down the Rabbit Hole and Back - Leading in the Face of Crises - Presentation of Real Life Case Studies — James 1 - 3, Level 4

We will hear, via case studies, from CEOs who have experienced a crises which have affected their members. Hear commentary from the experts in HR, Legal, and PR as to how they would have reacted.
**Session Chairs:**
Robert Chalker, Chief Executive Officer, NACE International  
Cathy Leslie, Executive Director, Engineers without Borders -USA

**Speakers:**
Robert Chalker, Chief Executive Officer, NACE International  
Mike Hatcliffe, Managing Director, Reputation & Risk, Ogilvy Public Relations Worldwide  
Ronald Jacobs, Partner, Venable LLP  
Cathy Leslie, Executive Director, Engineers without Borders -USA  
Michael Reedy, Regional Security Manager, Americas, International SOS and Control Risks

**DED1 Track Roundtable — Marriott Ballroom V, Level 4**
Come together with your track for networking and an open discussion of current issues and potential programming for next year’s meeting!

**Session Chairs:**
John C. Glumb, Senior Managing Director, American Concrete Institute  
Elaine Lynch, Deputy Executive Director/CFO, American Anthropological Association

**E&T1 Pitch Fest - E&T Round Table — Chesapeake 1, Level 4**
This Education and Training (E&T) round table session is dedicated to talk about your organization’s most pressing educational issues. Join us for an interactive session to collaborate with your peers in other societies. You are not alone! Others may be experiencing the same educational challenges and may have the solutions to YOUR challenges.

**Session Chairs:**
Elsa Velasco Student & Early Career Program Manager, Society of Exploration Geophysicists  
Melanie Diaz, Sr. Manager, Education Development, NACE International  
Norina Columbaro, Talent Development Leader, Performance for Life Consulting

**FHR1 Track Roundtable — Chesapeake 2, Level 4**
Come together with your track for networking and an open discussion of current issues and potential programming for next year’s meeting!

**IT1 Track Roundtable — Marriott Ballroom I, Level 4**
Come together with your track for networking and an open discussion of current issues and potential programming for next year’s meeting!

**Session Chairs:**
Erik Uner, Director IT & Operations, American Association of Cereal Chemists  
Maria Rutledge, Senior Manager, IT Information Services, Society of Petroleum Engineers

**MKT1 Track Roundtable — Marriott Ballroom III, Level 4**
Come together with your track for networking and an open discussion of current issues and potential programming for next year’s meeting!
M&E1  **Track Roundtable — Marriott Ballroom VI - VII, Level 4**
Come together with your track for networking and an open discussion of current issues and potential programming for next year’s meeting!

Session Chairs:
Penny Pina, CMP, Director of Meetings & Conferences, American Mathematical Society

MEM1  **Track Roundtable — Marriott Ballroom II, Level 4**
Come together with your track for networking and an open discussion of current issues and potential programming for next year’s meeting!

Session Chairs:
Andrea Holovach, Senior Regions, Sections, and Student Chapters Manager, Society of Petroleum Engineers
Rhiannon Masterson, Assistant Manager - Membership, American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE)

PA1  **Track Roundtable — York, Level 4**
Come together with your track for networking and an open discussion of current issues and potential programming for next year’s meeting!

Session Chairs:
Damon Dozier, Director of Government Affairs, Materials Research Society

PUB1  **Big Data, The Internet of Things, Mobile! Is your organization ready for these opportunities? — Lynnhaven, Level 4**
Join our esteemed panel as they share their views and thoughts on the developments in: Cool Content Editing tools, Cloud-native CMS, and Semantic Technology! This session is the one session you must attend!

Session Chairs:
Sharon Lensky, Manager Technical Support, American Physical Society
Mary Grace Stefanchik, Manager, Pubs Development, American Society of Mechanical Engineers

11:30 am - 12:45 pm  Educational Sessions

CEO2  **Leading in the Face of Crises - Tapping into the Expertise You Need — James 1 - 3, Level 4**
Hear from the experts what is expected in the Face of Crises and how to navigate the crises well.

Session Chairs:
Robert Chalker, Chief Executive Officer, NACE International
Cathy Leslie, Executive Director, Engineers without Borders -USA

Speakers:
Michael Reedy, Regional Security Manager, Americas, International SOS and Control Risks
Practical Leadership of Strategic Change in a Connected World — Marriott Ballroom V, Level 4

The most pressing challenge facing association leaders is how to successfully lead strategic change.

Without successfully translating strategy into action and moving the association from legacy systems to more innovative business models delivering more successful value propositions, all the new technology, tools and research are just wasted time, money and effort.

This session is based on from a study of 25 leading association chief staff officers published in a recent white paper titled Leading Strategic Change in Associations™.

How did these executives diagnose their situation, develop the internal consensus to move the association forward and address and solve the challenges with the most significant impact?

Attendees will be provided with a copy of Looking Forward™ and the white paper titled Leading Strategic Change in Associations™.

How did these executives diagnose their situation, develop the internal consensus to move the association forward and address and solve the challenges with the most significant impact?

Attendees will be provided with a copy of Looking Forward™ and the white paper titled Leading Strategic Change in Associations™.

Session Chairs:
John C. Glumb, Senior Managing Director, American Concrete Institute
Elaine Lynch, Deputy Executive Director/CFO, American Anthropological Association

Speakers:
Dean West, President, Association Laboratory
E&T2, PUB2 Engage Learners by Delivering What They Want — Chesapeake 1, Level 4

The need to publish, the need for licensing or certification, fulfillment of continuing education requirements, and simply staying abreast of key trends and industry politics are all reasons members cite for belonging to professional associations. By understanding the needs, wants, and future concerns of those you serve, and then orienting your membership services to address them, your association leadership can transform member engagement and get a leg up on the never-ending challenge of building (and holding!) customer loyalty.

This session is offered in three parts: the first offers overarching pros, cons, and how-tos for developing and administering an educational needs assessment that informs your association’s content delivery strategy. Then, facilitators will crowdsource a short list of common challenges from session attendees before breaking into small groups to brainstorm solutions. Finally, facilitators will select one or more of the small-group challenges to discuss together and use as an example for how to develop an action plan that delivers.

Session Chairs:
Norina Columbaro, Talent Development Leader, Performance for Life Consulting
Donella Muzik, MBA, Strategist and CEO, Muzik & Muzik, LLC

Speakers:
Donella Muzik, MBA, Strategist and CEO, Muzik & Muzik, LLC

FHR2 AMS and Financial Systems...How do you get them talking, without a fight? — Chesapeake 2, Level 4

A panel discussion by association management systems vendors will discuss communication strategies between these key operational systems in any association. Best practices will be presented on communication strategies on data integration depending on the needs of your association. Get the data you need now in the right system. Speakers April Manning, Manager Product Consulting at Personify and Colleen McGarry Managing Director, Chicago and the Senior Director Training Services at Abila will present.

