Home to Caltech and NASA’s Jet Propulsion Laboratory – as well as 38 Nobel Laureates – Pasadena has long been a hub for science & technology innovation. With mild weather year-round, a storied past on display in beautiful architecture and cultural institutions, and one of Los Angeles’ most exciting dining scenes, Pasadena is the perfect destination to inspire your next meeting.

How will your next meeting INSPIRE?
Table of Contents

4  Welcome to ACCESSE18
5  ACCESSE Committees
8  Conference Schedule
   8  Tuesday, July 10, 2018
   8  Wednesday, July 11, 2018
  11  Thursday, July 12, 2018
16  Convention Center Floor plan
17  Event Details
   17  Tuesday, July 10, 2018
   19  Wednesday, July 11, 2018
  41  Thursday, July 12, 2018
62  General Information
68  ACCESSE18 Partners
74  About CESSE
Welcome to ACCESSE18!

This year’s conference features learning to enhance your adaptive leadership skills and the expertise you need to manage and lead in your organization. In addition, ACCESSE18 networking opportunities are created to help you build relationships and meet the people who can help you solve some of your biggest challenges.

ACCESSE18 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 concerns during the meeting.

A big “THANK YOU” to our ACCESSE18 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 hosts, the Pasadena Convention and Visitors Bureau and their local partners as well as the CESSE staff for making ACCESSE18 unique and memorable. Finally, we thank our CESSE and ACCESSE18 Partners whose generosity makes this meeting possible. We encourage you to visit the partners this week in Ballroom D&E.

Best wishes for a productive and enjoyable week in Pasadena!

Ellen Bergfeld, Ph.D.
CESSE Chair
Chief Executive Officer
Alliance of Crop, Soil and Environmental Science Societies

David L. Schutt, Ph.D.
CESSE Vice Chair and ACCESSE18 Program Chair
Chief Executive Officer
SAE International
PASADENA HOST COMMITTEE

Michael Ross,
CEO, Pasadena Center Operating Company

Jeanne Goldschmidt,
Executive Director, Pasadena Convention and Visitors Bureau

Jean-Ann Pavoni-Biller,
Associate Director of Sales, Pasadena Convention and Visitors Bureau

Christine Susa,
Director of Marketing and Communications, Pasadena Convention and Visitors Bureau

Amanda Westervelt,
Destination Services Manager, Pasadena Convention and Visitors Bureau

Jeanne Goldschmidt,
Download the CESSE 360 App and select the ACCESSE18 conference for the most up to date conference information.

In the CESSE 360 App, you can:

• Share your experience by posting photos and comments in the Timeline
• Create your conference schedule – including adding personal appointments with other members and partners
• Message other attendees
• Take notes during the sessions
• Complete session surveys!

Following ACCESSE18, leave the CESSE 360 App on your device to access the CESSE Communities, bench marking survey and membership directory, volunteer for CESSE activities, manage your membership, view industry news and receive updates from CESSE.

**ACCESSE18 PROGRAM COMMITTEE**

**Chair:**
David Schutt, Ph.D., CEO, SAE International

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

**Teresa Cendrowska**, Vice President, Global Cooperation, ASTM International

**Jim Forlenza**, Director of Events, SAE International

**Teresa Cendrowska**, Vice President, Global Cooperation, ASTM International

**Melanie Diaz**, Senior Manager, Education Development, NACE International

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

**Tony Giometti**, Senior Manager of Conference Programs, ASHRAE

**Jeanne Goldschmidt**, Executive Director, Pasadena Convention and Visitors Bureau

**Paul Hedrick**, Chief Financial Officer, The Endocrine Society

**Katie Krug**, Senior Board Relations Manager, Society of Petroleum Engineers

**Jonathan Goodwin, SPHR, SHRM-SCP**, Senior Director, Membership, HR and Administration, AOAC International

**Jimmy Le**, Senior Conference Planner, IEEE Communications Society

**Jim Forlenza**, Director of Events, SAE International

**Rachael McGuffin**, Member Services Manager, International Society of Automation

**Wes Meixelsperger**, Alliance of Crop, Soil and Environmental Science Societies

**Mark Owen**, Deputy Director of Publications and Education, ASHRAE

**Rebekah Stacha, CAE**, Assistant Director, Technical Publications, Society of Petroleum Engineers

**Damita Snow**, Senior Manager, Publishing Technologies, American Society of Civil Engineers

**Chris Stelzig**, Director of Strategic Initiatives, Entomological Society of America
Download the CESSE 360 App and select the ACCESSE18 conference for the most up to date conference information.

In the CESSE 360 App, you can:

- Share your experience by posting photos and comments in the Timeline
- Create your conference schedule – including adding personal appointments with other members and partners
- Message other attendees
- Take notes during the sessions
- Complete session surveys!

Following ACCESSE18, leave the CESSE 360 App on your device to access the CESSE Communities, benchmarking survey and membership directory, volunteer for CESSE activities, manage your membership, view industry news and receive updates from CESSE.
## SCHEDULE at-a-glance

Event details listed as of June 18, 2018. For full event and conference details, download the CESSE 360 app and select the ACCESSE18 conference.

*All conference events will be held at the Pasadena Convention Center unless otherwise noted. *Indicates separate fee required.

