THE CESSE LEADERSHIP CONFERENCE

JULY 25-27
Québec City Convention Centre
Québec City, QC
Canada

The starting point for transformational leadership.

reinventing
our selves.
our field.
our world.

#ACCESSE17
“We are flabbergasted! Your staff is not normal! Your level of service is way above any other facility we’ve experienced in our long career of meeting planning. You were truly an extension of our team.”

– Julie Peden
COO & Chief Event Strategist, Ruby Sky Event Planning Inc.
# Table of Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Welcome to ACCESSE17</td>
</tr>
<tr>
<td>5</td>
<td>ACCESSE17 Program Committee</td>
</tr>
<tr>
<td>7</td>
<td>Québec Host Planning Committees</td>
</tr>
<tr>
<td>9</td>
<td>ACCESSE17 Partners</td>
</tr>
<tr>
<td>15</td>
<td>Schedule at-a-glance</td>
</tr>
<tr>
<td>19</td>
<td>Session Clusters</td>
</tr>
<tr>
<td>23</td>
<td>ACCESSE17 Events</td>
</tr>
<tr>
<td>23</td>
<td>Tuesday, July 25, 2017</td>
</tr>
<tr>
<td>24</td>
<td>Wednesday, July 26, 2017</td>
</tr>
<tr>
<td>33</td>
<td>Thursday, July 27, 2017</td>
</tr>
<tr>
<td>48</td>
<td>More Networking</td>
</tr>
<tr>
<td>48</td>
<td>Solution Center</td>
</tr>
<tr>
<td>48</td>
<td>SMG Lounge</td>
</tr>
<tr>
<td>49</td>
<td>Expert Locations &amp; Listing</td>
</tr>
<tr>
<td>53</td>
<td>Québec City</td>
</tr>
<tr>
<td>53</td>
<td>Currency Exchange</td>
</tr>
<tr>
<td>53</td>
<td>Canadian Taxes</td>
</tr>
<tr>
<td>53</td>
<td>Dining</td>
</tr>
<tr>
<td>53</td>
<td>Getting Around</td>
</tr>
<tr>
<td>54</td>
<td>About CESSE</td>
</tr>
<tr>
<td>54</td>
<td>Board of Directors</td>
</tr>
<tr>
<td>56</td>
<td>CESSE Headquarters Office</td>
</tr>
<tr>
<td>57</td>
<td>ACCESSE18</td>
</tr>
<tr>
<td>57</td>
<td>Save the Date!</td>
</tr>
<tr>
<td>57</td>
<td>Call for Presentations</td>
</tr>
<tr>
<td>58</td>
<td>Convention Center Floor Plans</td>
</tr>
</tbody>
</table>

Layout and printing of the advance mailer and onsite program provided by OmniPress.

#ACCESSE17
Welcome to ACCESSE17!

This year’s conference is an educational and interactive focused conference to bring you opportunities of learning, networking, relationships, and expertise needed to lead our associations and the professions we represent.

ACCESSE17 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 ACCESSE, we encourage you to network, contribute, and present your thoughts and ideas during the meeting.

A big “THANK YOU” to our ACCESSE17 Program Committee who have developed a highly innovative and interactive program which promises to be the best yet. We would also like to thank our exceptional hosts, the Québec City Convention Centre and their local partners as well as the CESSE staff for making ACCESSE17 unique and memorable. Finally, we thank our ACCESSE17 Partners whose generosity makes this meeting possible. We encourage you to visit the partners this week in the Solution Center.

Best wishes for a productive and enjoyable week in Québec City!

Thomas G. Loughlin, CAE
CESSE Chair
Executive Director
American Society of Mechanical Engineers

Ellen Bergfeld, PhD
CESSE Vice Chair & ACCESSE17 Program Chair
CEO
Alliance of Crop, Soil & Environmental Science Societies
Chair: Ellen Bergfeld, Ph.D, CEO, Alliance of Crop, Soil & Environmental Science Societies

Co-Chair: Elena Gerstmann, Ph.D, FASAE, CAE, Deputy of Executive Operations, ASME

Roque Calvo, Executive Director and CEO, The Electrochemical Society

Robert Chalker, CAE, Chief Executive Officer, NACE International

Melanie Diaz, Senior Manager, Education Development, NACE International

Debora Fillinich, Assistant Director, Member Communities, American Chemical Society

Peter Finn, CAE, Deputy Director and Chief Learning Officer, Society of Women Engineers

Tony Giometti, Manager of Conference Programs, ASHRAE

Jonathan Goodwin, Interim Executive Director, AOAC International

Paul Hedrick, Chief Financial Officer, The Endocrine Society

Peter Inchautegui, CAE, Sr. Director, Strategic Marketing & Communication, American Institute of Physics

Marie-Elaine Lemieux, Sales Manager, Québec City Convention Centre

Rachael McGuffin, Member Services Manager, International Society of Automation

Wes Meixelsperger, CFO & Director of Meetings, Alliance of Crop, Soil & Environmental Science Societies

Chris Stelzig, Director, Strategic Initiatives, Entomological Society of America

Parrish Swann, Instructional Technology Manager, American Speech-Language-Hearing Association

Chair: Ellen Bergfeld, Ph.D, CEO, Alliance of Crop, Soil & Environmental Science Societies

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Parrish Swann, Instructional Technology Manager, American Speech-Language-Hearing Association

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Québec host planning committees

Québec City Convention Centre

Marie-Elaine Lemieux, Sales Manager, Overall Coordinator and member of the ACCESSE17 Program Committee
Jean Chiricota, Sales Manager, Québec City Pre-Conference Experience
Louis Vaillancourt, Event Coordinator
Catherine Forgues, Events Assistant Director
Suzanne Gingras, Conciierge
François Robitaille, Graphic Designer
Valérie Talbot, Edition technician and EVA’s Mom
Caroline Langelier, Director of Sales
Ann Cantin, Director, Communications & Marketing

Opening Reception: Explore Québec City with Your Senses!

JPdL Québec
Isabelle Desloges, General Manager

FREEMAN Audiovisual Canada
André Cauchon, Director of Business Development – Hotels & Facilities
Eric de la Fontaine, Technical Services Manager
Martin Skilling, Technical Services Coordinator
Frédéric Dallaire, Event Designer

GES
Stéphane Fortin, Business Development Director

DX Design
Québec City Convention Centre’s team

Closing Celebration:
• MIX’OPOLY •
• Canada 150 •

INSCRIPT
Stefane Ratte, General Manager
Mélanie Des Ormeaux, Event Designer
Évelyne Cloutier, Event Coordinator

Fairmont le Château Frontenac
Valérie Larrivée, Assistant Director, Conference & Catering – Social
Marie-Josée Laflamme, Director of Group Sales

Hilton Quebec

PSAV

DX Design

Québec City Convention Centre’s team

Québec City Business Destination

Québec City Business Destination

Québec City Business Destination

Hilton Quebec

Chantal Duguay, Convention Assistant Director, Hilton Quebec
Isabelle Godin, Senior Sales Manager, Hilton Quebec
Science is global. Knowledge knows no boundaries. Today, international collaboration is required to advance knowledge. Accordingly, many scientific organizations are capitalizing on Hawai‘i’s strategic mid-Pacific location and global appeal to connect researchers from East and West. With deep ocean waters, active volcanoes, diverse micro-climates and clear night skies atop mountain peaks, Hawai‘i is one of the world’s greatest scientific treasures. Conveniently located within walking distance to Waikiki hotels, shops, and restaurants, the Hawai‘i Convention Center provides the perfect venue for world-class global gatherings.

To learn more, visit hawaiiconvention.com
## ACESSE17 Partners

<table>
<thead>
<tr>
<th>Strategic Platform Partner</th>
<th>Premier Partner</th>
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<tbody>
<tr>
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<td><img src="image" alt="CENTRE DES CONGRÈS DE QUÉBEC" /></td>
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</tbody>
</table>

### Event Partners

<table>
<thead>
<tr>
<th>Lanyards &amp; Pens</th>
<th>Live Webcast &amp; Videography</th>
<th>Presentation Platform Services</th>
<th>Signage &amp; Décor</th>
</tr>
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<tr>
<td><img src="image" alt="abila" /></td>
<td><img src="image" alt="PRODUCTION INNOVATIONS" /></td>
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<td><img src="image" alt="GES" /></td>
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<thead>
<tr>
<th>Concurrent Session Speaker Gifts</th>
<th>SMG Lounge</th>
<th>Board of Directors Luncheon</th>
<th>Opening Reception</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="HighRoad Solution" /></td>
<td><img src="image" alt="SMG" /></td>
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<td><img src="image" alt="FREEMAN AUDIO VISUAL CANADA" /></td>
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</table>

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<thead>
<tr>
<th>Board of Directors Dinner</th>
<th>First-timers Reception</th>
<th>CESSE After Hours</th>
<th>Tuesday Turndown Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Huntington Convention Center of Cleveland" /></td>
<td><img src="image" alt="HB HELMSBRISCOE" /></td>
<td><img src="image" alt="SmartBrief" /></td>
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<th>CESSE Fun Run/Walk</th>
<th>Wednesday Morning Break</th>
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<td><img src="image" alt="travel PORTLAND" /></td>
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It's showtime!

GES produces conferences, trade shows and exhibits that engage attendees, drive growth and propel business. We manage every detail from creative conception and strategy through flawless execution, focused on your goals and your vision. With an unrivaled global reach and breadth of services and technology, we offer everything you'll need from start to finish. Let's talk about your next project.