Session Chairs:
Donna G. Halstead, CAE, Managing Director of Finance & Administration, American Concrete Institute
Chuck Cochran, Chief Staff Officer for Operations, American Speech-Language-Hearing Association

Speakers:
Colleen McGarry, Managing Director, Chicago and the Senior Director of Training Services, Abila
April Manning, Manager Product Consulting, Personify, Inc.

IT2, MKT2 Website Re-Design — Marriott Ballroom I, Level 4

This will be a combined session that covers an overview on designing a website along with a case study. “Amazon” like websites are commonly discussed, however, the budget is not always there. This session will be about association leaders who’ve employed successful website tactics to deliver Amazon-like experiences with significantly less than an Amazon.com budget. The second part of the session will be a case study of ASCE’s experience. ASCE has done something fairly unique in the association space that goes beyond redesigning and managing the website. This is the story of how to lead a web redesign project by leaning in,
taking a seat at the table, and creating a positive environment for change. It takes hard skills like content strategy, information architecture, and user experience design. It takes softer skills like team development, and user empathy.

Session Chairs:
Erik Uner, Director IT & Operations, American Association of Cereal Chemists
Maria Rutledge, Senior Manager, IT Information Services, Society of Petroleum Engineers

Speakers:
Alex(andra) Mouw, Sr Consultant, Strategic Web Solutions Results Direct
Carrie Hane Dennison, Director, Web Operations & Strategy, American Society of Civil Engineers

M&E2 Developing an Exhibitor Retention Strategy for the New Economic Landscape: 10 Tactics to Take Home — Marriott Ballroom VI - VII, Level 4

With the change in the economic landscape for conferences and events from downturn to recovery, the timing is ideal for organizers to consider implementing or updating existing exhibitor retention strategies in order to ensure that exhibitors, old and new, continue to come back year after year. This session will introduce attendees to the concept and importance of having an exhibitor retention strategy. Attendees will be provided an overview of all of the components of the plan as well as resource considerations and best practices for successful implementation. In addition, ten exhibitor retention tactics will be discussed that attendees can take back and apply immediately! This session focuses specifically on exhibitor retention, how to develop an exhibitor retention plan and tactics for increasing retention rates. In today’s fast changing economic environment, organizers can no longer expect an exhibitor’s decision to return each year to be automatic. This session will take organizers into a deeper learning experience about how to create exhibitor retention strategies, plans and tactics that will help keep their exhibitors coming back. Organizers will have the chance to work together through an experiential experience where they will be provided fictional scenarios and asked to think of and create new solutions for common retention challenges.

Session Chairs:
Ann McLeod, CEM, CAE, Director of Meetings and Expositions at Society of American Military Engineers

Speakers:
Barbara Myers, CAE, Vice President Association Services, IMN Solutions

MEM2 What Your Members Really Value — Marriott Ballroom II, Level 4

What really drives membership? A year-long research effort reveals the value that common and unique membership benefits hold for members and prospects. The research presented is based on a large national sample of association members and non-members, utilizing a sophisticated multivariate analysis (presented at an accessible level) and validated against a large engineering society’s membership. Compare your organization’s efforts against the survey results to see how your notions match up with member perceptions of value. Discover a tool you can use to model different benefit combinations and repeat the exercises with your staff.
Session Objectives

Objective 1* Learn how and where members of associations are more engaged, satisfied and empowered in their careers than non-members. Information presented will highlight key areas where members have more favorable opinion and beliefs.

Objective 2* Learn the specific, tangible differences between members and non-members in terms of what they value for association benefits (e.g., the value of publications, advocacy, meetings). Important subgroups will also be discussed (age groups, gender)

Objective 3* Learn how engineering societies may differ from non-engineering societies along member/nonmember satisfaction with careers and perspective toward benefits-value.

Objective 4* Learn how to use a simulator that will allow you to test different combinations of benefits in your own organization (provided with presentation)

Speakers:
Patrick Glaser, Director of Research, McKinley Advisors
Curtis Nunley, Director of Member Services, American Society of Civil Engineers (ASCE)

Managing Conference Newsrooms — York, Level 4

This session will discuss best strategies on how to manage an association’s press room during annual (and seasonal meetings). Discussants are James Riordan of APS and Joslyn Osten of AAA.

Session Chairs:
Damon Dozier, Director of Government Affairs, Materials Research Society

Speakers:
James Riordan, Media Coordinator, American Physical Society
Joslyn Osten, Marketing & Communications Manager, American Anthropological Association

1:45 pm - 3:00 pm Educational Sessions

CEO3 Leading in the Face of Crises - Tapping into the Expertise You Need — James 1 - 3, Level 4

Hear from the experts what is expected in the Face of Crises and how to navigate the crises well.

Session Chairs:
Robert Chalker, Chief Executive Officer, NACE International
Cathy Leslie, Executive Director, Engineers without Borders -USA

Speakers:
Robert Chalker, Chief Executive Officer, NACE International
Mike Hatcliffe, Managing Director, Reputation & Risk, Ogilvy Public Relations Worldwide
Ronald Jacobs, Partner, Venable LLP
Cathy Leslie, Executive Director, Engineers without Borders -USA
Michael Reedy, Regional Security Manager, Americas, International SOS and Control Risks
DED3, FHR3  Working with Multiple Generations — Chesapeake 2, Level 4

In our associations, employees tend to stay on board for a very long time. That is GREAT news! But there is one little issue that can creep up on us: as younger employees come on board, the “older generation” may not always understand what matters, motivates and challenges the younger generation. Do those younger generations understand the older generations? And what if these two generations cause a separation in the corporate culture? Or three? Our speaker, Chuck Miller, will guide you through this interactive session to help you think outside of your generational box. She will provide practical tools that you can take back to your office and apply, so that you can not only understand and work with those other generations more easily, but also help your managers and staff work with each other when they just don’t seem to understand their differences.

Speakers:
Charlyne “Chuck” Miller, MS, ACC, Executive Coach and Leadership Development Specialist, Charlyne Miller & Associates

E&T3  Use Training Standards to Make Your E&T Operation World Class — Chesapeake 1, Level 4

Your Association runs a profitable and highly regarded E&T program within your industry sector. Your courses are well attended and your instructors get good evaluations. But is your E&T program structured to assure learning longevity? Does it build broader thinking capabilities in your field? Does it expand the capacity of your members’ abilities? Is it operating according to recognized standards of best practice?

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This session will focus on training standards and how adherence to a standard can elevate your education/training program to world-class status. Sandra L. Williams, President of the International Association for Continuing Education and Training (IACET) will discuss how proven standards can help an organization accomplish high quality training outcomes, how the professional will use the completed continuing education, and how any sponsoring organization can establish world class training programs. Ann Marie Jordan, a certified IACET Commissioner, will then step through the 10 categories of the IACET/ANSI standard as an example of an established training protocol, explain the rationale behind it, and describe the value it provides for the training organizations that adhere to it.

The IACET standard, a proven training protocol, can authorize your organization to issue Certified Educational Units (CEUs). Learn how your organization can leverage this authority.