### Tuesday, July 10, 2018

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 11:00 am</td>
<td>Pasadena Pre-conference Experience</td>
</tr>
<tr>
<td>12:00 pm - 7:00 pm</td>
<td>Registration - Ballroom Foyer</td>
</tr>
<tr>
<td>12:30 pm - 4:00 pm</td>
<td>JPL Tour* - Depart from Pasadena Convention Center</td>
</tr>
<tr>
<td>3:00 pm - 7:00 pm</td>
<td>Speaker Room Ready - Exhibit Hall A Show Office</td>
</tr>
<tr>
<td>5:30 pm - 6:30 pm</td>
<td>Partner Roundtable - Ballroom C (partners only)</td>
</tr>
<tr>
<td>5:30 pm - 6:30 pm</td>
<td>CESSE Member Mixer - Pasadena Civic Auditorium, Gold Room (members only)</td>
</tr>
<tr>
<td></td>
<td>*Hosted by Amy Martell, HelmsBriscoe</td>
</tr>
<tr>
<td>7:00 pm - 9:00 pm</td>
<td>Opening Reception - Hosted by Pasadena Convention &amp; Visitors Bureau</td>
</tr>
<tr>
<td></td>
<td>Supported by Centerplate and PSAV</td>
</tr>
</tbody>
</table>

### Wednesday, July 11, 2018

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 am</td>
<td>Coffee and tea available in your hotel lobby for CESSE Fun Run/Walk Participants - Hilton and Westin Lobby Compliments of Travel Portland, Oregon Convention Center and Triumph Expo &amp; Events</td>
</tr>
<tr>
<td>5:30 am - 7:00 am</td>
<td>CESSE Fun Run/Walk* - Bus will depart from your Hotel at 5:30 am. - Hilton and Westin Lobby Hosted by Travel Portland, Oregon Convention Center and Triumph Expo &amp; Events</td>
</tr>
<tr>
<td>7:30 am - 8:30 am</td>
<td>Complimentary Headshots - SMG Networking Lounge/Ballroom G</td>
</tr>
</tbody>
</table>
## SCHEDULE at-a-glance

Wednesday, July 11, 2018 continued

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 3:15 pm</td>
<td>SMG Networking Lounge - Ballroom G</td>
</tr>
<tr>
<td>7:30 am - 4:00 pm</td>
<td>Speaker Ready Room - Exhibit Hall A Show Office</td>
</tr>
<tr>
<td>7:45 am - 8:45 am</td>
<td>Breakfast - Ballroom D&amp;E Hosted by Canada Business Events and their strategic partners Calgary Meetings + Conventions, Tourisme Montreal, Quebec City Convention Centre, Business Events Toronto and Tourism Vancouver</td>
</tr>
<tr>
<td>8:45 am - 10:00 am</td>
<td>SEEKER Session: #Notarule: The Art of Winning at Business and Life by Breaking Rules That Don’t Exist - Ballroom D&amp;E Speaker: Jason Kotecki, Artist, Author Supporting Partner: Visit Salt Lake</td>
</tr>
<tr>
<td>10:00 am - 10:30 am</td>
<td>Beverage Bar - Ballroom D&amp;E Hosted by Visit Mobile</td>
</tr>
<tr>
<td>10:00 am - 10:30 am</td>
<td>Book Signing with Jason Kotecki - Ballroom D&amp;E</td>
</tr>
<tr>
<td>10:30 am - 11:30 am</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td></td>
<td>1 Developing a Foresightly Perspective to Learn with the Future - Ballroom A</td>
</tr>
<tr>
<td></td>
<td>2 Adapting to Delta - Leading and Supporting Stakeholders Through Change - Ballroom B</td>
</tr>
<tr>
<td></td>
<td>3 The Monsters Under Your Bed: Turn Your Association Nightmares into Sweet Dreams - Ballroom C</td>
</tr>
<tr>
<td></td>
<td>4 Educational Design Strategies to Engage the 21st Century Learner - Ballroom F</td>
</tr>
<tr>
<td>11:30 am - 12:30 pm</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td></td>
<td>1 Art of Tinkering: Tiny Ways to Transform Everything - Ballroom A</td>
</tr>
<tr>
<td></td>
<td>2 We don’t fail: We Succeed, or We Learn - Ballroom C</td>
</tr>
</tbody>
</table>
## SCHEDULE at-a-glance

### Wednesday, July 11, 2018 continued

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 pm - 1:45 pm</td>
<td>Contemporary Marketing: Applying Adaptive Leadership to a Dynamic Environment – Ballroom F</td>
</tr>
<tr>
<td>12:30 pm - 1:45 pm</td>
<td>Furthering the Profession - Not the Usual Suspects – Ballroom H</td>
</tr>
<tr>
<td>1:45 pm - 2:15 pm</td>
<td>Complimentary Headshots – SMG Networking Lounge/Ballroom G</td>
</tr>
<tr>
<td>1:45 pm - 2:15 pm</td>
<td>Lunch – Ballroom D&amp;E Hosted by Hawai’i Convention Center</td>
</tr>
</tbody>
</table>

### Learning Labs

1. Programmatic Marketing Strategies and Tactics to Drive Membership and Engagement – Ballroom B
   *Presented by MultiView*

2. Why Science and Content Should Matter When Choosing a Meeting Location – Ballroom F
   *Presented by Canada Business Events*