Learn more at ges.com
### Event Partners

<table>
<thead>
<tr>
<th>Wednesday Breakfast</th>
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</thead>
<tbody>
<tr>
<td><strong>Accesse17</strong></td>
</tr>
<tr>
<td><strong>Partners</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wednesday Lunch</th>
<th>Wednesday Afternoon SEEKER Session</th>
<th>CESSE Afterglow</th>
<th>Wednesday Turndown Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Seattle</strong></td>
<td><strong>Salt Lake</strong></td>
<td><strong>Multiview</strong></td>
<td><strong>Visit Miami</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thursday Fit Experience</th>
<th>Thursday Morning Break</th>
<th>Thursday Lunch</th>
<th>Thursday Afternoon Break</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Omaha</strong></td>
<td><strong>Houston</strong></td>
<td><strong>Pasadena</strong></td>
<td><strong>Mobile Alabama</strong></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Thursday Afternoon SEEKER Session Supporter</th>
<th>Thursday Turndown Gift</th>
<th>President’s Reception</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Milwaukee</strong></td>
<td><strong>Delcor</strong></td>
<td><strong>Marriott</strong></td>
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<tr>
<th>President’s Reception</th>
<th>Closing Celebration</th>
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# ACCESSE17 Partners
# ACCESE17 Partners

## Service Partners

<table>
<thead>
<tr>
<th>CESSE APP</th>
<th>CESSE Communities</th>
<th>Membership Directory &amp; Printed Programs</th>
<th>Electronic Marketing &amp; Promotion</th>
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<tbody>
<tr>
<td><img src="image1" alt="Eventsential" /></td>
<td><img src="image2" alt="Higher Logic" /></td>
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<td>E-Newsletter</td>
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<td><img src="image5" alt="SmartBrief" /></td>
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## Program Ads

- Charleston Area Convention & Visitors Bureau
- Fort Worth
- Huntsville
- VBC - Von Braun Center
- Visit Wichita

## Monetary Partners as of 7–6–17

- asi - Advanced Solutions International
- Signature Boston
- Brightfind
- Confluence Global
- ConferenceDirect
- Cleveland
- Detroit Metro Convention & Visitors Bureau
- Discover Halifax
- visitdetroit.com
## Monetary Partners as of 7-6-17

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Imagine having a world-class, powerful AMS without breaking a sweat

You’ve probably thought upgrading your legacy AMS, or setting up and implementing a new AMS, was simply out of reach. Whether it was lack of resources, lack of staff time, or just too daunting, a robust AMS solution was something you could only imagine.

Well, stop imagining because our AMS Concierge Service has you covered. Through our concierge implementation service, our dedicated support team is on-site and hands-on with your staff during the entire process. There’s no easier, faster, more economical way to get your association up and running, benefiting from all the aspects of a Timberlake AMS Solution. Helping you do more, achieve more, all without breaking a sweat.
The majority of ACCESSE17 events will be held at the Québec City Convention Centre (QCC) on Level 2 unless otherwise noted.

**Tuesday, July 25, 2017**

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<th>Time</th>
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<tr>
<td>12:00 pm – 7:00 pm</td>
<td>Registration Open – Hilton Lobby</td>
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<tr>
<td>2:00 pm – 6:00 pm</td>
<td>Speaker Ready Room – QCC 201C Provided by Warp Speed Technologies</td>
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<td>5:30 pm – 6:30 pm</td>
<td>First Timer’s Reception – Hilton, Plaine’s Room, 23rd floor Hosted by Amy Martell, HelmsBriscoe</td>
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<td>7:00 pm – 9:00 pm</td>
<td>Opening Reception – Explore Québec City With Your Senses! – QCC, Grand Hall &amp; 400 Hosted by Québec City Convention Centre, Québec City Destination Business, Freeman AV Canada and JPDG</td>
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<td>9:00 pm – 11:00 pm</td>
<td>CESSE After Hours – Hilton, Plaine’s Room, 23rd floor Hosted by SmartBrief</td>
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<tr>
<td>5:45 am – 7:00 am</td>
<td>*22nd Annual CESSE Fun Run/Walk – Hilton Lobby Sponsored by Travel Portland, Oregon Convention Center, and Triumph Expo &amp; Events, Inc.</td>
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<td>7:00 am – 8:30 am</td>
<td>Professional Headshots Available – QCC 200B</td>
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<td>7:00 am – 1:30 pm</td>
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<td>7:00 am – 1:30 pm</td>
<td>Speaker Ready Room – QCC 201C Provided by Warp Speed Technologies</td>
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<td>7:30 am – 8:30 am</td>
<td>Breakfast – QCC 200C Hosted by Business Events Canada and strategic Canadian Partners</td>
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<td>8:30 am – 9:30 am</td>
<td>SEEKER Session: One Step at a Time – QCC 200A</td>
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<td>9:30 am – 10:00 am</td>
<td>Power Perspective, Committing to Personal Reinvention – QCC 200A</td>
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<tr>
<td>10:00 am – 10:30 am</td>
<td>Cesse Connects Morning Break – QCC 200B Hosted by Hyatt Hotels &amp; Resorts</td>
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* indicates a separate registration fee required. ** indicates advance registration required. See registration for details.
### Schedule at-a-Glance

#### Wednesday, July 26, 2017 Continued

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<thead>
<tr>
<th>Time</th>
<th>Event name</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:00 pm - 1:00 pm</td>
<td>Lunch – QCC 200C&lt;br&gt;Hosted by Meet Hawaii, Hawaii Convention Center</td>
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<tr>
<td>1:10 pm</td>
<td>Meet at QCC Main Entrance to walk to Palais Montcalm</td>
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<tr>
<td>1:30 pm – 2:30 pm</td>
<td>SEEKER Session: From Video Games to the Willy Wonka of Québec City – Palais Montcalm&lt;br&gt;Supported by Visit Salt Lake</td>
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<tr>
<td>2:30 pm – 3:00 pm</td>
<td>Power Perspective, Organizations on the Reinvention Journey – Palais Montcalm</td>
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<tr>
<td>3:00 pm – 3:30 pm</td>
<td>CESSE Connects Afternoon Break – Palais Montcalm</td>
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<tr>
<td>3:30 pm – 5:30 pm</td>
<td>Art of Management Experience – Palais Montcalm</td>
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<tr>
<td>6:00 pm – 9:00 pm</td>
<td>Dinner on your own – see the Québec City desk for restaurant suggestions!</td>
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<tr>
<td>9:00 pm – 11:00 pm</td>
<td>CESSE Afterglow – Pot de Vin – 575 Grande Allée Est&lt;br&gt;Hosted by MultiView</td>
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#### Thursday, July 27, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event name</th>
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<tr>
<td>5:45 am – 7:00 am</td>
<td>CESSE Fit Experience – meet in Hilton Lobby&lt;br&gt;Hosted by Visit Omaha</td>
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<tr>
<td>7:00 am – 8:30 am</td>
<td>Professional Headshots Available – QCC 200B</td>
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<td>7:00 am – 4:00 pm</td>
<td>Solution Center – QCC 200B</td>
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<td>7:00 am – 4:00 pm</td>
<td>Registration – QCC 200B</td>
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<tr>
<td>7:00 am – 4:30 pm</td>
<td>Speaker Ready Room – QCC 201C&lt;br&gt;Provided by Warp Speed Technologies</td>
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<tr>
<td>7:30 am – 8:30 am</td>
<td>Reciprocity Roundtable over breakfast – QCC 200B</td>
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<tr>
<td>8:30 am – 9:30 am</td>
<td>SEEKER Session: Why Science and Engineering Matters – QCC 200A</td>
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<tr>
<td>9:30 am – 10:00 am</td>
<td>Power Perspective, Reinvention Drives Science and Engineering – QCC 200A</td>
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<tr>
<td>10:00 am – 10:30 am</td>
<td>CESSE Connects Morning Break – QCC 200B&lt;br&gt;Hosted by Visit Houston</td>
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<tr>
<td>10:00 am – 12:00 pm</td>
<td><strong>Innovate with CRIQ</strong> – departs QCC main entrance</td>
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* indicates a separate registration fee required.  ** indicates advance registration required. See registration for details.
10:30 am - 12:00 pm
Concurrent Sessions
1. Benchmarking Member & Customer Relationship Strength – Keys to Sustaining Engagement ROI – QCC 203
2. Fostering an Innovation Culture and Reshaping Your Organization’s Future – QCC 202
3. Communicating Effectively in a Post-Truth Environment – QCC 205A
4. Collaboration: Including Everyone in the Conversation – QCC 204B
5. Finance & HR Roundtable – QCC 205B
6. The New Age of Science – QCC 205C
7. Outside Influences and Future Trends Playing on the Hospitality Industry – QCC 200A
8. Reinventing Lifelong Learning for the Multigenerational Workforce – QCC 207

12:00 pm - 1:00 pm
Lunch – QCC 200C
Hosted by Visit Pasadena

1:00 pm - 2:30 pm
Concurrent Sessions
1. Developing the Innovative Mindset Using the Performance Art of Improvisation – QCC 207
2. How the Internet of Things Impact Associations – QCC 204B
3. What’s the Buzz, Tell Me What’s a-Happening: Management Practices Driven by Mass Consumption – QCC 204A
4. TED Talks, Podcasts, Videos, Fireside Chats and Infographics – How Telling Your Story Can Help STEM Societies Promote Their Missions – QCC 202
5. Data Analysis, It’s a Real Science for Practical Application – QCC 205A

1:00 pm - 4:00 pm
Driving Change to Deliver Quantum Results – A Workshop to Reinvent Your Conferences – QCC 203

2:30 pm - 3:00 pm
CESSE Connects Afternoon Break – QCC 200B
Hosted by Visit Mobile

3:00 pm - 4:00 pm
Concurrent Sessions
1. How Online Communities are Stealing Your Members (and What You Can Do About It) – QCC 207
2. Modernizing the Finance Function Through Finance Transformation – QCC 204A
3. Developing Leadership Capacities at Every Career Stage – QCC 205A
4. Building Your Superhero Team: A Nerdy Diversity Discussion – From Ironman to Ironheart – QCC 205B
5. Pop Up Conversations – QCC 200B

4:00 pm - 5:00 pm
SEEKER Session: Creating More Meadows Through People-Powered Innovation – QCC 200A
Supported by Visit Milwaukee

5:00 pm - 5:30 pm
Power Perspective, Global Reinvention Surrounds Us – QCC 200A

7 pm buses begin to depart
7:30 pm - 11:30 pm
Closing Celebration – Step into Canada and Be Ready to Play! – Fairmont Le Château Frontenac
Hosted by the Québec City Convention Centre, Québec City Business Destination, Fairmont Le Château Frontenac, Business Events Canada and INSCRIPT
As the world has become more interdisciplinary, many CESSE members wear multiple hats. In response, we’ve put together “Session Clusters,” to speak to related functional roles in the associations of today.

**SESSION CLUSTER KEY**

- **L**=Leadership (1)
- **N**=New to All This (2)
- **E**=Engagement, Membership, Governance, Volunteerism (3)
- **P**=Program, Products & Services (4)
- **O**=Business Operations, Finance, HR, Technology (5)
- **C**=Communications, Marketing, Social Media (6)

### 1) Leadership

If you’re looking for big-picture strategies, wisdom, or expertise to build your leadership capacities, guide an organization or lead a team, look to the “Leadership” cluster.