Session Chairs:
Norina Columbaro, Talent Development Leader, Performance for Life Consulting
Donella Muzik, MBA, Strategist and CEO, Muzik & Muzik, LLC

Speakers:
Kevin Perry, Global Manager, Professional Development, SAE International
Sandra L. Williams, President, IACET
AnnMarie Jordan, Founder, Grow SocialWise

MEGA Session: How to Talk to IT — Marriott Ballroom IV, Level 4

As the team that builds and implements business solutions, it is important that all areas of the organization are able to communicate effectively with IT. Conversely it is important that IT be able to understand business needs and communicate effectively with the rest of the organization. Join us for a panel discussion and Q&A session.

Session Chairs:
Erik Uner, Director IT & Operations, American Association of Cereal Chemists
Maria Rutledge, Senior Manager, IT Information Services, Society of Petroleum Engineers

Speakers:
Pam Nicolettie, Education Director (former IT Director), NACE International
Diane Pressel, Business Analyst, Society of Exploration Geophysicists
Andrea Holavach, Membership Manager - Regions, Sections and Chapters, Society of Petroleum Engineers
Sig Van Damme, CCO and Founder, Nimble User

Harassment at Meetings: Spot It, Stop It, Prevent It — Marriott Ballroom VI - VII, Level 4

Sexual and gender-based harassment at meetings is a threat to the safety and full participation of meeting attendees: members, non-members, presenters, and exhibitors, as well as association staff, contractors, and venue staff. Meeting harassment is an ongoing topic of discussion on STEM blogs and other social media. Such harassment is a threat to the future success of meetings, as many targets of harassment discontinue their attendance in order to avoid the harasser or to avoid future incidents of harassment. This session will provide participants with information and resources that they can use to develop an effective anti-harassment policies and enforcement procedures for their organizations.
The panelists are a former scientific society CEO with experience as an anti-harassment trainer, the director of meetings for a major scientific society that has implemented an anti-harassment policy, and an advisory board member for a nonprofit that promotes and supports women working in open source technology and that has anti-harassment as a primary issue. The speakers will address why and how associations and societies need to address harassment at their meetings. We will explore how meeting harassment is similar to and different from workplace harassment; why organizations need a separate and specific policy to address meeting harassment, what that policy should entail, and how to deal effectively with incidents of harassment at meetings.

**Session Chairs:**
Dave Scypinski, Senior Vice President, Conference Direct

**Speakers:**
Sherry Marts, CEO, S*Marts Consulting, LLC
Rosina Romano, MTA, CMP, Director of Meetings, Entomological Society of America

**PA3**

*Advocacy & Engagement on Capitol Hill - How to start a Government Relations Program — York, Level 4*

This session will discuss building a strong government relations program, from both the association perspective and from a Hill perspective. Mr. Marlowe is the Managing Director/Director of Government Relations, Automation Federation.

**Session Chairs:**
Damon Dozier, Director of Government Affairs, Materials Research Society

**Speakers:**
Michael Marlowe, Managing Director/Director of Government Relations, Automation Federation

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**3:45 pm - 5:00 pm Educational Sessions**

**CEO4, DED4, MEGA Session: Ready in Advance: Succession Planning in the Association World — Marriott Ballroom IV, Level 4**

How well can your organization cope with the protracted loss of a key employee? When these events occur, the impacts can be severe, particularly in smaller organizations where every position is key.

Whether you currently have a succession plan or not, this mega-session offers multiple take-home nuggets to help you tackle some tough questions: Separate from the top position, what other jobs require the diligent development of bench strength and how can you ensure that occurs? How can you reduce the risk of a poor fit? When should you look internally vs externally? Are there protocols to follow? And if your board doesn’t require a succession plan, why should you create one?

Principal with Dalton Alliances, Francie Dalton understands both the strategic necessity of succession plans and the tactical complexities that often hijack our efforts to implement them. Based on more than 20 years of business consulting to association executives, Francie has prepared several ominous case studies depicting both the presence and the absence of succession plans. Be ready to roll up your sleeves and work to excavate and report on the provocative questions, cautions and tips from each case study.

Sooner or later, we’ll all have to deal with undesirable turnover in key positions. This session will help you to be ready in advance.
Education Session

**Session Chairs:**
Kelly Clark, Chief Financial & Operating Officer, American Astronomical Society  
Jonathan Goodwin, Director, Human Resources, American Institute of Physics  
Katie Krug, Senior Board Relations Manager, Society of Petroleum Engineers  
John C. Glumb, Senior Managing Director, Operations, American Concrete Institute  
Ann McLeod, Director of Meetings & Expositions, Society of American Military Engineers  
Elaine Lynch, Deputy Executive Director/CFO, American Anthropological Association

**Speakers:**  
Francie Dalton, CMC, Founder and President, Dalton Alliances, Inc.

**E&T4**  
**Growing Global Sales for Education and Training** – Chesapeake 1, Level 4

Many associations are at different points in their growth globally. This session will address:

1. What is your approach to selling education and training products? Is it different from region to region?
2. How do you determine which markets to prioritize and focus?
3. How do you build local demand?
4. What recommendations would you suggest for developing a sales plan?
5. What are the most frequent challenges to growing sales and how do you mitigate them?
6. What tips can you offer others?

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

**Speakers:**
Peter Turner, Senior Advisor Global Development Strategy, MCI Group  
Renata L. Lerch, Director of Global Market Development, ASQ  
Jim Flanigan, Director, Critical Care Medicine

**IT4**  
**How Working Out Loud with Collaborative Business Tools Can Transform Your Association** – Marriott Ballroom I, Level 4

Can one technology greatly increase staff satisfaction, productivity and engagement while also reducing email and meetings and information silos? Learn how a new breed of collaborative business tools is changing the way associations interact with their staff, members and data.

We will cover the options and challenges and strategies for successfully selecting and deploying these tools within your organization.

**Session Chairs:**
Erik Uner, Director IT & Operations, American Association of Cereal Chemists  
Maria Rutledge, Senior Manager, IT Information Services, Society of Petroleum Engineers

**Speakers:**
Sig Van Damme, CCO and Founder, Nimble User
Inside the Bee Hive — Marriott Ballroom III, Level 4

We've all heard that ‘data is king’ or that ‘content is king’. So how do you maximize use of both data and content in order to ensure your messaging is resonating with your members and customers? What tools allow us to treat our members and customers like royalty, through personalized communications, and by eliminating unwanted messages in their inbox and mailbox? How do we segment the workers and drones from the queen bees, and get the right message to the right individual? To get our messages opened, read and acted upon, recipients need to feel the buzz and excitement about our offerings - and, most importantly, feel as though we are talking to them personally. Learn how the Entomological Society of America (ESA) is using email, iGen printing, and other tools to customize and personalize its member, meeting, and certification messages. ESA is also thinking outside the hive, incorporating data visualization through Tableau to encourage data discovery amongst staff. ESA's membership base is growing and its annual meeting attendance is at an all-time high. Find out what is working (or not) and which efforts have gotten the best response rates. And learn how you can take our analysis and apply it to your own hive!