3. Technology Disruptors: What You Need to Know – Ballroom H
   *Presented by Results Direct*

4. Create a Data-Driven Member Engagement Strategy – Ballroom B
   *Presented by Higher Logic*

5. How Associations Are Delivering Educational Content in an On-Demand World – Ballroom F
   *Presented by OmniPress*

   *Presented by Hawai’i Convention Center*
## SCHEDULE at-a-glance

### Wednesday, July 11, 2018 continued

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
</table>
| 2:45 pm - 3:15 pm | **Beverage Break** - Ballroom D&E  
*Hosted by Visit Milwaukee* |
| 3:15 pm - 5:30 pm | **Learning Experiences** - Departs from Pasadena Convention Center  
Meet near registration to be directed to your bus. Present your ticket found behind your name badge at the bus before boarding.  
1. The Tournament of Roses “Secret Sauce” for Creating Engagement and Longevity of Volunteers and Members  
2. Behind the Scenes at the Rose Bowl  
3. Fostering Innovation and Entrepreneurship with Idealab  
4. Connecting to Science and Engineering at Caltech |
| 6:00 pm - 9:00 pm | Open for Dinner on Own or With ACCESSE18 Partners |
| 9:00 pm - 11:00 pm | **Afterglow** - Kings Row Gastropub  
20 E. Colorado Blvd, Ste 102, Pasadena, CA 91105  
*Hosted by MultiView* |

### Thursday, July 12, 2018

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 4:00 pm</td>
<td><strong>Registration</strong> - Ballroom Foyer</td>
</tr>
<tr>
<td>7:30 am - 3:00 pm</td>
<td><strong>Speaker Ready Room</strong> - Exhibit Hall A Show Office</td>
</tr>
<tr>
<td>7:30 am - 3:30 pm</td>
<td><strong>SMG Networking Lounge</strong> - Ballroom G</td>
</tr>
<tr>
<td>7:30 am - 8:30 am</td>
<td><strong>Shared Interests Group Meet Ups</strong> - Meet your colleagues for breakfast on your own. Refer to the CESSE 360 app for meet up locations.</td>
</tr>
</tbody>
</table>
| 8:45 am - 9:40 am | **SEEKER Session: From Egocentrism to Allocentrism** - Ballroom D&E  
Speaker: Vicki Deal-Williams, American Speech-Language-Hearing Association  
*Supporting partner: Visit Florida* |
<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:40 am - 10:00 am</td>
<td><strong>Power Perspective</strong> - Ballroom D&amp;E</td>
</tr>
</tbody>
</table>
| 10:00 am - 10:30 am | **Beverage Bar** - Ballroom D&E  
*Hosted by Visit Houston*                                      |
| 10:30 am - 11:30 am | **Concurrent Sessions**  
1. Don’t Click that Link! But if You Do... - Ballroom A  
2. Swimming in the Swamp: How Membership Associations Can (and should!) Make an Impact in Washington D.C. - Ballroom B  
3. Beyond MOUs: Real Life Stories in Association Collaboration - Ballroom C  
5. Empowering the Next Generation: How Engineering and Scientific Associations Can Equip Young Professionals - Ballroom H  |
| 11:30 am - 12:30 pm | **Concurrent Sessions**  
1. Reaching New Audiences – AIHA’s IH Professional Pathway - Ballroom B  
2. Top Four Changes to Stopping Sexual Harassment - Ballroom F  
3. Leading with the End in Mind - Ballroom H  
4. Cultivating a Data Analytics Mindset in Engineering and Scientific Societies - Ballroom C  
5. Onscreen Chemistry: Leveraging Co-located SMEs to Mix Up Conversations Worth Watching - Ballroom A  |
| 12:30 pm - 1:30 pm | **Lunch** - Ballroom D&E  
*Hosted by Visit Baltimore*                                      |
## SCHEDULE at-a-glance

Thursday, July 12, 2018 continued

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 pm - 3:00 pm</td>
<td><strong>Concurrent Sessions</strong></td>
</tr>
<tr>
<td></td>
<td>1. Identifying and Addressing Subtle Biases in the Workplace: Microaggressions – Ballroom A</td>
</tr>
<tr>
<td></td>
<td>2. Mission Control: Mobilizing and Monetizing Your Organization’s Core Purpose – Ballroom B</td>
</tr>
<tr>
<td></td>
<td>3. Constructing Engagement Strategies to Improve Relationship Strength that Delivers ROI – Ballroom C</td>
</tr>
<tr>
<td></td>
<td>4. Build a Controlled Vocabulary to Bust Organizational Silos – Ballroom F</td>
</tr>
<tr>
<td></td>
<td>5. Digital Credentialing: The Evolution of Badges and the Role of the Association – Ballroom H</td>
</tr>
<tr>
<td>3:00 pm - 3:30 pm</td>
<td><strong>Beverage Bar</strong> – Ballroom D&amp;E</td>
</tr>
<tr>
<td></td>
<td>Hosted by Hyatt Hotels &amp; Resorts</td>
</tr>
<tr>
<td>3:30 pm - 4:30 pm</td>
<td><strong>SEEKER Session: Space Exploration’s Value for Economic Growth and Global Leadership</strong> – Ballroom D&amp;E</td>
</tr>
<tr>
<td></td>
<td>Speaker: Bill Nye, CEO, The Planetary Society</td>
</tr>
<tr>
<td></td>
<td>Presenting partner: Pasadena Convention &amp; Visitors Bureau</td>
</tr>
<tr>
<td>4:30 pm - 5:30 pm</td>
<td><strong>IGNITE!</strong> – Ballroom D&amp;E</td>
</tr>
<tr>
<td></td>
<td>Supporting partner: Visit Phoenix</td>
</tr>
<tr>
<td>7:00 pm - 11:00 pm</td>
<td><strong>Closing Celebration</strong> – Pasadena Civic Auditorium Lobby &amp; Plaza</td>
</tr>
<tr>
<td></td>
<td>Hosted by Pasadena Convention &amp; Visitors Bureau</td>
</tr>
<tr>
<td></td>
<td>Supported by Centerplate and PSAV</td>
</tr>
</tbody>
</table>