**RELEVANT SESSIONS**

- Art of Management
- Governance Issues in Scientific Not-For-Profits
- Beyond Robots and Jetpacks: Driving Change in Engineering and Science
- What’s the Buzz, Tell me What’s a-Happening: Management Practices Driven by Mass Consumption
- Developing Leadership Capacities at Every Career Stage
- Alternative Organizational Models
- How to Engage and Influence a Leader

### 2) NEW TO ALL THIS

If you’re new to CESSE, or to engineering or scientific societies, or completely new to the field of association management, our “New” cluster will help you feel like an old pro. We’ve organized the content and activities around your need to quickly learn how to make the most of your “New” world.

**RELEVANT SESSIONS**

- First-Timer’s Reception
- Experiencing Networking Evolution: Reinventing the Way You Create and Deliver Networking Opportunities
- Collaboration - Including Everyone in the Conversation
- Developing the Innovative Mindset Using the Performance Art of Improvisation
3) ENGAGEMENT – Membership, Governance, Volunteerism, Communities, Chapters/Sections

Working and interacting with volunteers, boards, committees and task forces. Managing various governance models. Creating engagement strategies. Overseeing the experience and/or activities of volunteers. Does this sound like you? If yes, this cluster is ideal for you.

RELEVANT SESSIONS

• Governance Issues in Scientific Not-for-Profits
• Engage! How Pokémon Go, Facebook, and other technology tools are changing the way associations run. Forever.
• Benchmarking Member & Customer Relationship Strength – Keys to Sustaining Engagement ROI
• How Online Communities are Stealing Your Members (and What You Can Do About It)?

4) PROGRAMS, PRODUCTS & SERVICES – Education, Training, Publications

If your day-to-day duties involve developing products, services, programs, publications, accreditation, training, licensing, standards, etc., fill your ACCESSE17 days with this cluster.

RELEVANT SESSIONS

• Navigating Your Way Through the Sharing Economy
• Reinventing Lifelong Learning for the Multigenerational Workforce
• Reinventing Your Meetings: Partnering with International Societies
• Driving Change to Deliver Quantum Results – A Workshop to Reinvent Your Conferences

5) BUSINESS OPERATIONS – Finance, HR, Technology, Meetings & Events

For those who organize, define and implement the work that needs to be done organizationally, this cluster will align with their interests.

RELEVANT SESSIONS

• Reinventing Your Meetings: Partnering with International Societies
• What’s the Buzz, Tell Me What’s a-Happening:

Management Practices Driven by Mass Consumption
• Data Analysis, It’s a Real Science for Practical Application
• How Online Communities are Stealing Your Members (and What You Can Do About It)
• Modernizing the Finance Function Through Finance Transformation
• Outside Influences and Future Trends Playing on the Hospitality Industry
• Driving Change to Deliver Quantum Results – A Workshop to Reinvent Your Conferences

6) COMMUNICATIONS – Marketing, Social Media, Public Relations, Advocacy

If you are interested in or responsible for sharing news or information, creating a means of connecting between people and having a dialogue with staff, volunteers, leadership, members, customers, legislators or the general public, this session cluster will help you excel. Communication tactics including marketing, social media, public relations and technology will be explored.

RELEVANT SESSIONS

• Developing an Innovative Mindset Using the Performance Art of Improvisation
• Communicating Effectively in a Post-Truth Environment
• TED talks, podcasts, videos, fireside chats, and infographics – How telling your story can help STEM societies promote their scientific missions

EARN CAE AND CMP CREDITS!

Earn up to 13.5 hours towards certification or recertification of your Certified Association Executive (CAE) or Certified Meeting Professional (CMP) designation by attending all educational sessions. Each hour of educational programming earns you one credit. Social activities and meals do not apply to certification credits.
You’re the expert in your trade – so are we

CONNECTING PEOPLE IS IN OUR DNA

30,000+ Active Advertisers in 30 Industries

400+ Sales Reps & Creative Staff Working for You

2,100+ Association Publications

$100 million+ in Non-Dues Revenue paid to associations

It pays to be connected.

Connect with us at ACCESSE17
Visit multiview.com to see the genetic makeup of our success.

CESSE Afterglow Hosted by MultiView
Join us Wed, July 26, 9:00 pm – 11:00 pm
Pot de Vin 575 Grande Allée Est Quebec, (Qc) G1R 2K4
We Invite You to Explore Wichita for Your Next Conference

With a remarkable nightlife, convenient downtown, exciting cultural events and a burgeoning craft brewery scene, we’ll make your next event unforgettable.

Make the most of your next event. Make the most of Wichita.
ACCESSE events are open to all attendees. You do not have to sign up for them in advance (exception Innovate with CRiQ, Fun Run/Walk and CESSE Fit Experience) and you can mix and match as you wish. The majority of conference events will take place at the Quebec City Convention Centre (QCC) unless otherwise noted.

Tuesday, July 25, 2017

First-Timer’s Reception – Hilton Québec, Plaine’s Room, 23rd floor
5:30 PM – 6:30 PM
Hosted by Amy Martell of HelmsBriscoe

First time attending ACCESSE? 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. Members of the CESSE Board of Directors, ACCESSE17 Program Committee, and staff, are excited to meet and welcome you to ACCESSE17! Match color-coded signs in the room to your name badge. There you’ll meet your peers who share the same interests and/or areas of responsibility. Don’t be shy – use this time before the official start of the conference to network and introduce yourself. We’ll see you there and walk over to the Opening Reception together!

Opening Reception – Explore Québec City With Your Senses! – QCC Grand Hall & Room 400
Brought to you by: Québec City Convention Centre, Québec City Business Destination, JPdl Québec, Freeman Audiovisual Canada, GES, DX Design, CRiQ and Beenox

Bienvenue à Québec / Welcome to Québec City
We’re so thrilled you’re here!

For the Grand Opening of ACCESSE17, the Quebec City Convention Centre will be home to a multi-sensory welcome evening. Immerse yourself in 4 distinct neighborhoods of the city: UNESCO World Heritage’s Old-Québec and its Bistro Petit Champlain; the Old Port and its farmers’ market, "Marché du Vieux-Port“ and the modern "Nouvo St-Roch", siege of serious creativity. Don’t forget to enjoy a picnic on the Plains of Abraham, have your caricature done or statufy yourself, meet with Baxter the Robot, learn about wine tasting, mixology, and so much more...

Touch, taste, listen, see and smell, all under one roof!

Leadership  New to All This  Engagement, Membership, Governance, Volunteerism  Program, Products & Services  Business Operations, Finance, HR, Technology  Communications, Marketing, Social Media
CESSE After Hours — Hilton Québec, Plaine’s Room, 23rd floor
9:00 PM – 11:00 PM
Hosted by SmartBrief

SmartBrief
We’re just getting started ACCESSE17 attendees! Make new connections and meet your CESSE colleagues after the Opening Reception for more conversation and beverages provided by our host, SmartBrief.

Wednesday, July 26, 2017

CESSE Fun Run/Walk (separate fee required)
5:30 AM Complimentary Coffee & Tea
5:45 AM Walk to the race starting line
6:00 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 & Events, Inc. Be part of the giving tradition, and sign up with a fellow attendee.

One-hundred percent of your $35 race fee ($40 donation to “just sleep in”) goes to Cystinosis Research Foundation.

Founded in 1608, the city of Quebec, the birthplace of French America, will allow you to discover a unique historical city. You will have the opportunity to pass through the most beautiful places of the sector of the Haute-Ville (Upper Town). This 5 km course will take you through the city’s fortifications, see the spectacular Château Frontenac with its unique architecture while the Dufferin Terrace will give you a spectacular view of the majestic St. Lawrence River. A splendid view towards the Ile d’Orleans, Island recognized for its many producers of apples.

Afterwards, your efforts will be rewarded when you arrive at Cap Diamant where you will once again have a magnificent view of the River to the west. To conclude on a section of the Plains of Abraham that will take you back to the Provincial Parliament of Quebec before completing the course.

Most of the route is on the road. Another portion is made of beaten earth or stone dust.

Walking or running, a beautiful single loop that everyone will love for sure!

Breakfast — QCC 200C
7:30 AM – 8:30 AM
Hosted by Business Events Canada and its strategic partners Québec City Convention Centre, Tourisme Montréal, Business Events Toronto, Tourism Saskatoon, Travel Alberta, Tourism Vancouver

Rise and shine ACCESSE17 attendees! Start your day with a hearty breakfast courtesy of Business Events Canada and their strategic partners. Come CELEBRATE CANADA’s 150th Anniversary, a hint of what awaits you for the closing celebrations!
SEEKER SESSION – One Step at a Time — QCC 200A
8:30 am – 9:30 am
Speaker: Jeff Adams, Paralympian, World Champion, Entrepreneur
Will you let a challenge become an impossible mountain you can’t climb or a hurdle you can jump? When life takes unexpected turns, it requires you to reframe your thinking and reimagine your future. Jeff Adams, a five-time Paralympian and six-time World Champion in wheelchair sports is living proof that focus, determination and spirit are the keys to achieving “gold medal” dreams. Transitioning from sport to business, Jeff founded Marvel Wheelchairs and Icon Wheelchairs, and is now the Executive Director of ArtsGames Foundation. Combining his understanding of life’s challenges with his experience as a world-class athlete, Jeff synthesizes his experiences that show us how the path to success is often the same—regardless of the goal that is pursued—in this truly inspiring SEEKER Session.

Power Perspective – Committing to Personal Reinvention — QCC 200A
9:30 am – 10:00 am
Moderator: Megan Moritz, Senior Manager, Chapter Relations, ISACA
Speaker: Jeff Adams, Paralympian, World Champion and Entrepreneur
Stay put following the SEEKER Session for a discussion with our SEEKER Session speaker, Jeff Adams. This short (30 minute) discussion is an opportunity to interact directly with Jeff and identify how we can reaffirm our commitment to personal reinvention.

CESSE Connects Morning Break — QCC 200B
10:00 AM – 10:30 AM
Hosted by Hyatt Hotels & Resorts

Ride on over to Hyatt Hotels & Resorts in the Solution Center during the morning break. Not only will they help you refuel, but also help you find a great venue for your next meeting.

SEEKER Session – What is It
SEEK stands for Science, Engineering, Excellence and Knowledge. CESSE is bringing thought leaders (in some cases nationally recognized speakers) with BIG ideas that have BROAD implications to challenge, energize and inspire you during ACCESSE17.
PRODUCTION INNOVATIONS

TRUSTED PRODUCTION PARTNER OF ENGINEERING & SCIENTIFIC SOCIETIES

CAD LAYOUTS
AUDIO / VISUAL
LIGHTING
SET DESIGN
PRESS SUPPORT
WEB STREAMING
DIGITAL POSTERS
EXHIBITOR RENTALS
STAFFING
LOGISTICS

COVALENCE
SYSTEM
Pioneered with our partners at the American Astronomical Society, the Covalence System is a revenue sharing program that allows nonprofit societies to take ownership of their projection.