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

Speakers:
Debi Sutton, Director of Membership & Marketing, Entomological Society of America
Katherine Matthews, Database Manager, Entomological Society of America

Strategic Re-design of your Meeting — Marriott Ballroom VI - VII, Level 4

Does your meeting need a refresh? Are you looking for more effective ways to increase attendee engagement and satisfaction? Then this session is for you - whether you are an Executive Director, Education or Meeting Professional, the success of your annual meeting is crucial. In this interactive session we’ll explore how to approach the redesign of your meeting to ensure your investments in change truly resonate with your target audiences. We’ll introduce a redesign approach that is research-based and will help you uncover unmet needs of your attendees. It will generate meaningful insights that will help you create a more value-driven, personalized and relevant experience. The result: higher attendee satisfaction rates, deeper loyalty and many new evangelists.

Session Chairs:
Neil R. Schriever, Account Director, Group & Business Development North America, Starwood Sales Organization

Speakers:
Katie Callahan-Giobbi, EVP, Minding Your Business, Inc.

The Changing Face of Volunteerism — Marriott Ballroom II, Level 4

What does volunteerism and engagement mean to your organization? In an effort to become more member-centric while differentiating themselves from their competition, associations are looking for alternative solutions to provide relevance. Primary ways to do this are embracing different types of volunteerism, becoming more inclusive, improving member satisfaction and ultimately building a greater sense of community. To address these opportunities, organizations are
taking a more holistic approach to the definition of volunteerism. By becoming more inclusive with how volunteers are defined and identified, associations are now able to recognize and showcase their volunteer leaders using innovative recognition techniques. Join Andy Steggles, President and Chief Customer Officer for Higher Logic, to look outside of the “volunteer box”, and find ways for associations to engage more volunteers with more flexible and targeted volunteer opportunities. You may already have volunteers giving their time and expertise in a micro-capacity, but until now they have not received proper recognition for their efforts. Learn more about innovative new volunteer programs and how to categorize volunteer efforts by Term, Task and Micro volunteering.

Speakers:
Andy Steggles, President, Higher Logic
Peggy Hoffman, CAE, President, Mariner Management & Marketing LLC

PA4
Public Policy Issues — York, Level 4

This session will be a policy update on current events on Capitol Hill and how they may affect your association.

Speakers:
Damon Dozier, Director of Government Affairs, Materials Research Society

PUB4
All That Meets the Eye: Managing Multimedia Content for Society Publishers — Lynnhaven, Level 4

Everyone knows that visual content greatly increases the engagement of your audience. However, developing a multimedia strategy and launching these new formats presents unique challenges for traditional publishers. As these presentations will show, the results of pursuing video and other content can also be very rewarding and can provide numerous benefits for publishers and their audiences alike.

Session Chairs:
Sharon Lensky, Manager Technical Support, American Physical Society
Mary Grace Stefanchik, Manager, Pubs Development, American Society of Mechanical Engineers

Speakers:
Moshe Pritsker, Co-Founder and CEO
Byron Laws, SVP – Strategic Partnerships
Betsy Donohue, Vice President, Publisher Business Development
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8:15 am - 9:30 am  General Session

What Your Association Can Learn from the Networked Nonprofits Model — Norfolk Ballroom I - II, Level 1

Speaker: Beth Kanter, Trainer, Blogger, and Co-Author of award winning Networked Nonprofit books

Beth Kanter is a well-established international leader in nonprofits’ use of social media. Her first book “The Networked Nonprofit,” introduced the sector to a new way of thinking and operating in a connected world. Her second book, “Measuring the Networked Nonprofit,” is a practical guide for using measurement and learning to achieve social impact. She is the author of Beth’s Blog: How Nonprofits Can Use Networks and Data for Social Change, considered the go-to source for how nonprofits can use networks and social media for social change. Beth has over 30 years working in the nonprofit sector in technology, training, and capacity and has facilitated trainings for nonprofits on every continent in the world (except Antarctica). She is an in-demand keynote speaker and workshop facilitator. Named one of the most influential women in technology by Fast Company and one of the BusinessWeek’s “Voices of Innovation for Social Media,” Beth was Visiting Scholar at the David and Lucile Packard Foundation 2009-2013. Her past and current clients include Robert Wood Johnson Foundation, Knight Foundation, Knight Digital Media Center, Edutopia, HHS, and others.

9:45 am - 11:00am  Educational Sessions

CEO5  Leading in the Face of Crises - Back out of the Rabbit Hole - Aftershocks and Moving On — James 1 - 3, Level 4

Find out what happened in each of the Down the Rabbit Hole case studies and the lessons learned by those involved. What worked well? What didn’t? What changed?

Session Chairs: Robert Chalker, Chief Executive Officer, NACE International Cathy Leslie, Executive Director, Engineers without Borders - USA

Speakers: Robert Chalker, Chief Executive Officer, NACE International Mike Hatcliffe, Managing Director, Reputation & Risk, Ogilvy Public Relations Worldwide Ronald Jacobs, Partner, Venable LLP Cathy Leslie, Executive Director, Engineers without Borders - USA Michael Reedy, Regional Security Manager, Americas, International SOS and Control Risks

DED5  Developing, Implementing, and Evaluating Association Reserve Policies — Marriott Ballroom V, Level 4

The panel discussion will identify key factors that should be considered in the development of a sound reserve policy. This session will emphasize an effective process to move your association’s reserve policy from development to implementation, especially how to achieve buy-in from relevant stakeholders. This discussion will also provide metrics and benchmarks that your association can use for ongoing review and evaluation of the existing reserve policy.
The panelists will provide three different perspectives on reserves policy, association staff member and association investment advisor. It will also provide an opportunity for attendees to submit their reserve policies in advance so that a summary of best practices can be presented to all attendees. Whether your organization is just beginning the process of developing a reserve policy, or if you have an existing one in place, you will receive thoughtful advice and strategic ideas to enhance your reserve policy.

Session Chairs:
Peter Inchauteguiz, Associate Executive Director, American Association of Pharmaceutical Scientists

Speakers:
Terence E. Burns, CFA, President and Founder, Campion Asset Management LLC
Charles “Chuck” Cochran, Jr., MBA, Chief Staff Officer for Operations, American Speech-Language-Hearing Association
John C. Glumb, CAE, IOM, Senior Managing Director, Operations, American Concrete Institute
Elaine Lynch, Deputy Executive Director/CFO, American Anthropological Association

Presentation and Training Disasters - Case Studies — Chesapeake 1, Level 4

Bring it On! How to Prevent the Most Common Presentation and Training Disasters!

This session will cover how to avoid key presentation and training skills mistakes. Find out what caused these disasters and how they were addressed.