#ACCESSE18
Canada – Engineering Breakthroughs Across Industries

A quest for closer connection. A legacy of exploration. A thirst to improve industry's impact on our planet. Canada has long been a leader in research and development of the world’s most technologically advanced industries. From the invention of wireless and satellite technology, to lifesaving medical discoveries, to the development of cutting-edge medical equipment and advancements that fuel connectivity and efficiency, Canada consistently leads the way. Augmenting our reality? More qualified engineers than any other G7 country solidifying Canada’s position as a global leader in ICT, Life Sciences and Cleantech — three industries leading the world’s economy.

Meeting in Canada opens your team up to a host of new ideas and new connections. Canada’s city centres vibrate with creative energy, sparking unique solutions to digital age questions, while edge-of-nature retreats and hideaways provide just the breathing space and inspiration for new ideas to freely percolate. Curious? Learn more at www.businesseventscanada.ca.
Canada on the World Stage

1st in G7 for ICT Research and Development Performance
2nd Most Biotech Companies in the World Headquartered here

A quest for closer connection. A legacy of exploration. A thirst to improve industry’s impact on our planet.

Canada has long been a leader in research and development of the world’s most technologically advanced industries. From the invention of wireless and satellite technology, to lifesaving medical discoveries, to the development of cutting-edge medical equipment and advancements that fuel connectivity and efficiency, Canada consistently leads the way. Augmenting our reality? More qualified engineers than any other G7 country solidifying Canada’s position as a global leader in ICT, Life Sciences and Cleantech — three industries leading the world’s economy.

Meeting in Canada opens your team up to a host of new ideas and new connections. Canada’s city centres vibrate with creative energy, sparking unique solutions to digital age questions, while edge-of-nature retreats and hideaways provide just the breathing space and inspiration for new ideas to freely percolate. Curious? Learn more at www.businesseventscanada.ca.

Canada – Engineering Breakthroughs Across Industries

For Video Game Development

Canada’s CANARIE

2nd Largest Digital Network in the World

3rd Largest ICT Cluster In North America Located in Greater Toronto Area

4th Largest Cyber Security Hub in the World

2nd in the World For Global Software Companies in Country

Easily Collect, Manage, Review and Share Your Event Content

From your initial call for submissions through sharing the final materials online, CATALYST™ helps you select the high-quality conference content that your attendees demand.

Learn more at www.omnipress.com/catalyst

Talk to an account manager today at (800) 828-0305
Event details listed as of June 18, 2018. For full event and conference details, download the CESSE 360 app and select the ACCESSE18 conference.

All conference events will be held at the Pasadena Convention Center unless otherwise noted. *Indicates separate fee and advance registration required.

**Tuesday, July 10, 2018**

**JPL Tour** - Depart Pasadena Convention Center  
12:30 pm - 4:00 pm

The Jet Propulsion Laboratory is a unique national research facility that carries out robotic space and Earth science missions. JPL helped open the Space Age by developing America’s first Earth-orbiting science satellite, creating the first successful interplanetary spacecraft, and sending robotic missions to study all the planets in the solar system as well as asteroids, comets and Earth’s moon.

The tour will include a multimedia presentation on JPL entitled “Journey to the Planets and Beyond,” which provides an overview of the Laboratory’s activities and accomplishments. Please note: tour activities are subject to change based on activities being conducted at the time of the tour.

Please note: JPL requires that all U.S. citizens, 18 years of age or older, present official, government issued photo identification (driver’s license or passport) before being allowed entry. All non-U.S. citizens 18 years of age or older must present a passport or resident visa (green card) before being allowed entry. Individuals without proper identification will not be admitted to the Laboratory.

There is considerable walking on this tour and will require participants to go up and down multiple flights of stairs. Comfortable walking shoes are recommended. Wheelchair access can be accommodated with advance notice however, wheelchairs cannot be provided. Don’t forget to dress for the weather as the tour will proceed rain or shine! Cameras are permitted on the facility.
Tuesday, July 10, 2018 continued

**Partner Roundtable (Partners Only) - Ballroom C**
5:30 pm - 6:30 pm
Join members of the CESSE Board of Directors and Staff as we welcome our new Partnership Sales Manager, Tracy Vanneman, to Team CESSE! We look forward to sharing updates on the organization’s path and activities and to exchanging ideas with you.

**CESSE Member Mixer (Members Only) - Pasadena Civic Auditorium - Gold Room**
5:30 pm - 6:30 pm
*Hosted by Amy Martell, HelmsBriscoe*

The CESSE Member Mixer is a new informal networking session of first timers and returning members exclusively. The purpose of the mixer is to bring professionals with like responsibilities together (i.e. Education and Training, Marketing and Communications, Meetings, Finance and HR, IT, Membership, Publications, Governance, CEOs and COOs, etc.). Meet new and returning colleagues from other associations held just before the Opening Reception (also at the Pasadena Convention Center). Don’t miss out!