SET DESIGN
Set design proposals are always provided at no charge, with all set rental costs passed directly through to the society. This allows for upgraded design options within the same budget.

PRESENTATION MANAGEMENT
As a proud production partner with Warp Speed Technologies, we offer joint proposals and seamless production integration with LaunchPad, the industry’s top presentation management system.

MISSION ETHICS
Production Innovations’ goal is to earn sustainable, mutually beneficial, transparent relationships with everyone we work with. We are devoted to the long, continuous curve, depending upon shared advice and learning over time. We are committed to facilitating your core mission by delivering on site with bespoke service and accessible pricing.

FOR PROPOSALS OR MORE INFORMATION PLEASE CONTACT
ROBERT@PROINAV.COM
WWW.PROINAV.COM
919.800.1425

P R O D U C T I O N
innovations
Concurrent Sessions
10:30 am - 12:00 pm

1 Harnessing the Sharing Economy to Enhance Member Experiences — QCC 205A

Speaker: Gary Schirmacher, CMP, Senior Vice President, Industry Presence & Strategic Development, Experient – A Maritz Global Event Company

A recent Brookings Institute study forecasts strong Sharing Economy growth on the horizon — advancing from $14 billion in 2014 to $335 billion by 2025. Throughout the world, new companies are forming that leverage shared assets to help individuals and organizations save money, increase revenue, and create vibrant and more sustainable networks where no asset goes unused. First embraced in Europe and Asia, the Sharing Economy is quickly gaining traction in North America. In this session, we’ll explore if/when/how to tap various Sharing Economy assets to deliver extraordinary member experiences.

Learning objectives:
• Identify who are the players that everyone is talking about
• Understand what the value is of using shared economy products and services
• Assess the risks with these companies in terms of safety, security and quality
• Determine what do you have to give up, if anything

2 Governance Issues in Scientific Not-for Profits — QCC 205B

Speakers: Kevin B. Marvel, Executive Officer, American Astronomical Society
Patrick Gouhin, CAE, Executive Director & CEO, International Society of Automation

Some associations have very active and engaged Boards. This can be a fantastic characteristic of a great Board. But what happens when the relationships between staff and the Board break down? Does the engaged Board suddenly stop being engaged? Probably not. In fact, those relationships between Board members and staff can become downright toxic. Is it OK to push back? Our panel presentation, made up of select experienced leaders of our associations, will allow you to hear first-hand what it’s like to walk that fine line, in good times as well as not-so-good. As we grow and evolve in our organizations, we need to understand what it’s like to work with a critical piece of the association world. You won’t want to miss this frank and eye-opening discussion!

3 Reinventing Your Meetings: Partnering with International Societies — QCC 207

Panelists: Roque Calvo, Executive Director & CEO, The Electrochemical Society
Greta Kotler, CAE, Chief Global Development Officer, ASAE: The Center for Association Leadership

Moderator: Debbie Zimmerman, Citywide Sales Liaison, Hawai‘i Tourism Authority Global MCI

Science is global. Knowledge knows no boundaries. This session will examine how North American based associations are partnering with their international counterparts to design collaborative meetings leading to greater access and exchange of information.

Learning objectives:
• How are associations partnering with their international counterparts to advance their scientific and engineering discipline?
• What are the benefits and challenges of these partnerships to the association?
• What are the benefits of these partnerships to attendees?
LET’S MAKE YOUR MEETINGS MORE ONE-OF-A-KIND, YEAR ROUND.

Let’s chat about how at meetings.travelportland.com

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
Engage! How Pokémon Go, Facebook, and other technology tools are changing the way associations run. Forever. — QCC 204B

Speakers: Rachael McGuffin, Member Services Manager, International Society of Automation
          Tony Rossell, Senior Vice President, Marketing General Inc.
          Chris Stelzig, Director of Strategic Initiatives, Entomological Society of America

The membership association model has not changed in decades. We still rely on the R's Model of Recruit, Retain, Renew -- then Rinse and Repeat. This tried and true model may not be sustainable though with Generation Y (or is it Generation "Why"?). Today's professionals are spending more time and finding more value on their social media platforms. The internet has disrupted the traditional space occupied by membership associations -- that of providing content, services, and products to groups of like-minded individuals. Today's members are demanding more for their membership dollar and changing the ways that professional societies engage with individuals. Mission is now more important than membership, forcing us to ask the question, do associations really need members to survive? Join us for thought-provoking conversation about the very nature of membership associations and an exploration of some of the tech tools that are driving association work today.

Learning Objectives:
• Explore the importance of focusing your Society’s efforts on a mission that resonates with your intended audience
• Discuss new ideas and concepts utilizing social media and other technology platforms that target key association program areas and align with your Society’s value proposition
• Learn how and why you should be building compelling inbound content marketing campaigns
• Explore a successful model where Facebook and telemarketing are combined to re-engage lapsed members

Beyond Robots and Jetpacks: Driving Change in Engineering and Science — QCC 203

Panelists: Stefano Bertuzzi, CEO, American Society of Microbiology
          Colleen Layman, PE, Vice President & Director of Professional Services - Engineering, HDR
          Joel Primeau, Consulting Engineer, Rogers Co.

Moderator: Peter Finn, CAE, Deputy Executive Director & Chief Learning Officer, Society of Women Engineers

How are engineering and scientific associations forecasting and identifying future efforts to drive change in the profession(s) while meeting the needs of their respective members i.e. the engineer and scientist of 2030? With so many current and potential advances in various areas like nanotechnology, artificial intelligence, infrastructure, and renewable energy (to name a few), the role of the engineer and scientist will be increasingly central to reshaping the world we live in. This panel, representing leadership perspectives in industry and associations, will provide an envisioned future for the practices of engineering and scientific professionals, the workforce, public policy, and new trends in technology and disruptive technologies.

Learning objectives:
• Identify new trends in engineering and science and the exigent implications for the future workforce
• Examine the role of associations in driving change on a global scale
• Discuss opportunities for increased collaboration between associations and industry
• Evaluate the potential for shifts in the workforce
THE MOST INNOVATIVE LABORATORY FOR SCIENTIFIC RESEARCH ISN’T A SCIENTIFIC LABORATORY.

At science and engineering meetings in Canada, your delegates will exchange breakthrough ideas with some of the leading minds in research, teaching, and technology. And afterwards they can experience some of the best leisure activities anywhere. Put the Business Events Canada (BEC) team to work for you and set the bar high for your next meeting, convention or incentive. Business Events Canada and its CESSE strategic partners will ensure your delegates have exciting landscapes to explore, both natural and urban. And of course, incredible venues to inspire them.

BusinessEventsCanada.ca
Alternative Organizational Models — QCC 204A

Speakers: Scott Grayson, Executive Director, American Public Works Association and the Canadian Public Works Association
David Schutt, CEO, SAE International
Edward J. Stygar, CAE, Executive Director, ABSA International
Moderator: Ellen Bergfeld, PhD, CEO, Alliance of Crop, Soil & Environmental Science Societies

Just as most of the original Dow Jones industrials are no longer part of the exchange after 100 years, many associations have needed to reinvent their mission, and market, to attract and retain an audience. Does your organization focus solely on members, or does it consider more broadly the market it serves? In this session, we will explore how three CESSE associations are positioning their organizations for the future, and the communication, governance, and service models they are designing to engage their stakeholders and stay market worthy. We will consider the criteria that led these organizations to evolve, and look at how to lead the exploration and development of a new business model for your association.

Learning objectives:
• Understand how to communicate the need for change to the Board and to stakeholders
• Compare member-centric and mission-centric organizational models
• Generate guiding questions and criteria your organization should consider before moving forward with a new model
• Learn from those in the process of changing their models, "If I had to do it all again, what would I do differently?"

Experiencing Networking Evolution: Reinventing the Way You Create and Deliver Networking Opportunities — QCC 205C

Facilitator: Lowell Aplebaum, CAE, Adviser and Founder, Next Connextion

We all accept that individuals seek content aligned to where they are in their careers: an individual just entering their field requires basic level resources, while seasoned individuals expect mastery level practices. We as association professionals too often don’t transfer this content delivery model to creating networking experiences. In this session, we will explore four stages of networking needs – early career, mid-career, advanced career, and job seeker. We will define these stages and their unique requirements; investigate optimizing current programming to support the stages; and then we’ll get out of our seats and test various application methods.

Lunch — QCC 200C
12:00 PM – 1:00 PM
Hosted by Meet Hawai‘i, Hawai‘i Convention Center, AEG Facilities

Aloha is not just a greeting or farewell, it’s a way of life. Join Meet Hawai‘i and the Hawai‘i Convention Center to discover how scientific organizations are building bridges with their Asian colleagues in the Aloha State.
SEEKER SESSION – From Video Games to the Willy Wonka of Québec City — Palais Montcalm

1:10 pm – Meet at Main Entrance of QCC to walk to Palais Montcalm
1:30 pm – 2:30 pm

Speaker: Dominique Brown, Owner, Chocolats Favoris

What do video games and chocolate have to do with reinvention? And better yet, how do they relate to managing engineering and scientific associations? SEEKER Session speaker, Dominique Brown will take us on his journey of developing a successful video game company, his leap to a completely different industry and path to take an established chocolatier into a new direction.

Dominique Brown, owner and CEO of Chocolats Favoris, always believed in Québec City’s strong business potential. Over the years, Dominique accumulated numerous awards for his work with Beenox (a video game company which he sold to Activision) and in 2011, he acquired Chocolaterie de l’Île d’Orléans and discovered a new-found passion: chocolate. With grand ambitions, he acquired Chocolats Favoris in 2012—with the goal of becoming the global leader in chocolate. His bold vision is focused on developing Chocolats Favoris through innovation and constant growth. His ultimate goal? Conquering the world—with chocolate!

Power Perspective – Organizations on the Reinvention Journey
— Palais Montcalm

2:30 pm – 3:00 pm

Moderator: Peter Inchauteguiz, CAE, Sr. Director, Strategic Marketing & Communication, American Institute of Physics
Speaker: Dominique Brown, Owner, Chocolats Favoris

Dominique Brown will sit down with us to discuss maintaining a culture of innovation, how to reinvent an established brand and offer perspective and advice for organizations on the reinvention journey. You’ll have an opportunity to ask your questions, share your reactions and walk away with ideas on how to continuously innovate and reinvent in your organization.