Most of us have been there at least once in our careers! Even the most experienced and seasoned presenter and meeting facilitators have had at least ONE Natural (or Unnatural) disaster when standing in front of a group of people. These are learning experiences - but they can leave us drained and hesitant the next time we need to present. Let’s work together to help build your confidence and create strategies and plans to help hedge off those tough situations.

Session Chairs:
Norina Columbaro, Talent Development Leader, Performance for Life Consulting
Donella Muzik, MBA, Strategist and CEO, Muzik & Muzik, LLC

Speakers:
Norina Columbaro, Talent Development Leader, Performance for Life Consulting
Elsa Velasco Paul, Student & Early Career Program Manager, Society of Exploration Geophysicists
Melanie Diaz, Sr. Manager, Education Development, NACE International
Donella Muzik, MBA, Strategist and CEO, Muzik & Muzik, LLC
Theresa DeConnick, External Relations Director, MCI
Pam Nicoletti, Director of Education, NACE

Outsourcing - Can it Work for Your Association? — Chesapeake 2, Level 4

Outsourcing is the process of delegating an organization’s business processes to third parties or external agencies, leveraging on benefits such as low-cost labor, improved quality over products & services and innovative approaches to current business practices. A hotly debated topic with pros and cons, CESSE members will share their knowledge and experiences over outsourcing and its direct impact on an organization’s top and bottom line and determine its value on a successfully run enterprise.
Speakers:
Charles “Chuck” Cochran, Jr., MBA, Chief Staff Officer for Operations, American Speech-Language-Hearing Association
Arsala Khatri, CPA, Controller, International Facility Management Association

**IT5, M&E5**  
**Joint Session: Optimize Your Meeting with Technology — Marriott Ballroom VI - VII, Level 4**

Technology that can be incorporated into your meetings is changing at breakneck speed. Join our panel for a discussion of:

- What’s considered required technology (a mobile meeting app?)
- What’s on the horizon that could be a game changer (real-time expo hall traffic monitoring?)
- How what products and services you plan to use to affect your meeting needs (how much bandwidth do I need?)

**Session Chairs:**  
Ann Loayza, CMP, Manager of Conferences, International Facility Management Association  
Erik Uner, Director IT & Operations, American Association of Cereal Chemists  
Maria Rutledge, Senior Manager, IT Information Services, Society of Petroleum Engineers

**Speakers:**  
Reggie Henry, CIO, ASAE  
Michael Jones, Director Mobile Technologies, Results Direct

**MKT5**  
**Custom Membership with Marketing Automation — Marriott Ballroom III, Level 4**

How are you achieving a customized communication experience in telling your brand’s story? Learn how to move away from a one-size-fits-all approach and create a one-to-one communication style that resonates with your unique audience. Learn how associations are strategically transforming their marketing messages through marketing automation. Explore the variety of personas that make up your audience and gain insight to use that information to uniquely tell your brand’s story in the most effective manner. Walk away with a six-step strategy for how to approach marketing automation.

**Session Chairs:**  
Stewart Dallas, Director, Marketing, International Facility Management Association  
Jodi Scott, Communications Manager, American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE)

**Speakers:**  
Vivian Swertinski, Senior Digital Marketing Strategist, Informz

**MEM5**  
**The Science Behind Member Engagement — Marriott Ballroom II, Level 4**

Increasing member engagement is more important now than ever. Savvy associations have always provided members with numerous options to engage within the organization. One way to increase engagement is through the establishment and promotion of chapters. The Association for Women in Science (AWIS) has developed a new model to transition existing chapters that have been struggling to a new “affiliate group” status as well as to allow members to remain
connected at the local level through the creation of an affiliate group. This new model allows AWIS the opportunity to engage with its volunteer leaders in a new, organic way. The focus of this session will be to review the data related to membership, chapters, and affiliate groups as well as to outline the steps taken and the success that has been achieved in creating this new model.

Speakers:
Cynthia Simpson, Director, Programs and External Relations, Association for Women in Science

**PA5**

**Doing what you’ve always done? Good luck with that: Marketing & Communications Today — York, Level 4**

When is the last time you heard “We’ve always done it that way”? Are you marketing your association’s products and services the way you’ve always have? Are you communicating your benefits the same way? Good luck with that. Beyond basic marketing and communications tactics, today’s engagement techniques requires a customized approach to different audiences and fresh strategies that build value and deepen relationships 365-days per year. Marketing and communications today is more than just getting your members to listen to you - it’s a dialogue.

This session will explore how your organization can develop a more effective communication and engagement strategy that builds loyalty, drives attendance and creates lasting member relationships. Minding Your Business, a Chicago-based strategic agency, will present current marketing trends and what they mean for associations today, along with real-life case studies that will guide you in your strategic marketing and communications efforts.

**Learner Objectives**

1. Discuss the importance and techniques of audience segmentation and why it matters more in 2015.
2. Gain insights from MYB’s proprietary research and successful case studies.

3. Learn how to develop a refreshed, comprehensive strategic marketing, communications and engagement plan for your organization.

Session Chairs:
Damon Dozier, Director of Government Affairs, Materials Research Society

Speakers:
Katie Callahan-Giobbi, EVP, Minding Your Business, Inc.

**PUB5 Leading the Conversation: Content Marketing and the Non-Profit World — Lynnhaven, Level 4**

Content marketing is the hottest topic in the world of content right now and, as usual, societies are trying to determine what this trend means for them and how best to integrate it with their overall content strategy. Is it editorial? Is it promotion? Answering these questions will be key to determining your society’s future direction editorially.

Session Chairs:
David Walsh, Editor, ASME.org

Speakers:
David Walsh, Editor, ASME.org
John Falcioni, Editor-in-Chief, Mechanical Engineering Magazine, ASME
Mike Winkleman, President & CCO, Leverage Media

**11:30 am - 12:45 pm Educational Sessions**

**CEO6 Business Meeting - Bylaws, and Governance — James 1 - 3, Level 4**

This session brings together the CEOs to talk about the financial and governance issues of CESSE.

**DED6, FHR5 IT6, PUB6 MEGA Session: New Electronic Products: eBook Partnerships to Achieve Strategic Goals — Marriott Ballroom IV, Level 4**

A “Direct-to-Consumer” Approach to eBook Sales

Rather than take on the expense of building a dedicated hosting and distribution platform for their eBooks, many Societies, especially small to mid-sized, have preferred to arrange with outside eBook retailers, such as Amazon, or Apple/iTunes, or eBook aggregators such as eBrary and Books24x7 to host and distribute their titles.

Without getting into specifics, the problem with arrangements such as these is that the terms often favor the service provider over the Publisher. We are all aware of conflicts that have been in the news lately regarding who is really in control of the bookselling business.