**Opening Reception - Exhibit Hall C**
7:00 pm - 9:00 pm
*Hosted by the Pasadena Convention & Visitors Bureau - Supported by Centerplate and PSAV*

For the grand opening of ACCESSE18, the Pasadena Convention & Visitors Bureau will be home to a special opening reception. Immerse yourself in the historic Exhibit Hall C, home to the evening’s festivities set to the theme of STEAM: Science, Technology, Engineering, Art and Mathematics. Enjoy live music, food and beverages, plus a signature cocktail crafted by Centerplate executive chef, Arnold Preciado.
**EVENT DETAILS**

**Wednesday, July 11, 2018**

**CESSE Fun Run/Walk***

5:00 am  Hotel Lobby – coffee and tea served, compliments of Travel Portland, Oregon Convention Center and Triumph Expo & Events
5:30 am  Bus picks up at each hotel
5:50 am  Arrive at park
6:00 am  Fun Run/Walk starts
7:00 am  Fun Run/Walk ends
7:10 am  Bus returns to hotels

*Hosted by Travel Portland, Oregon Convention Center and Triumph Expo & Events*

Winning at the Race of Life! Not only the fastest runners will win at the **2018 CESSE Charity 5k/2k Run-Walk**.

Share the sunrise over Pasadena’s Rose Bowl, exercise competitively or leisurely and take home a quality gift from Travel Portland, Oregon Convention Center and Triumph Expo & Events! 100% of your participation fee will go to **Winning at the Race of Life**, a unique program aimed at area youth, drawn to street racing and violence, by teaching them practical mechanics, safe driving skills and winning in the Human Race.

**Complimentary Headshots**  – SMG Networking Lounge – Ballroom G
7:30 am – 8:30 am

**Breakfast**  – Ballroom D&E
7:45 am – 8:45 am
Hosted by Canada Business Events and their strategic partners Calgary Meetings + Conventions, Tourisme Montreal, Quebec City Convention Centre, Business Events Toronto and Tourism Vancouver
SEEKER Session: #Notarule: The Art of Winning at Business and Life by Breaking Rules That Don’t Exist – Ballroom D&E
8:45 am - 10:00 am
Supporting partner: Visit Salt Lake

Speaker: Jason Kotecki
Artist, Author, Speaker and fighter of Adultitis

The business world is moving faster than ever, and the only constant is change. What worked yesterday probably won’t work tomorrow. In order to survive — and thrive — in this environment, we need to see the world with new eyes and identify the old ways of thinking that are holding us back. In this light-hearted but hard-hitting program, we will uncover and annihilate these so-called rules that don’t exist. Jason will reveal some surprising principles from childhood that provide a powerful competitive advantage, foster breakthrough levels of innovation and profitability, and accomplish what was once thought impossible.

Thanks to his uncommon combination of humor and pragmatism, this program provides an impressive array of inspiring and practical takeaways. With fresh perspective that is free from stale corporate lingo and business buzzwords, Jason will share several commonly held rules that don’t exist. By the end, you will be armed with tools for getting better at identifying rules that don’t exist, and tactics for breaking them with confidence. In addition, you will be inspired to discover opportunities to improve customer and employee engagement. Ultimately, you will leave empowered to utilize your strengths to increase your organization’s impact (and have fun doing it!)

Beverage Bar – Ballroom D&E
10:00 am - 10:30 am
Hosted by Visit Mobile
You’re the expert in your trade — so are we

CONNECTING PEOPLE IS IN OUR DNA

Visit with us at ACCESSE18 to see how we connect your members to the information and suppliers they need to run their business and programs. Visit multiview.com to see the genetic makeup of our success.

MultiView has historically paid out over $100 million in non-dues revenue to our association partners. IT PAYS TO BE CONNECTED.

Create connections that matter with our digital solutions

Association Site Retargeting
News Brief Advertising
Association Site Advertising
Event Recordings & Live Streaming
Buyers Guide Advertising

www.multiview.com
The happy feeling you get when you

{Achieve More}

Happy, as in: boosting your membership levels to new heights; hosting your own branded, revenue-generating career center; or synchronizing your print, digital and social media efforts across all channels for enhanced ROI.

By using association solutions from Naylor, you and your staff can achieve more of your organizational goals while your dedicated Naylor team works behind the scenes to help make it all happen. Simplify—and amplify—your communication efforts, events and technology solutions while streamlining your day-to-day association management tasks with Naylor’s best-in-breed solutions.

To find out how your association can achieve more, visit us at naylor.com.
**Concurrent Sessions**
10:30 am - 11:30 am

1. **Developing a Foresightly Perspective to Learn with the Future** – Ballroom A  
   Speaker: Jeff De Cagna FRSA FASAE, Executive Advisor, Foresight First LLC

   Today’s organizational decision-makers and professionals don’t need to be futurists, but they must get better at learning with the future, and that demands a “foresightly” perspective. Learning with the future is an on-going process of sense-making, meaning-making and decision-making, and it requires a willingness to let go of orthodox beliefs, the ability to understand oneself more deeply and the commitment to pursue learning with greater intention. This session will help participants develop a more foresightly perspective they can apply to build their organizations and themselves to thrive in the years ahead.