CESSE Connects Afternoon Break — Palais Montcalm

3:00 PM – 3:30 PM

Following the SEEKER Session and Power Perspective with Dominique Brown, join us in the foyer of Palais Montcalm for a little chocolate surprise.

Experiential Learning Session: Art of Management — Palais Montcalm

3:30 pm - 5:30 pm

Discover a new model for business management through an inside look at how an orchestra works against the backdrop of the Palais Montcalm. This workshop is structured as a rehearsal, concert and discussion period with Les Violons du Roy to illustrate the dynamic relationship between an orchestra’s conductor and its musicians and, correspondingly, how leaders apply those skills in effectively managing high-performance teams.

This is a unique opportunity to see management situations in a new light. We will reflect on the challenges of management, explore the role of a conductor in the orchestra, recognize the contribution made by the strengths and talents of each member of a group, individual means of expression, and the essential symbiosis that creates a genuine team.

This is a structured workshop session presented in an incredible setting and offered without any conflicts against any other conference programming in the afternoon. It’s a must attend event for all attendees!
CESSE Afterglow – Pot de Vin, 575 Grande Allée Est
9:00 PM – 11:00 PM
Hosted by MultiView

The night is still young ACCESSE17 attendees! Meet the MultiView team and your colleagues for an after-dinner reception at Pot de Vin, just a short walk from the Hilton Québec and steps away from the restaurants of Old Québec. See the Hilton Québec front desk or the CESSE 360 app for directions.

Thursday, July 27, 2017

CESSE Fit Experience (pre-registration required)
5:45 AM Meet in Hilton Québec lobby
6:00 AM Fit Experience begins
7:00 AM Fit Experience concludes
Hosted by Visit Omaha

Recommended attire: comfortable clothing and supportive athletic shoes
Get up and get going! Come join the local CESSE Fit Experience “guides”, who’ll show you beautiful sites of Québec City and explain interesting facts all while working out and burning those calories. Lace up your shoes, enjoy the fresh air and have fun with your colleagues while seeing a side of Québec City in a way you’ve never experienced before.
All levels are welcome to participate, but you must pre-register and sign a waiver in advance. This event involves physical activity such as stretching, walking, lunges, jumping and strength exercises. This fun and creative start will carry you through the day with more energy than you can imagine!

Reciprocity Roundtable Breakfast – QCC 200B
7:30 AM – 8:30 AM
Facilitator: Lowell Apelbaum, CAE, Strategic Adviser and Facilitator, Next Connection
Reciprocity is the exchange of things and ideas for mutual benefit. At ACCESSE17 we’re showcasing a new session during Thursday’s breakfast called the Reciprocity Roundtable. What better way to start the day than by paying it forward to your CESSE colleagues and partners?
So, set your alarm, grab some breakfast and join a table discussion group. Topic categories include Engagement, Relevance, Innovation and Leadership.
At the end of this session, you will:
• Learn the power and practice of reciprocity
• Find solutions to your issues while focusing on contributing to others
• Build relationships and trust with others as you learn about and help one another
Engage in the Reciprocity Roundtable and experience the CESSE network in action!
SEEKER SESSION – Why Science and Engineering Matters — QCC 200A
8:30 am – 9:30 am
Speaker: Dr. Ainissa Ramirez, Scientist, Author and STEM Evangelist

Imagine the world without science and engineering. No cell phones, no refrigerators, no cars, no electricity, no antibiotics and many other everyday technologies we take for granted would not exist. These advances would not be our reality if it weren’t for the efforts of scientists and engineers who were curious enough to experiment and willing to take risks to invent and create.

At the root of all scientific and engineering societies is the desire to discover and advance the world we live in. Science and engineering have shaped our past and will become even more important to our future. How can we as leaders of scientific and engineering associations help attract, better prepare, support and inspire STEM professionals? Dr. Ainissa Ramirez, research scientist and STEM evangelist, will share her insights from working to get the general public excited about STEM and opportunities for associations to help drive reinvention in science and engineering.

Power Perspective – Reinvention Drives Science and Engineering — QCC 200A
9:30 am – 10:00 am
Moderator: Sharon Lensky, Technical Support Manager, American Physical Society
Speaker: Dr. Ainissa Ramirez, Scientist, Author and STEM Evangelist

Immediately following our SEEKER Session presentation, we’ll talk with Dr. Ramirez about making friends with failure to drive reinvention, practical applications for getting the next generation interested in STEM professions and creating an organization that inspires and supports engineers and scientists. We know you’ll have questions, so we’ll leave plenty of time to connect with Dr. Ramirez.

**Experiential Learning Session: Innovate with CRIQ — Depart main entrance of QCC
10:00 am – 12:00 pm

CRIQ is a state-owned company dedicated to industrial research and innovation. CRIQ has been an expert in industrial productivity and competitiveness for 45 years now and provides the most extensive range of innovation services available in the Province of Québec. The company possesses a vast array of expertise in several economic sectors in Québec and carries out more than 1,600 profitable projects annually.

Step outside of the educational conference sessions and learn how the innovation process occurs “on demand” at CRIQ. Visit the state-of-the-art facility and innovation labs based in Québec City’s Techno Park with your colleagues to see the industry’s innovative application of technology. See with your own eyes: 3D Metal Additive Printing; Volatile organic compounds (VOCs) detectors and the “odor wheel”; Active ingredient extraction in an explosion-free building and much more!
**CESSE Connects Morning Break — QCC 200B**

**10:00 AM – 10:30 AM**

*Hosted by Visit Houston*

**VISIT HOUSTON**

Fly over to the Solution Center and make a stop to Visit Houston while you are there. Grab a beverage and mid-morning snack during the break, courtesy of Visit Houston.

**Concurrent Sessions**

**10:30 am – 12:00 pm**

1. **Benchmarking Member & Customer Relationship Strength – Keys to Sustaining Engagement ROI** — QCC 203

   **Panelists:** Marc Beebe, Senior Director, Strategic Research, Public Imperatives & Corporate Development, IEEE
   Michael Gips, Chief Global Knowledge & Learning Officer, ASIS International
   Patrick Gouhin, CAE, Executive Director & CEO, International Society of Automation

   **Moderator:** Peter Turner, Senior Adviser, Global Development Strategy, MCI

   In 2016, fifteen associations participated in the first benchmark indices to better understand how relationship strength affects the ability to improve engagement with non-US members and customers through empirical data. Over 8,000 members and customers responded. In 2017, many of those same associations plus others will add thousands of US members and customers to this data base which will focus solely on US aspects of engagement.

   This Engagement Index community is a collaboration between MCI and its research partner FairControl and many of these US associations as we seek answers to the most critical questions impacting reinvention:

   - How strong is the current relationship with members and customers?
   - What is impacting for good or bad the quality of these relationships?
   - What resources deliver the most value and impact engagement the most?
   - How relevant is the value proposition to the needs of members and customers?
   - What levels of engagement are there and how do members and customers fit into this model?

   This session will share and contrast the latest findings of the American and Global Engagement Indices illustrating how domestic and overseas customers and members view the effectiveness of US associations, and how associations use this data to inform and change strategy and operational planning.

   **Learning objectives:**

   - Leading Trends from the American and global benchmark indices across industry and geographic sectors and insights from association participants from their own data and Index scores
   - Outcomes and fresh thinking that arose from member and customer insight that impacted strategy and operations
   - Exploration discussions and group reporting from exercise conducted at audience tables

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Fostering an Innovation Culture and Reshaping Your Organization’s Future — QCC 202

Speakers: Josh Freeman, Senior Adviser, Multi-Media Strategies, American Association for the Advancement of Science and Founding General Manager, Trellis
Michael Jones, Director, Mobile Technologies, Results Direct
Sig VanDamme, Founder, NimbleUser

An innovation culture is the key to your association’s race to relevance. With innovation, the sky’s the limit; Without it, your organization will wither and die. Culture cannot be created but you can put things in place to foster and grow innovation. Learn techniques, exercises, tips and tricks of what you can do today to ignite an innovation fire within your organization. Hear examples of how other organizations are encouraging innovation and leveraging new technology. You will gain valuable takeaways today to make a difference tomorrow.

Learning objectives:
• Learn what can be done to foster an innovation culture in your organization
• Learn to spot inhibitors to innovation and techniques for overcoming them
• Understand how agile methodologies contribute to innovation
• See case studies of real world association innovation turnarounds and successes

Communicating Effectively in a Post–Truth Environment — QCC 205A

Speaker: Leonard Greenberger, Partner, Potomac Communications Group

In an era when many people receive most of their information from social media platforms and often find unsubstantiated “fake news” more credible than what they see or read in the mainstream media, scientists and engineers are finding it even more difficult to communicate effectively. During this session, we'll review new research on how people absorb, filter and judge facts, data and other information, and discuss strategies and tactics that attendees can use to break through and win over members, policymakers, the general public and other important audiences in a post-truth world.

Learning objectives:
• Discover what the latest research tells us about how people consume and process information in a post-truth environment
• Determine how you can adjust your communications strategies and tactics to more effectively inform, educate and persuade your target audiences

Collaboration: Including Everyone in the Conversation — QCC 204B

Speakers: Arlene Pietranton, PhD, CAE, Chief Executive Officer, American Speech-Language-Hearing Association
Damita Snow, Sr. Manager, Publishing Technologies, American Society of Civil Engineers

Successful associations affect communities globally and locally. The reality is that you cannot have a singular business view. Diverse groups are a part of the workforce and will become an even larger group in years to come. According to the 2010 U.S. Census, the U.S. is more diverse than ever before and those numbers will increase. Working with someone unlike yourself is a reality in the 21st century. To increase our skillsets, we must become culturally competent. Cultural competency, according to the Business Dictionary, is defined as:

“A set of behaviors, policies, and attitudes which form a system or agency which allows cross-cultural groups to effectively work professionally in situations. This includes human behaviors, languages, communications, actions, values, religious beliefs, social groups, and ethic perceptions. Individuals are competent to function on their own and within an organization where multi-cultural situations will be present.”

Through a combination of presentation and interactive exercises, we will examine how our cultural identities influence how we engage with others and seeks to discover creative ways to form collaborative working relationships.