ASME has developed a unique approach that allows us to host and distribute multiple formats of our eBook titles directly to our customers, using an existing platform that was already available to us. This enables us to sell our eBooks in mobile formats for Kindle and Apple devices directly through our own website, rather than sell through Amazon.com or the Apple Store. Cutting out the “middle man” significantly increases ASME’s net revenue for each eBook we sell.
eBook Partnerships to Achieve Strategic Goals

We are all striving to increase our services and achieve our strategic goals with limited resources. Come to this session to hear how the AAS’s partnership with IOP has enabled the development of a new product line that will expand the services provided to the community while increasing and diversifying their revenue stream. For both partners this approach has maximized the use of existing subject domain knowledge, technical and operational capabilities, while minimizing the investment required to develop a significant new product line.

In this session we will present an XML based eBooks product that allows for video, sound and interactive features to be incorporated in eBook products. Because of the platform, the eBooks can be published in PDF, HTML and EPUB formats. The panel will discuss the importance of marketing and branding to the success of your eBooks program. We will also discuss the implementation process including establishing the program, content parameters, editorial policies and the creation of an oversight board.

IOP’s recent award-winning reboot of the academic monograph format into a ‘born digital’ electronic resource has allowed it to achieve the strategic goals of its publishing program, to respond to an existing market need and to maximize the benefits of its existing operational capabilities in content generation, production, library sales and online hosting and delivery. For readers and authors this answers the question as to how books can be improved beyond traditional print limitations.

Session Chairs:
Kelly Clark, Chief Financial & Operating Officer, American Astronomical Society
Mary Grace Stefanchik, Manager, Pubs Development, the American Society of Mechanical Engineers

Speakers:
Jamie Hutchins, Head of Publishing, IOP Publishing
Kevin Marvel, CAE, Executive Officer, American Astronomical Society
Beth Mayes, Partner Development Manager, IOP Publishing
Mary Grace Stefanchik, Manager, Pubs Development, the American Society of Mechanical Engineers

Transforming Credentialing with Digital Badges — Chesapeake 1, Level 4

Digital badging and micro-credentialing are new methodologies that give associations, universities, and other learning institutions the ability to acknowledge, reward, and document skills-based learning achievements. Used by an increasing number of Universities and learning institutions worldwide, badge initiatives are receiving funding from the Gates Foundation and the MacArthur Foundation. They are also providing learners at all levels with motivation, rewards, and concrete, documented evidence of their educational achievements.

This three-part session will: introduce the structure, implementation, and theory behind the digital badge movement’s power to transform higher ed and continuing ed programs; discuss the critical role of badges in building “portfolios of evidence” as researched by a unique team at Indiana University, and present a case-study of EDUCAUSE’s digital badges program.

Session Chairs:
Norina Columbaro, Talent Development Leader, Performance for Life Consulting
Donella Muzik, MBA, Strategist and CEO, Muzik & Muzik, LLC
Speakers:
Donella Muzik, MBA, Strategist and CEO, Muzik & Muzik, LLC
Tracy Petrillo, CAE, Chief Learning Officer, EDUCAUSE

FHR6 (2) International Expansion - Considerations for Finance & HR — Chesapeake 2, Level 4

This presentation will provide an overview of the key considerations and consequences for US organizations looking to expand their operations in foreign jurisdictions. The presentation will focus mainly on the start-up and initial phase of foreign expansion as well as the operational and “day-to-day” phase of doing business abroad. Some of the key concepts to be discussed will include (but are not limited to):

• Eligibility for tax-exempt status in the foreign jurisdiction
• Whether operations are conducted via branch office or through a legal entity
• Understanding that certain foreign tax registrations / approval might be required
• Application of U.S. income tax treaties and potential available benefits
• Payroll considerations for US expats and non-US employees working abroad
• Foreign taxable presence consequences of using employees versus independent contractors
• Foreign taxable presence consequences through the use of home offices or third party premises
• Consequences attributed to the level of authority granted to employees / independent contractors
• Potential applicability of foreign value added taxes / foreign goods and services taxes
• Tax consequences of the travels of US employees / officers / directors to non-US jurisdictions
• Overview of U.S. requirements of foreign operations and assets held offshore

Session Chairs:
Leah Hepler, Director, Accounting & Financial Services, ASTM International

Speakers:
Frank Giardini, Principal, Tax, Atlantic Coast Not-for-Profit/Healthcare Tax Practice Leader
Andrea O. Kyzyma, Tax Senior Manager, Not-for-Profit and Healthcare Industry, Grant Thornton LLP

M&E6 Creating the 365 Day Conference / Extending Conference Content — Marriott Ballroom VI - VII, Level 4

The economy, rapid evolution of technology, and enhanced demands of attendees and exhibitors is challenging the traditional conference model, encouraging exhibition organizers to adopt a new forward thinking approach - a 365 day event. Explore the year-round exhibition concept, how to develop a strategy and implement specific tactics to transition an event into a year-round experience.
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**Session Chairs:**
Ann McLeod, CEM, CAE, Director of Meetings and Expositions at Society of American Military Engineers

**Speaker:**
Mariana Gallo, Vice President, Client Development, IMN Solutions

**MEM6 How to Avoid a Chapter Email Marketing Melt-Down (and actually come out looking like a hero) — Marriott Ballroom 2, Level 4**

If you’re managing an association that is a chapter to an international organization like mine, you understand the challenges of working from what my volunteers call “the mothership” and keeping volunteers happy and productive. Email marketing and all the legal ramifications seem to highlight all of the challenges. In this session, I plan to address how SPE struck the right balance between control and autonomy in working with the chapter’s communications plan. Over the course of a year, we implemented many successful strategies for creating an email program for our over 500 chapters and I lived to tell! I will specifically address how to organize brand consistency, mitigate mis-information being published in chapter’s communications and ensuring CAN-SPAM and CASL compliance. Come hear about how “the mothership” can leverage its resources and transfer them to the chapter level, helping the chapter grow and making the volunteers happy.

**Speakers:**
Meghan Curtin, Director of Sales, Informz
Andrea Holavach, Membership Manager - Regions, Sections and Chapters, Society of Petroleum Engineers

**MKT6 Limelight Ready: Preparing Your Association for the Spotlight — Marriott Ballroom III, Level 4**

What would your organization do for $55,000 in donations? We all want to see our organization’s name in lights, but getting your association on the air is just the start. In this case study, examine how the Society of Women Engineers prepared for and leveraged a four-second shout out on John Oliver’s “Last Week Tonight.” We’ll debrief our daily activities that extended the impact of this event far beyond the airwaves of HBO to increase traffic, raise the profile of the organization and ultimately help more women pursue engineering through financially supporting engineering students.

**Session Chairs:**
Stewart Dallas, Director, Marketing, International Facility Management Association
Jodi Scott, Communications Manager, American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE)

**Speaker:**
Drew Navolio, Director of Marketing, Society of Women Engineers

**PA6 How to Conduct Fundraising — York, Level 4**

Discuss best practiced to fundraise and seek grants for your organization.