   **By attending this session, you will**
   1) Understand the importance of foresight and learning with the future for all stakeholders, including boards of directors, chief staff executives and staff and voluntary contributors.
   2) Gain insight into the six attributes of a foresightly perspective and how they make it easier to learn with the future.
   3) Learn how to integrate a foresightly perspective into your own and your organization’s ongoing work.

2. **Adapting to Delta – Leading and Supporting Stakeholders Through Change** – Ballroom B  
   Speakers: Pam Nicoletti, Director – Education and Training, NACE; and Brittany Vesce-Rubenic, Project Manager, Research and Decision Support, American Chemical Society

   You won’t find “the answer” here. But, you will gain insight! Various stakeholder interests participate in and benefit from the products and services of our engineering and technical societies. We both rely on them...
and serve them. The legacy business model that has worked for program or product offerings for so many years, may not any longer. Helping members, customers and affiliated stakeholders anticipate, understand, accept and transition to a changing world, based on business realities, is critical to a sustainable outcome for the organization and its stakeholders. Gather insight from leaders and front-line managers who have managed delta (Δ) for program offerings with non-staff participants at all levels.

**By attending this session, you will...**
1) Learn different approaches to explaining and justifying the why and how of change to stakeholders
2) Gain insight about timing and planning in conveying and implementing change
3) Benefit from a range of real life examples that span a variety of changes that can be related to your circumstances

### The Monsters Under Your Bed: Turn Your Association Nightmares into Sweet Dreams – Ballroom C

**Facilitator:** Rachel McGuffin, Member Services Manager, International Society of Automation

**Speakers:** Scott Grayson, Executive Director, American Public Works Association; Mark Owen, Deputy Director of Publications and Education, ASHRAE; Ellen Snipes, Senior Manager, Meetings & Exhibits, American Oil Chemists’ Society; and Erik Uner, CTO/Director of IT, American Phytopathological Society

Organizations may operate differently, but similar worries keep us up at night. Staying relevant to stakeholders? Coping with demographic shifts? Competing in a Google/Amazon world? It’s a good bet someone in another association has similar concerns and a solution that might work for you, too. Come and hear panelists from a variety of functional areas (e.g., membership, meeting planning, publications) and levels (e.g., CEO, senior manager, coordinator/assistant) have a cross-silo conversation about their
sleepless nights and the leadership implications of the concerns that ripple across their organizations.

Bring your questions to this nonjudgmental discussion and see if someone else's success story is the answer to what's keeping you up at night.

By attending this session, you will...
1) Identify the challenges that association leaders name as important in today's engineering and scientific society environment
2) Learn the leadership implications raised by issues bridging not only departments but also the inter-organizational space
3) Assess how the solutions being implemented to address these challenges might work in your organization

4 Educational Design Strategies to Engage the 21st Century Learner – Ballroom F
Speaker: Sue Tinnish, Ph.D.

Technology and generational differences have shifted how associations should design learning experiences. This interactive session will provide information on educational strategies for face-to-face meetings, webinars and educational conferences that address learning in the 21st century. In addition, it will cover ideas that embrace new techniques, ideas and formats to bridge to the younger generation and provide relevant educational experiences for today’s association members.

During this session, we will:
1) Describe the new educational context for 21st century learning
2) Discuss new expectations from adult learners
3) Employ at least three instructional design strategies that fit 21st century learning to your educational situations
Concurrent Sessions
11:30 am - 12:30 pm

**The Art of Tinkering: Tiny Ways to Transform Everything** - Ballroom H
Speaker: **Jason Kotecki**, Artist, Author, Speaker and fighter of Adultitis

Sometimes in life and in business, taking things to the next level requires making a big, scary change. The good news is that most of the time, we can drive innovation, achieve new levels of happiness, and uncover hidden opportunities for fun and profit just by being open to the art of tinkering. The dictionary says that to tinker is “to repair, adjust, or work with something in an unskilled or experimental manner.” The key words are “unskilled” and “experimental.” Although kids tinker all day long, adults often act like they have to master something on the first try or know exactly how something will turn out before they even take the first step. In this funny, fascinating and practical program, Jason Kotecki, will introduce you to the art and benefits of “tinkering,” while addressing how tiny steps can overcome the giant fears that hold us back. As a result of this program, you will be reminded that in times of uncertainty, the small things really do make the biggest difference, and you’ll be tinkering your way to new levels of awesome.

**We Don’t Fail: We Succeed, or We Learn** - Ballroom C
Speakers: **Bob Chalker, CAE**, Chief Executive Officer, NACE International; and **Rebekah Stacha, CAE**, Assistant Director, Technical Publications, Society of Petroleum Engineers; and **Heather McNair**, Vice President of Engagement Strategy, Higher Logic

Every leader fails at some point. When you fail, if you have the courage and strength to dust yourself off and give it another try, you open the door to possibilities. The association industry is constantly evolving and adapting to meet the changing needs of members. However, embracing change means being open to risk and potential failure. In this session, associations and service providers share their stories of ventures that did not pan out, what
they learned from those experiences, and how they approach the topic of embracing failure in order to pave the way for individual and organizational success.