Learning objectives:
• Identify cultural influences on communication styles
• Develop cross-cultural communication techniques
• Increase your awareness of nonverbal communications
Finance & HR Roundtable — QCC 205B ●
Speaker: Jonathan Goodwin, SPHR, SHRM-SCP, Interim Executive Director, AOAC International

Finance and Human Resources (F&HR) professionals have a chance to come together, meet other CESSE members doing similar work, and talk about pressing issues that concern all of us. Not only will you meet others who you can reach out to throughout the year for support, but you will also gain insight into the operations of different sizes and shapes of CESSE organizations. Additionally, you will hear about plans for the next Fall F&HR meeting that is coming up in November. This roundtable discussion is open to anyone interested in topics that relate to Finance, Human Resources and other Administration challenges facing CESSE organizations today. We hope to see you there!

The New Age of Science — QCC 205C ●
Panelists: C. David Gammel, CAE, Executive Director, Entomological Society of America
Raj Pandya, Program Director, Thriving Earth Exchange, American Geophysical Union
Celeste M. Rohlfing, PhD, Chief Operating Officer, American Association for the Advancement of Science

"For science to be effective and provide its benefits to people, some fundamental principles must be observed and defended — among them, the freedoms of open communication, collaboration and diversity of perspectives, all of which are disrespected by such travel restrictions," AAAS CEO Rush Holt writes.

Science relies on the talents of disciplined scientists contributing to fact-based discovery and innovation, and in the new political environment, these principles are balancing in an uncertain landscape. For those of us leading science and engineering societies, what is the role that we can play to help our constituents navigate this new terrain?

Join us as we continue the conversation and share approaches to science policy that are emerging in this new administration. How do we open discussion with our membership on these issues? What are effective strategies for keeping the needs of true scientists in front of Congress? How do we help create awareness and support of the diversity of talent, perspectives, and backgrounds that make up the science community?

Learning Objectives:
• Explore how to communicate the real science, and the need for it, in an era of new norms
• Share approaches to advocacy on behalf of the science community
• Discuss our objectives, and collaboration opportunities

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VBC — VON BRAUN CENTER
Outside Influences and Future Trends Playing on the Hospitality Industry — QCC 200A

Panelists: Melanie Kuranda, Director Midwest Sales Development, Business Events Canada
Rocco Laforgia, CASE, Director of Sales Worldwide Accounts, Hilton, Inc.
Dave Scypinski, Senior Vice President, Conference Direct
Gary Schirmacher, CMP, Senior Vice President, Industry Presence & Strategic Development, Experient – A Maritz Global Events Company

Moderators: Tony Giometti, Conference Program Manager, ASHRAE
Lizzy Seymour, CMP, Manager, Conference Services, ASHRAE

In this session a panel composed of industry experts will discuss outside influences impacting the meetings and conventions industry. Topics include current market conditions, hotel consolidation, inventory growth, the balance of technology and relationships, event and meeting safety and security initiatives, security best practices, experience design principles to improve the experience and ROI for attendees, exhibitors and event organizers, travel ban realities, future trends affecting the business aspect of booking meetings and conferences and MUCH MORE. Bring your questions and be ready to take notes during this lively discussion.

Learning Objectives:
• Identify the major trends at play in the hospitality industry
• Adjust current practices to better align with industry and market forces
• Describe new ideas when seeking proposals for association meetings and conferences

Reinventing Lifelong Learning for the Multigenerational Workforce — QCC 207

Panelists: Val Bland, Senior Manager of Professional Programs, Society of Women Engineers
Justin Kim, Director of Online Learning, Chicago Theological Seminar
Kevin Perry, Director, Professional Development, SAE International

Moderator: Sandra Williams, PhD, HRD Coordinator and HRD Graduate Advisor, Associate Professor Organization

One of the biggest challenges facing leaders will be managing an employee age profile which in theory could range from 18 to 80. Discussion will focus on designing learning activities to meet the different needs, preferences, and biases of the five generations currently in the workplace as well as building a culture of lifelong learning. Particular focus will be devoted to utilizing the various technologies in reaching such a spectrum of learners and increasing the learning velocity of professionals in science and engineering. Within the session you will not only hear about new emerging learning models but also get a chance to experience these new models.

Learning objectives:
• Examine the new methods for designing and delivering effective educational activities for a multi-generational audience
• Evaluate strategies for developing a culture of lifelong learning
• Discuss new directions in the area of instructional design for your organization

Lunch — QCC 200C

12:00 PM – 1:00 PM

Hosted by Visit Pasadena

Everything’s coming up roses at lunch. Join the Visit Pasadena team for a preview of what awaits us next year at ACCESSE18. Mark your calendar now for ACCESSE18 in Pasadena, CA July 10-12, 2018!
Driving Change to Deliver Quantum Results – A Workshop to Reinvent Your Conferences — QCC 203

1:00 pm – 4:00 pm
Facilitator: Mike Bills, Founder, PureReinvention and Principal and Founder, MB Strategies LLC

Brick and mortar retail is almost dead, right? Think again! TJX Co’s, owner of Marshalls, TJ Maxx and Home Goods, are defying the retail slump by delivering a niche experience that keeps people coming back. What can we learn and apply to one of the key activities in engineering and scientific societies – conferences?

Let’s face it – we all know that, when it comes right down to it, we’re the drivers for making changes to and moving our association’s meetings and conferences forward. And, we know that two heads are better than one for creating and executing these changes.

Attend this workshop to get the best of both, a process and solution for advancing the reinvention of your conference or meeting. Leaders responsible for designing, planning, marketing, developing content for, whose organization derives revenue from or are ultimately responsible for oversight of meetings, conferences and events need to be part of this workshop.

In the first hour, you’ll gain an understanding of the Fundamental Five of reinvention. Spend the second-hour working together to develop a plan for reinventing your meeting or a segment of the meeting (e.g. exhibits). In the final hour, we’ll “report out” and share what each group developed.

Here’s the bottom line – you’ll walk away with a clear purpose on WHY to reinvent, understand the fundamental process of reinvention, gain experience applying the process, develop a focused blueprint you can use to reinvent any event where people learn and convene and, best of all, with life-long relationships after working and networking with attendees who develop and contribute to the success of conferences and meetings.

Reinventing your conference starts at ACCESSE17!

Concurrent Sessions
1:00 pm – 2:30 pm

Developing the Innovative Mindset Using the Performance Art of Improvisation — QCC 207
Speakers: Izzy Gesell, Owner, IzzyG & Company
Robert Korin, Director National Accounts and Improv Performer, Hilton Waikoloa Hawai’i

Have some fun while laughing, learning and improving your ability to THINK ON YOUR FEET during this session through the Techniques, Tips & Tactics Borrowed from Improv Theater customized for association leaders.

This communication skills workshop is designed to take your ability to think and respond quickly in all situations to a whole new level with the speed and agility used by Improvisation players you have seen on TV. You know... the ones that respond spontaneously to rapid-fire suggestions from the audience with astonishing ease and creativity.

Considering the wide variety of encounters we face daily in our business and personal lives including; business or organization stakeholders, peers, managers, volunteers, suppliers, friends, family, just to name a few, this program is ideally suited to help us improve our job performance by strengthening our innovation mindset.

You will learn some of the Drills and Skills used in the performance art of Improv including, staying present, active listening, making your partner look good, trust and collaboration. This is not a show and no one will be asked to be on stage (unless you volunteer).

At the end of this session you will be able to:
• Apply the Improv mindset to strengthen your ability to “Listen, Listen, Listen”
• Describe your own behavior around your perceived limitations.
• Apply a tactic to disagree without becoming argumentative.
• Facilitate processes to enable groups to discuss and deal with challenging issues.
• Employ a practice to become more comfortable with change, more open to new ideas and less risk averse.
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How the Internet of Things Impact Associations — QCC 204B

Speakers: Trevor S. Mitchell, CAE, Senior Director of Membership & Strategy, American Mensa
Amanda Myers, Director of Member Strategy, Abila

In 2015 Gartner found that there were 4.8 billion objects connected to the Internet. By 2020, that number is projected to grow to a staggering 25 billion objects. Through a network of physical objects embedded with network connectivity, the Internet of Things (IoT) creates the opportunity for real-time, machine-to-machine communication. For associations, IoT creates great opportunity to better understand and know members, ultimately uncovering new information that will help drive engagement, support retention, or create a more meaningful value proposition that resonates with those looking to join.

In this session, we’ll dive into what exactly is the Internet of Things and strategies your association should be implementing now to prepare for the expected expansion in the next 4 years.

Learning objectives:
• Gain a better understanding of IoT and how to evaluate emerging technology.
• Develop strategies to identify and monitor new ways in which your members may interact with your association to shape new engagement opportunities.
• Identify how to prepare your Website and database for an influx of data and integration opportunities with wearables to drive engagement.

What’s the Buzz, Tell me What’s a-Happening: Management Practices Driven by Mass Consumption — QCC 204A

Speakers: Naomi Schmuckler, Senior Director Human Resources, American Institute of Physics
Sheri Young, PHR, Director, Human Resources & Governance Support, International Facility Management Association

This session will highlight the most read book and blogs, and most watched Ted Talks to illustrate current thoughts on management do’s and don’ts. Join us for a fun, interactive format, and increase your management acumen. At the end of the session, you will have a list of outstanding resources to dig deeper into topics introduced. Additionally, you will obtain high level tips for coaching, improving culture and workplace well-being, leading teams and more.

TED Talks, Podcasts, Videos, Fireside Chats, and Infographics — How Telling Your Story Can Help Stem Societies Promote Their Missions — QCC 202

Speakers: Rick Stone, CEO, StoryWork International
Charles Vincent, PhD, Entomology Research Scientist, Agriculture & Agri-Food Canada Horticulture Res. & Development Center

The average person is exposed to over 3,000 advertising messages in a single day. As association professionals, getting customers to read our membership brochures, study our benefit statements, or even pay attention to our tweets is a tall order. But telling our story in vignettes, pictures, and animation can be an effective way to cut through the clutter. And for our member scientists, training them to turn charts, graphs, and bullet points into compelling stories to support scientific research and funding can be a great service to offer your membership.

Join us for this interactive and “novel” session that will feature the art of the story in all its forms. We’ll review some examples of storytelling from various organizations and talk about what makes them work, learn some tips and tricks that will help you turn a scientific mission statement into a narrative that will resonate broadly, and even see a “before” and “after” presentation of one scientist who worked with a consultant to help strengthen his approach to presenting his research. We’ll also discuss the impact of “fake news” and how societies have a moral imperative to control their own message.