**Session Chairs:**
Damon Dozier, Director of Government Affairs, Materials Research Society

**Speaker:**
Dr. Arvenita Washington Cherry, Principal Associate/CEO, Phoenix Cultural Resources, LLC
1:45 pm – 3:00 pm  Educational Sessions

**CEO7**

**CEO Roundtable - Disc of CEO Participation Objectives in Mid-Summer Meeting** — [James 1 - 3, Level 4](#)

This session will clean up any leftover discussions from the earlier sessions and set the stage for future mid-summer meetings. All CEOs should come prepared to talk about what the CEO wants from the mid-summer meeting, how do we want to interact with the other participants, and how do we want to interact with our own staff.

**DED7**

Open to explore other tracks.

**E&T7, MEM7, MKT7**

**MEGA Session: Brochure Swap** — [Marriott Ballroom IV, Level 4](#)

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, membership and training /events 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, membership and training/events 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!

**FHR7**

**Affordable Care Act** — [Chesapeake 2, Level 4](#)

Is the Affordable Care Act (ACA) still in force? Are there still new changes coming down the pike? Is that Cadillac Tax still something to worry about? Many of us keep asking these questions, and the answers almost always start with “Oh yes...”

Now that we have been dealing with the ACA for a few years, what are the new concerns that we should be thinking about? What should we be prepared to report to the government? And now that the public “exchanges” are out there, should we be thinking about moving to a private exchange? These and other questions about the Affordable Care Act and where it all stands today and in the future will be addressed head-on by our speaker from Mercer Consulting. Whether you are responsible for your association’s benefit plans, or just an interested consumer, you won’t want to miss this session.

**Speaker:**
Judy Dale, Principal, Mercer Health & Benefits

**IT7**

**IT Governance - Bring Your Own Device** — [Marriott Ballroom I, Level 4](#)

When you think ‘governance’ in an association, you don’t normally think of IT. But the critical goal of IT Governance is to align technology resources with the mission and strategic goals of the organization. Not long ago, IT was simply a support area, separate to the core business. But now it can be a key differentiator for membership organizations, and associations are paying a lot more attention to how IT decisions are made. Not so long ago, only those that traveled got a laptop. Now everyone needs to be able to respond to email, work from home, and most of the time they are doing so on their own devices. Does your organization have a Bring Your Own Device policy? In some organizations, access to Facebook or Twitter is still not allowed, but how does that resonate with a connected and engaged...
membership? How should IT manage these hardware and software resources so that the organization runs effectively? Even more, how should IT support the organization in developing new services and benefits for members? IT Governance provides a framework for making good decisions in the context of the association’s goals and environment.

**Session Chairs:**
Erik Uner, Director IT & Operations, American Association of Cereal Chemists
Maria Rutledge, Senior Manager, IT Information Services, Society of Petroleum Engineers

**Speakers:**
Moira Edwards, President, Ellipsis Partners LLC

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**M&E7**

**Speed Sharing of Tips, Tricks & Advice — Marriott Ballroom VI - VII, Level 4**

Do you have a tip you’d like to share? A clause you always use in your contracts? A secret for making receptions successful? A vendor you’d like to recommend? A room layout secret? Something to avoid? Everyone has one or two things that they wish they’d known on day one. Bring your hot tip and share it with the group. **Prizes to the best tips!**

**Session Chairs:**
Joy Troyer, Director of Operations, Seismological Society of America

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**MEM7 (2)**

**Innovative Best Practices for Gaining & Retaining Members — Marriott Ballroom II, Level 4**

Each society is in a highly competitive, still economically challenged economy. Setting strategy, direction and vision for how to ensure you gain new members as well as retain the members you have, requires innovation and best practices. Pulling from over 30 years of experience in business development for global firms, as well as associations, this session will deliver best practices as well as case studies, data, principles for success. This session provides you with tactical and practical strategies to take back to your society and to educate your members.

**Speakers:**
Hilary Fordwich, President & Founder, Strelmark, LLC

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**PA7**

**Creating a Strong Social Media Program — York, Level 4**

In this session we will discuss how associations can build a strong social media program, and will be led by S. Lynn Cooper of Socially Ahead. You can find more information about her here ([http://about.me/lynncooper](http://about.me/lynncooper))

**Session Chair:**
Damon Dozier, Director of Government Affairs, Materials Research Society

**Speaker:**
S. Lynn Cooper, Digital Strategist, Socially Ahead

---

**PUB7**

**Adding Value to Your Process: Supporting Researchers and Data Requirements — Lynnhaven, Level 4**

Publishers cannot survive in today’s world without constantly refocusing and retooling. This session will identify and attack several current industry challenges, including: How can we make it convenient and attractive for researchers to submit their best work to us? How do we adopt best data practices so we can improve the quality of our strategic decisions and partnerships? What steps should we take to
help authors comply with public access mandates and position ourselves for the future?

Angela Cochran, Director, Journals, American Society of Civil Engineers

Open access and public access mandates have arrived and are here to stay. Society publishers are faced with a lot of challenges and decisions. This presentation will look at the options such as hybrid open access, flipping a traditional journal to open access, and licensing models. When it comes to mandated public access, the issues get even muddier. Societies need to decide how to respond, review the technological challenges and brace for potential hits to once dependable revenue streams.

Christine Orr, Sales Director - North America, Ringgold

As open access publications are maturing and proliferating, it's become evident that they are anything but simple to develop, manage, and analyze. This talk will address how best data governance practices can help publishers make sound and sustainable business decisions, improve the author experience, support the application of OA business rules, and simplify metadata transmission and analysis.

Howard Ratner, Executive Director, CHORUS / CHOR Inc.

CHORUS Advancing Public Access to Research - Public Access mandates are popping up across the globe. How can publishers and societies help authors comply with these mandates while reducing the administrative burden for them? This talk will explore how the not-for-profit CHORUS organization is helping researchers, funders, librarians, and university research offices address these issues.

Session Chairs:
Sharon Lensky, Manager Technical Support, American Physical Society
Mary Grace Stefanchik, Manager, Pubs Development, American Society of Mechanical Engineers

Speakers:
Angela Cochran, Director, Journals, American Society of Civil Engineers
Christine Orr, Sales Director - North America, Ringgold
Howard Ratner, Executive Director, CHORUS / CHOR Inc.
3:30 pm – 5:00 pm  Closing Session

IGNITE! – Norfolk Ballroom I - II, Level 1

Ending the conference on a high note – join us at the Closing Session for IGNITE! It’s the learning format finding increasing popularity with fast, fun, and informative presentations by various speakers with just 20 slides that auto-advance every 15 seconds. Presenters share their personal and professional passions, always keeping in mind the IGNITE! Motto: “Enlighten us. But make it quick.”

How much can they teach or inspire you in 5 minutes? You might be surprised!