Contemporary Marketing: Applying Adaptive Leadership to a Dynamic Environment – Ballroom A
Speakers: Patrick Donnelly, CEO, American Oil Chemists’ Society; and Tracy Talbot, Senior Vice President, Solutions, McKinley Advisors

The field of marketing is a prime example of a discipline struggling to keep pace and adapt in a dynamic, constantly evolving landscape. Advances in technology, demographic shifts, societal trends and other factors are causing many associations to rethink their traditional approaches to the art and science of marketing. Similarly, identifying an appropriate (and affordable) blend of marketing expertise, experience and capacity is often a challenge for scientific and engineering associations, particularly those that are headquartered in locations without large pools of non-profit talent. This session will provide data and insight on how leading scientific and engineering organizations are approaching marketing and profile one organization’s journey to refashion its marketing approach, acquire new talent, and implement new processes. This case study in adaptive leadership will showcase both the extensive preparation and decisive action that was required to bring about positive change.

By attending this session, you will:
1) Explore and understand best practices in modern marketing
2) Develop approaches to high-stakes change initiatives
3) Learn from peers about their own experiences in tackling similar challenges
“A great convention center has to be centrally located.”

WE AGREE.

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
Furthering the Profession – Not the Usual Suspects – Ballroom F

Moderator: Dr. Salina Gray, Science Educator
Panel: Geraldine Cochran, Department of Physics and Astronomy, Rutgers University; Rochelle Diamond, Member of the Professional Staff at Caltech and also chair of the National Organization of Gay & Lesbian Scientists and Technical Professionals (NOGLSTP); and Raquel Tamez, CEO, Society of Hispanic Professional Engineers and CESSE Board Member

Every person brings a diverse set of experiences and viewpoints for approaching and solving problems. The more ways we can perceive and solve problems increases the likelihood that we won’t miss a critical perspective and will help shape the direction and velocity of innovation.

Diversity is not just important for the future of society. It’s necessary for businesses to survive and thrive. During this engaging session a group of professionals will share their stories on why and how engineering and scientific associations should encourage individuals from underrepresented populations to enter and stay in the STEM professions.

By attending this session, you will:
1) Discover strategies and resources for outreach to underrepresented groups
2) Identify what you can do to future-proof your organization
3) Listen to and seek out diverse voices to advance your mission
4) Drive community through collaboration of diverse voices

Complimentary Headshots – SMG Networking Lounge – Ballroom G
12:30 pm - 1:45 pm

Lunch – Ballroom D&E
12:30 pm - 1:45 pm

Hosted by Hawai'i Convention Center
Learning Labs
1:45 pm – 2:15 pm

1. **Programmatic Marketing Strategies and Tactics to Drive Membership and Engagement** – Ballroom B
   
   *Presented by MultiView*
   
   Speaker: **Brian Miller**, Vice President, Partnerships, MultiView

   By 2019, 83.6% of US digital display ad dollars will go towards programmatic advertising. That equates to $45.72 billion. To that end, the way you market your association across the web will need to evolve. Data-driven advertising that targets a unique group of engaged professionals is the future of association advertising. This session provides a quick history of the programmatic space; explains how this tactic impacts associations and their members; and shows how associations can benefit from the technology, including new ways to generate non-dues revenue.

2. **Why Science and Content Should Matter When Choosing a Meeting Location** – Ballroom F
   
   *Presented by Canada Business Events*
   
   Speakers: **Virginie De Visscher**, Director of Business Development – Economic Sectors, Canada Business Events; and **Marie-Elaine Lemieux**, Sales Manager – American and International Conventions, Quebec City Convention Centre

   When choosing a meeting location, how much consideration do you give to the industry content and local expertise? In this learning lab, you will hear how local experts, science and industry content can drive your attendee numbers up, increase your membership, and drive potential sponsorship. How access to local experts and their research can fuel your meeting’s content with valuable speakers and meaningful discussions, in addition to potential site visits and engaged local participation.
Technology Disruptors: What You Need to Know – Ballroom H

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

Have you wondered if a drone will be delivering your lunch, or if we’ll be sporting tattoos that monitor our vital signs? As we move towards a world of self-driving cars and increasing AI capabilities, how will associations and the communities they serve be impacted? In this fast-paced, fun session we'll be taking a look the top new technology trends that are disrupting industries and which ones have matured enough for science and engineering organizations to benefit.
How can we leverage the power of data across our organization? We believe goals like improving engagement, increasing retention, and expanding event attendance can be achieved by pairing an organization’s online community and marketing automation tools for more informed, targeted member communications.

We’ll review campaign results from several client success stories, regarding organizations who used community intelligence and activity to enhance and personalize their member outreach and communications. The ultimate goal is to create a communications and engagement strategy that’s more relevant and meaningful for individual members.

How Associations Are Delivering Educational Content in an On-Demand World – Ballroom F

Presented by OmniPress

Speaker: Bob Hamm, Senior Account Manager, OmniPress

As an association, educational content is the single greatest value your conference provides to attendees. In an on-demand world, members expect to access this content when and how they prefer.

This makes managing and leveraging content more complex and time-consuming for conference planners, resulting in less time for other, more strategic initiatives.

Using insights from the Fourth Annual State of the Conference Industry Report, this session will address the top content trends and implications,
while presenting thought-provoking questions to help your association turn these findings into action.

### Global R&D Trends – Ballroom H
*Presented by Hawai‘i Convention Center*

**Speaker:** Debbie Zimmerman, 'Elele Program Director, Hawai‘i Convention Center

This presentation will provide a snapshot of global R&D efforts specifically addressing:

1) How does R&D investment in the US compare to countries abroad?
2) What are the R&D resources available both domestically and internationally?
3) What are global R&D trends?