Learning Objectives:
• Identifying elements in your organization’s narrative that make effective stories
• Tips and tricks to turn your mission statement into a story
• Strategies for working with scientist members to turn research papers into calls for action
• Identifying compelling elements of your association’s narrative that will resonate with stakeholders, the general public, and potential members
Data Analysis, It’s a Real Science for Practical Application — QCC 205A

Speakers: Jon Kulok, Principal, Edge Research
          Katherine Matthews, Database Manager, Entomological Society of America
          John Tidwell, Assistant Director of Research and Brand Strategy, American Chemical Society

There are not only best practices, but established principles that, when used, will result in meaningful data on which you can act. It’s not high-level, it’s more about knowing what to measure. These speakers are experts in both the principles and the practical.

Who is Stealing Our Business? — QCC 205B

Speakers: Anne House Henrich, President, Cardinal Consulting
          Svetlana Shaknes, Director of Market Intelligence & Data Analysis, American Society of Mechanical Engineers

Will your organization exist in a few years? Larger and more impactful or smaller and with less relevance? Who are the external players stealing the activities that were traditionally “owned” by CESSE members? This session will explore these questions.

Associations’ traditional business models are increasingly threatened by new, non-traditional competitors amid a rapidly evolving technology landscape. Today, potential competitors range from social networking platforms like Facebook and Twitter and also expert networks like LinkedIn, Mendeley and GLG, to paradigm-breaking publishing competitors like ResearchGate, to even the association’s own members. All are offering communities, products, services and programs that were the traditional purview of professional associations. Simply put, we are in crisis... one we struggle to fully understand or accept. The reality is this: One of the most consistent patterns in business is the failure of leading organizations to stay at the top of their fields when technologies or markets change. So, what should you know about the future and – even more importantly – what can you do about it?

Learning objectives:
• Macro forces driving future long-term change and their implications for associations
• The theory of disruptive innovation – and how winners respond (and losers fail), illustrated by case studies
• Interactive discussion of what we can do to survive till year 2025 and beyond, and how to align your organization with innovation and disruption

CESSE Connects Afternoon Break — QCC 200B

2:30 PM – 3:00 PM
Hosted by Visit Mobile

Expand your CESSE connections and bounce on over to Visit Mobile. Enjoy beverages and refreshments generously provided by Visit Mobile.
Concurrent Sessions
3:00 pm – 4:00 pm

How Online Communities are Stealing Your Members (and What You Can Do About It) – QCC 207

Speaker: Heather McNair, Vice President of Engagement Strategy, Higher Logic

Since the rise of social technologies, people have been coming together around common identifiers, values, and purposes via mediums like LinkedIn or Facebook groups. The online communities created by these networks are stealing valuable market share away from organizations created with similar objectives in mind – associations.

Online communities are now providing a free, accessible place for scientists and engineers to collaborate and discuss recent advances from around the world, both of which took place within associations in the past. From your members’ perspective, are online communities becoming the new associations? Will reinventing your communication, engagement, and benefit delivery tactics to revolve around online communities help your association remain relevant and valuable?

Attendees will walk away from this presentation with actionable next steps on how to amplify the reach and value of their association by adopting community-building technology to adjust to members’ new online behavior.

Learning objectives:
• How to reverse engineer your audience leaving
• How to determine if an online community is right for your organization
• How online communities facilitate scientific discussion and problem solving
• Steps to create a successful, integrated and interactive member community
• The framework for establishing positive-growth practices with clear value propositions – for you and your members

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Stereotypes Be Damned.

Over the years, Salt Lake has collected an impressive number of stereotypes – some warranted, some not, some downright hysterical. Regardless, we’re always amused with how quickly visitors shed those stereotypes once they’re here. With over 180 bars, 200 hotels, 1800 restaurants, and nearly 1 million square feet of diverse convention and meeting spaces, you’ll be asking yourself, “This is Salt Lake?”
Modernizing the Finance Function Through Finance Transformation — QCC 204A

Speaker: Greg Maddux, Partner – Management Consulting, RSM US LLP

Transforming the finance function can take an organization from a back-office recording and reporting function to a strategic enabler and insightful advisor for achieving organizational goals. While this concept is often associated with for-profit businesses, there is also clear and relevant tie to the work nonprofit organizations are performing. In this session, we will define what it takes to modernize your finance function – identifying common gaps where finance can have an impact on ROI – in addition to providing real-life examples where desired outcomes were achieved.

Learning objectives:
- Understand how these changing trends are affecting the industry
- Identify the challenges ahead
- Discover ideas to transform your finance function

Developing Leadership Capacities at Every Career Stage — QCC 205A

Panelists: Andrea Holovach, Director of Governance and Performance Improvement, International Society of Automation
Matt Miller, Chief Operating Officer, American Welding Society
Eileen Murray, Executive Director, American Epilepsy Society
Rupert Schutz, Email Marketing Assistant Manager, ASHRAE

Moderator: Sandra B. Marshall, CAE, Executive Director, CESSE

There are established career pathways for becoming an engineer, a lawyer, an accountant, and many other professions; but what is the equivalent skill set and pathway for leaders? In an effort to demystify leadership capacities, and to reflect on how leaders grow their capacity over their careers, this session will bring together several leaders at different career stages. Working together, we’ll explore a set of leadership attributes, and share examples of how we’ve applied some of these skills and what we’ve learned along the way. Bring your leadership questions, resources, and stories, to expand our collective understanding of best leadership practices.

Building Your Superhero Team: A Nerdy Diversity Discussion – From Ironman to Ironheart — QCC 205B

Speaker: Parrish Swann, Instructional Technology Manager, American Speech-Language-Hearing Association

Comic books and nerd media has increased in popularity in the last decade. This increase in profile also comes with a desire to see more diverse characters and stories. During this session we will discuss some of the recent, more diverse character changes in comics and nerd media, examine the impact of these changes, what we can learn from them, and focus on the value of including diverse voices when reaching out to diverse audiences.

Pop Up Conversations — QCC 200B

Facilitator: Rachael McGuffin, Member Services Manager, International Society of Automation

Sometimes you get the best ideas and learn the most during informal discussions in the hallway, the receptions or even in line for the buffet. Pop Up Conversations are intended to be small group discussions held in the informal setting of the Solution Center.

Join us to discuss topics such as:
- Benefits that attract and retain top talent
- Content strategy
- Virtual reality
- The new European Union General Data Protection Regulations
- How to keep member engaged/involved
- Succession planning for your next CEO/Director
- Engagement of Chapters (global) and defining a local value proposition
- Advocacy – How to work with government agencies
SEEKER SESSION – Creating More Meadows Through People Powered Innovation — QCC 200A

4:00 pm – 5:00 pm
Speaker: Robin Chase, Founder and Former CEO of Zipcar, Buzzcar and GoLoco; Executive Chairman, Veniam Works, Author

How does the global reinvention surrounding us impact our organizations? In her SEEKER Session, Creating More Meadows through People-Powered Innovation, Robin Chase will make that connection and show that by enabling creative thinking and knowledge sharing—inspiring a culture of intrapreneurship; fostering experimentation; and reducing the costs to innovate—leaders empower their teams to achieve the seemingly impossible.

Robin Chase is a transportation entrepreneur. She is co-founder and former CEO of Zipcar, the largest car-sharing company in the world; as well as co-founder and board member of Veniam, a vehicle communications company building the networking fabric for the Internet of Moving Things. Her recent book is Peers Inc: How People and Platforms are Inventing the Collaborative Economy and Reinventing Capitalism. Her current passion is working with cities to maximize the transformation possible with the introduction of self-driving cars.

Power Perspective – Global Reinvention Surrounds Us — QCC 200A

5:00 pm – 5:30 pm
Moderator: Josh Freeman, American Association for the Advancement of Science
Speaker: Robin Chase, Founder and Former CEO of Zipcar, Buzzcar and GoLoco; Executive Chairman, Veniam Works, Author

During this power packed session, you’ll have time to ask Robin Chase about the BIG ideas she has presented. Our moderator will help draw connections between how the global reinvention surrounding engineering and scientific societies impacts our work and we’ll discuss ideas for identifying and utilizing excess capacity in our own eco-system.
Closing Celebration – Step into Canada and Be Ready to Play! – Fairmont Le Château Frontenac

7:00 pm
Buses load and begin to depart from Hilton Quebec

7:30 pm – 11:30 pm
Closing Celebration

Celebrate and play with us for
Canada’s 150th anniversary!

Brought to you by: Québec City Local Partners: Québec City Convention Centre, Québec City Business Destination, Fairmont le Château Frontenac, INSCRIPT, PSAV, DX Design. Business Events Canada & Strategic Partners: Tourism Vancouver, Business Events Victoria, Travel Alberta, Tourism Saskatoon, Business Events Toronto, Tourisme Montréal, Québec City Convention Centre

Get ready to be part of the MIX’OPOLY Canada 150 game with historic characters and culinary delights from across the country, in the fabled Fairmont le Château Frontenac. Earn a chance to win a trip to one of the partner’s destination.

A fun way to say Au revoir!
More Networking

Solution Center — QCC 200B

Wednesday, July 26  7:00 AM – 1:30 PM
Thursday, July 27  7:00 AM – 4:00 PM

We’ve done a bit of reinventing ourselves for ACCESE17. In the redesigned Solution Center, placed at the center of the conference events, you’ll find:

- **Experts** – 65+ Partners, grouped by business function (technology, services and hospitality), who can help you **solve some of your greatest challenges**
- **Relax** – The SMG Lounge, at the center of it all, is the place to **recharge, reflect and reconnect**.
- **Hospitality** – Stretch your legs, grab a snack and prepare to be energized. Refreshment breaks have been reimagined. We promise these refreshment breaks will be some of the **most memorable moments of ACCESE17**.
- **Learning** – Open space sessions where you provide the topics and your peers provide the **actionable ideas**
- **Resources** – CESSE staff and our Québec City hosts will be available to answer questions, provide information and **make your ACCESE experience exceptional**.
- **Complimentary headshots** each day 7:00 AM – 8:30 AM

Find the **solutions you seek** in the ACCESE Solution Center.

SMG Lounge — QCC 200B

Wednesday, July 26  7:00 AM – 1:30 PM
Thursday, July 27  7:00 AM – 4:00 PM

*Lounge Provided by SMG Convention Centers*

Introducing the SMG Lounge, at the center of it all inside the Solution Center, this is the place where you can **RELAX, RE-CHARGE** and **RECONNECT** with your friends at SMG and CESSE Colleagues.

SMG, the world’s leader in entertainment and conference venue management is proud to sponsor the SMG Lounge! This year marks SMG’s 40th Anniversary. Stop by to celebrate with the team from SMG and learn more about each of the SMG partners in attendance as well as over 200 venues.