Session Chair:
Katie Krug, Senior Board Relations Manager, Society of Petroleum Engineers

Speakers:
Bill Furlow - Senior Manager of Business Development, Society of Petroleum Engineers
Pat Gouhin - Executive Director & CEO, International Society of Automation
Tony Keane - President & CEO, International Facility Management Association
Sharon Lensky - Support Manager, the American Physical Society
Walter Marlowe - Executive Director, American Association of Pharmaceutical Scientists
Elsa Velasco Paul - Student and Early Career Manager, Society of Exploration Geophysicists
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View our Meeting Planner Guide at
meetingplanner.visitknoxville.com
Onsite Registration Hours —
*Hampton Ballroom Foyer*

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Monday, July 13</td>
<td>4:00 PM–8:00 PM</td>
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<tr>
<td>Tuesday, July 14</td>
<td>8:00 AM–6:00 PM</td>
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<tr>
<td>Wednesday, July 15</td>
<td>6:30 AM–6:00 PM</td>
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<tr>
<td>Thursday, July 16</td>
<td>7:30 AM–5:00 PM</td>
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Registration for Additional Events with Separate Fees

A few events at CESSE 2015 require fees beyond your standard registration fee. Please note the following:

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

General Behavior

CESSE expects meeting attendees to respect each other and behave in a generally civilized fashion. Members should respect common sense rules for public behavior, personal interaction, common courtesy, and respect for private property. If you wouldn’t do it at home, please do not do it here. Abusive, harassing, or threatening behavior towards any other attendee or directed at any CESSE member 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 2015 Annual Meeting. By registering for this meeting, you agree to allow CESSE to use your photo in any CESSE-related publications or website.

Non-Smoking Policy

The CESSE 2015 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 Norfolk Waterside Marriott are also smoke-free.

Attire

Attire for the entire meeting, with the exception of the Thursday evening final reception and gala, is business casual. Wear comfortable shoes for the short stroll from Norfolk Waterside Marriott to Half Moone Cruise & Celebration Center. For Thursday evening, spruce yourself up a bit, or wear sea-themed attire if you prefer, to celebrate Norfolk’s rich history with the Sea and the Military. If you are participating in any of the optional tours please dress appropriately for the specific tour.

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 — Hampton Ballroom IV**

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

Wireless Internet

Complimentary wireless Internet is in-room and throughout public areas of Norfolk Waterside Marriott.

**Speaker Ready Room — Franklin, Level 2**

*Sponsored by Warp Speed Technologies*

CESSE 2015 will feature a virtual Speaker Ready Room where speakers can up load 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, but this can be done the day of the 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. **No Personal Laptops: You will not be able to present using your own laptop. There will be no exceptions.**

Speaker Ready Room hours of operation are:
- **Tuesday, July 14** 2:00 PM - 6:30 PM
- **Wednesday, July 15** 7:00 AM - 6:30 PM
- **Thursday, July 16** 7:00 AM - 4:30 PM

**Networking Lounge — Presidential Foyer, Level 3**

SMG, the world’s leader in entertainment and conference venue management is proud to sponsor the CESSE 2015 Networking Lounge! Come by for 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 14** 12:00 PM - 5:00 PM
- **Wednesday, July 15** 9:30 AM - 5:00 PM
- **Thursday, July 16** 9:30 AM - 5:00 PM

**Resource Center — Hampton Ballroom IV**

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 14** 12:00 PM - 5:00 PM
- **Wednesday, July 15** 7:00 AM - 5:00 PM
- **Thursday, July 16** 7:00 AM - 5:00 PM

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**Airport Shuttle - Approx. $30.00 one way**

James River Transportation

Reserve shuttle service online or by telephone:
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The airport shuttle service is operated by James River Transportation, serving Virginia since 1928. The shuttle service operates between Norfolk International Airport and all of Coastal Virginia--Norfolk, Virginia Beach, Chesapeake, Portsmouth and Suffolk in Southside Coastal Virginia--and Williamsburg, Hampton, Newport News, Jamestown and Yorktown on the Virginia Peninsula. Service is also available to many other destinations.

**Orange Peel Transportation**

For reservations within 48 hours of service, please call directly at (757) 463-7500 to ensure excellent service. For all other reservations, please fill out the form at http://orangepeeltransportation.com/reservation and Orange Peel will contact you with confirmation once request is reviewed.

**Taxi Services - Approx. $25.00 one way**

Taxi Cab service is ready and waiting at Norfolk International Airport. Located just outside the baggage claim lobby, they’re ready to leave as soon as your luggage is loaded. Service is provided directly to your destination.

Five persons can ride for the price of one as long as they are going to the same destination. Payment may be made by cash, and in some instances credit cards and corporate charge accounts are available.

Please contact the companies below for more details:
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- City Wide Cabs (757) 319-3368
- Duke Cab Co. (757) 202-3564
- East Side Cabs (757) 718-0937
Eden Cab Co. (757) 724-5555
Norfolk Checker (757) 855-3333
Oceanside Taxi (757) 455-7602
Southside Cab Co. (757) 735-2198
Waterside Taxi Company Inc. (757) 531-6430
Yellow Cab of Norfolk (757) 857-8888

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**The Tide - $1.75 per trip**

The Tide extends 7.4 miles from the Eastern Virginia Medical Center complex east through downtown Norfolk to Newtown Road at the border of Virginia Beach. It is served by 11 stations and four park-and-ride lots. Parking is free. Tickets can be purchased at all ticket vending machines, at select retail outlets, and on line at http://gohrt.com/services/the-tide/.

**Parking**

Norfolk Waterside Marriott Hotel Guests
Parking is located in the Main Street Parking Garage. The Main Street Parking Garage connects to the hotel on the 3rd Floor. When entering the parking garage you will pull a ticket, bring ticket to the front desk for validation. CESSE attendees receive Self-Parking at a discounted rate of $14.00 per day per car. Valet Parking is available at $24.00 per day.

**Walking Directions**

Norfolk Waterside Marriott to Half Moone Cruise and Celebration Center:

Head west on E Main St toward Martins Ln (0.2 mi)

Turn left onto Elizabeth River Trail (30 ft.)
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About CESSE

The Council of Engineering and Scientific Society Executives (CESSE) is a professional society made up of 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.

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CESSE 2016 Annual Meeting - July 26 - 28, 2016 - Omaha, NE

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 2016 Annual Meeting. The Annual Meeting serves as the primary educational channel for over 200 scientific and engineering societies that make up the Council of Engineering and Scientific Society Executives, or CESSE. The goal is to produce an outstanding meeting that: provides members great learning and networking experiences, showcases the meeting city, and provide sponsor organizations a great return on their investment, while supporting the financial health of CESSE. Each meeting continues to build on CESSE’s solid reputation as the organization where leaders of the scientific and technical association community network, connect and learn.

Go to www.cesse.org/2016annualmeeting to learn more about the 2016 Call for Presentations!

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We invite you to a place where steak is embedded into the city’s DNA, where you can savor a Reuben sandwich on its home turf, and where cocktails are works of art. It’s a place where you can explore the country’s largest indoor rainforest, or take a walk on Bob, a one-of-a-kind pedestrian bridge, and then retreat to the cozy charm of Omaha’s Old Market district – filled with local restaurants, shops and pubs.

We look forward to seeing you in Omaha for the 2016 CESSE Annual Meeting so you can experience the city for yourself.