SMG attending partners

- Albany Capital Center
- Cobo Center
- DeVos Place
- Greater Columbus Convention Center
- Greater Fort Lauderdale Broward County Convention Center
- Greater Ontario Convention & Visitors Bureau
- Huntington Convention Center of Cleveland & Global Center for Health Innovation
- Knoxville Convention Center
- Long Beach Convention & Visitors Bureau
Hospitality Experts

H1 Boston Convention Center Marketing
H2 Business Events Canada
H3 Business Events Toronto
H4 Charleston Area CVB
H5 Destination Cleveland
H6 Discover Halifax
H7 Detroit Metro CVB
H8 Eugene, Cascades & Coast
H9 Explore St. Louis
H10 Fort Worth Convention and Visitors Bureau
H11 Greater Madison CVB
H12 Greater Raleigh CVB
H13 HelmsBriscoe
H14 Québec City Convention Centre
H15 Huntington Convention Center of Cleveland
H16 Huntsville CVB/Von Braun Center
H17 Hyatt Hotels & Resorts
H18 Louisville Convention & Visitors Bureau
H19 Marriott International
H20 Meet Hawaii/Hawaii Convention Ctr/AEG Facilities
H21 New Orleans Convention & Visitors Bureau
H22 Norfolk Waterside Marriott Hotel
H23 Oklahoma City CVB
H24 Pasadena Convention & Visitors Bureau
H25 Reno Tahoe USA
H27 SMG
H28 Tourisme Montreal
H29 Tourism Vancouver
H30 Travel Alberta
H31 Travel Portland
H32 Visit Anchorage
H33 Visit Denver
H34 Visit Houston
H35 Visit Milwaukee
H36 Visit Mobile
H37 Visit Norfolk
H38 Visit Omaha
H39 Visit Phoenix
H40 Visit Salt Lake
H41 Visit Seattle
H42 Visit Tampa Bay
H43 Visit Wichita

Technology Experts

T1 Advanced Solutions International
T2 C Systems Global
T3 DelCor Technology Solutions
T4 Higher Logic
T5 HighRoad Solution
T6 Informz
T7 Personify
T8 Results Direct
T9 Timberlake by Naylor Association Solutions
T10 Tizra, Inc.
T11 Warp Speed Technologies

Service Experts

S1 Abila
S2 Brightfind
S3 Conference Direct
S4 Freeman
S5 GES Canada
S6 Haney Company (The)
S7 MCI Group
S8 MultiView
S9 Omnipress
S10 Potomac Communications Group
S11 Production Innovations
S12 PureReinvention
S13 RSM US LLP
S14 SmartBrief
S15 Towneley Capital Management
The new CESSE 360 app is your one-stop for the Council of Engineering and Scientific Society Executives (CESSE). View the conference apps, catch up on CESSE and industry news, engage in the CESSE Communities, find resources, become a volunteer and update your membership.

Make the most of ACCESSE by downloading the CESSE 360 app available for iPhone, iPad, and Android. Go to the Apple or Google Play stores and search for “CESSE 360.” You can customize your own event itinerary, make notes, view maps, learn more about ACCESSE partners, complete the session evaluations, and network with colleagues. The app’s data-syncing feature enables you to share your itineraries across all of your mobile devices.

Name Badges

In an effort to make it easier find the people that "do what you do", we’ve color-coded the name badges based on the area of interest indicated in your member profile or ACCESSE registration. Reference the key below to identify the interests/areas of responsibility of your fellow attendees.

<table>
<thead>
<tr>
<th>Color</th>
<th>Area of Interest</th>
</tr>
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<tbody>
<tr>
<td>Lime Green</td>
<td>Education &amp; Training (Professional Development, Learning, Certification)</td>
</tr>
<tr>
<td>Blue</td>
<td>Executive Office (CEO, Executive Director, COO, Deputy Director, Governance)</td>
</tr>
<tr>
<td>White</td>
<td>Finance &amp; HR (CFO, Accounting, Human Resources)</td>
</tr>
<tr>
<td>Light Green</td>
<td>Fundraising &amp; Sales</td>
</tr>
<tr>
<td>Gray</td>
<td>Marketing &amp; Communications</td>
</tr>
<tr>
<td>Fuchsia</td>
<td>Meetings &amp; Events</td>
</tr>
<tr>
<td>Yellow</td>
<td>Membership</td>
</tr>
<tr>
<td>Light Yellow</td>
<td>Partners</td>
</tr>
<tr>
<td>Orange</td>
<td>Publishing</td>
</tr>
<tr>
<td>White with Red border</td>
<td>Technology (IT, CTO)</td>
</tr>
</tbody>
</table>

Onsite Registration

Tuesday, July 25  12:00 PM – 7:00 PM  Hilton, Lobby
Wednesday, July 26  7:00 AM – 1:30 PM  QCC 200B
Thursday, July 27  7:00 AM – 4:00 PM  QCC 200B
Registration for Additional Events with Separate Fees

A few events at ACCESSE17 require fees beyond your standard registration fee. These events include:

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

If you would like to add one of these activities to your registration, please see the ACCESSE registration desk.

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 & Video Release

Photographs and video will be taken at ACCESSE17. By registering for and attending this conference, you agree to allow CESSE to use your photo or video of you in any CESSE-related publication, promotion, on the CESSE website or social media pages.

Non-Smoking Policy

All CESSE conferences and meetings are designated smoke free. Smoking will not be permitted in any meeting rooms, banquet halls, and during any and all ACCESSE17 activities and events. Please note that the Québec City Convention Centre and Hilton Québec are also smoke-free environments.

Attire

Attire for the entire conference is business casual.

Wireless Internet

Complimentary wireless Internet is available throughout the Québec City Convention Centre including within the meeting rooms. Look for the network called “VIDEOTRON.” There is no password to join the network.

Speaker Ready Room — QCC 201C

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Tuesday, July 25</td>
<td>2:00 PM – 6:00 PM</td>
</tr>
<tr>
<td>Wednesday, July 26</td>
<td>7:00 AM – 1:30 PM</td>
</tr>
<tr>
<td>Thursday, July 27</td>
<td>7:00 AM – 4:00 PM</td>
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Provided by Warp Speed Technologies

ACCESSE17 Presentations

All ACCESSE17 Sessions where the speaker has granted permission to audio record and post their slides will be available within two weeks following the conference. Sessions slides received to date will be available on the website beginning Wednesday, July 26th.

ACCESSE17 will feature the LaunchPad presentation system to run all presentations. Presenters may upload their files ahead of the meeting at http://cesseuploads.com, or on-site in Room 201C in the Québec City Convention Centre. Technicians will be available to ensure that the presentations run properly and are uploaded to the correct session room. Presentation files may be in any format, Mac or Windows, and should be uploaded at least 1 hour before your session. Speakers do not need to bring their laptops, and should bring their files on a storage device such as a flash drive, portable hard drive, or disc. All presentations will be run from the networked LaunchPad laptops; you will not be able to present using your own laptop.
Technical Difficulties?

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Currency Exchange

Currency exchange is available at the front desk of the Hilton Québec up to $200 US at one time. Current exchange rates will be applied at the time of the exchange.

Canadian Taxes

A 5% goods and services tax (GST) is a national value-added tax charged by businesses that are GST registrants on most property and services supplied in Canada, and imposed on most importations of property and services into Canada. In addition, the Province of Québec charges a 9.975% sales tax (PST).

Dining

Explore the foodie’s paradise of Québec City. Québec chefs combine their French-Canadian heritage to fine local sourced products to create unforgettable meals. Discover and enjoy with your fellow attendees. Stop by the Québec City Information Desk located near registration (Tuesday – Hilton lobby; Wednesday–QCC 200B) for recommendations and assistance making a reservation.

Getting Around

Airport Transportation

Taxis are available from your hotel lobby to the Québec City Jean Lesage International Airport for $34.25 CA one-way depending on traffic. If traveling to the United States, it is recommended you depart for the airport at least three hours prior to your flight.

Taxi Services

<table>
<thead>
<tr>
<th>Taxi Service</th>
<th>Phone</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxi Coop Québec</td>
<td>418-525-5191</td>
<td>admin@taxicoop-Québec.com</td>
</tr>
<tr>
<td>Taxi Coop Sainte-Foy–Sillery</td>
<td>418-653-7777</td>
<td><a href="mailto:info@taxicoopstefoysillery.com">info@taxicoopstefoysillery.com</a></td>
</tr>
<tr>
<td>Taxi Laurier</td>
<td>418-651-2727</td>
<td><a href="mailto:contact@taxilaurier.com">contact@taxilaurier.com</a></td>
</tr>
</tbody>
</table>

Parking

The Hilton Québec offers self-parking for $20 CA (no in/out privileges) and valet parking for $33 CA per day (with in/out privileges).
The Council of Engineering and Scientific Society Executives (CESSE) is a professional society comprising over 1,200 executives from 200 science and engineering societies, whose combined memberships total approximately four million people. CESSE is a not-for-profit organization whose purpose is to provide a forum for mutual exchange of experience, guidance, and discussion of common problems in operating these societies. The Council is governed by its bylaws and Board of Directors.

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

ACCESSE is the only conference devoted to the needs of staff leaders in all areas of scientific and engineering societies. The goal of ACESSE is to discover new ideas and strategies in order to transform their organizations and themselves. During the conference, attendees gain critical insight and new ways of thinking by participating in immersive learning experiences. Participants engage in peer-to-peer networking which allows them to tap the collective knowledge of the CESSE network and build a support system to navigate the challenges and opportunities of leading science and engineering associations.
Immediate Past Chair

Executive Director, American Association of Pharmaceutical Scientists (AAPS)
Phone: (703) 243-2800
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Executive Director

Sandra B. Marshall, CAE
Executive Director, CESSE
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Email: sandy@cesse.org
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<th>Title</th>
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<th>Phone</th>
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<tbody>
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</tr>
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</tr>
</tbody>
</table>
SAVE THE DATE!
July 10-12, 2018  •  Westin, Hilton & Pasadena Convention Center  •  Pasadena, CA

ACCESSE18 CALL FOR PRESENTATIONS

Coming Fall 2017! CESSE will be seeking session ideas which showcase successful approaches and next practices for managing engineering, scientific and technical associations and societies for ACCESSE18.

Watch your e-mail, Facebook, Twitter and the CESSE website for details!
SEEKER Session
Registration / Solution Centre / Network Lounge
Opening Reception: Explore Québec City with Your Senses!

Floor Plans

Concurrent Sessions
Meal Room

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