#### Beverage Break – Ballroom D&E

2:45 pm - 3:15 pm  
*Hosted by Visit Milwaukee*

#### Learning Experiences

3:15 pm - 5:30 pm

Meet near registration to be directed to your bus. Present your experience ticket found behind your name badge at the bus before boarding.

Buses will depart from Pasadena Convention Center. At the end of the Learning Experience, buses will drop off at each hotel.
There's so much to love about Portland. Come see for yourself.

(and check out the new headquarter hotel we're building too!)

The best meetings don't always look like meetings. Must be the sunshine.
IMPACTFUL DIGITAL EXPERIENCES

DIGITAL STRATEGY
MOBILE APPS
CONTENT MANAGEMENT
RESPONSIVE DESIGN
SYSTEMS INTEGRATION

resultsdirect.com
Engagement at every stage of your member’s journey.

Online Communities | Marketing Automation
www.higherlogic.com
Learning Experiences
3:15 pm - 5:30 pm

The Tournament of Roses “Secret Sauce” for Creating Engagement and Longevity of Volunteers and Members

The Tournament of Roses, long steeped in tradition and celebrating its 130th year in 2019, the Rose Parade greets the world on the first of the year with a festival of flowers, music and sports that has thrived in Pasadena for more than a century. More than 80,000 hours of manpower is supplied by 935 volunteer members of the Tournament of Roses Association each year to produce a parade, Equestfest, a battle of the bands, numerous community events in advance of the tournament and manages the tours of the Wrigley Mansion. With only 36 paid staff how do they do it all?

During this only-in-Pasadena learning experience, the Tournament of Roses Association will share their “secret sauce” for building a sustainable membership and volunteer program. You’ll leave with an understanding of what it takes to develop a dynamic member and volunteer program which fosters engagement and longevity. Attendees will also tour Tournament House which was the Wrigley Mansion as well.

Behind the Scenes at the Rose Bowl

Rose Bowl Stadium is most well-known for the New Year’s Tournament of Roses football game, but also hosts UCLA Bruins football, music festivals, concerts, filmings, the World’s Largest Flea Market, five Super Bowl games, World Cup soccer matches and soon to be two Olympic Games. During this experience, senior management will share the history of Rose Bowl Stadium and a behind the scenes look at the communication, collaboration and staffing to host many world-renowned events.

Attendees will then break off into teams for the Great Rose Bowl Race to put their communication and collaboration skills to the test. Teams will visit the press box, original 1920’s locker room museum, court of champions, current locker rooms and even go on the field. Be sure to wear comfortable clothing and walking shoes for this lively and memorable experience.
Wednesday, July 11, 2018 continued

**Fostering innovation and Intrapreneurship with Idealab**

Founded in 1996, Idealab is the largest and longest running technology incubator in the country. Idealab created 150 companies such as Picasa, Tickets.com, and eToys.com, with many of these companies continuing on to become successful IPOs or get acquired by the likes of Google, Airbnb, and Target. Idealab fosters a supportive environment of bold ideas while also challenging the status quo. They believe that entrepreneurship can unlock human potential and make the world a better place. Idealab looks for big problems in the world that have technology solutions and test many ideas in parallel. When one shows promise, a team is recruited and organized to develop the idea, spin it off into a company, and then grow it into a successful business.

During this Learning Experience, we will tour Idealab, learn about their history and methodology during a brief presentation, and best of all, we get to put the methodology to the test. Together we will identify challenges within a theme such as healthcare or energy, brainstorm ideas to solve these problems, and apply the “first test” on these ideas using the Idealab methodology to determine whether our ideas are viable. Who knows, maybe we’ll end the tour with an idea that will make the World an even better place!

**Connecting to Science and Engineering at Caltech**

While some staff leaders have a background in science and engineering, many do not. That’s why the ACCESSE Program Committee created this learning experience which allows all of us (regardless of background) to discover the cutting-edge work being done by scientists and engineers.

During this rare opportunity, you’ll visit the Center for Autonomous Systems and Technology (CAST) where scientists, engineers and researchers from Caltech and JPL come together to solve inter-disciplinary challenges in robotics, drones, driverless cars, machine learning and bio-inspired systems such as prosthetic legs that automatically adjust to a wearer’s gait. At CAST not only do the researchers
learn from one another, but also from the machines which will help run the lab.

Please note: Photos and video are not permitted in the CAST facility.

Additionally, you will visit the Murray Lab for Planetary Visualization facility which is actively engaged in the current Mars Rover and the upcoming Mars Rover 2020 projects. The Murray Lab works on terrestrial data visualization projects, including production and rendering of ultra-high-resolution gravity models, topographic models, and cm-scale drone imaging and topographic modeling of field sites.

As an added bonus, you will experience a special exhibition celebrating the 100th anniversary of the birth of world renowned physicist, Richard Feynman, best known for his Nobel Prize-winning contributions to quantum electrodynamics. The exhibition entitled, “The Mind’s Eye: Richard Feynman in Word and Image” includes a “virtual Feynman” delivering one of his talks, illustrated lecture notes and artwork sharing his vision.

**Open Evening for Dinner on Your Own**
6:00 pm - 9:00 pm

As the birthplace of Julia Child, Pasadena was destined to be a foodie’s paradise. Serving cuisine from all parts of the world, Pasadena with 500 restaurants – more per capita than New York City– where diners can choose from charming outdoor cafes to elegant dining rooms and everything in between has a plethora of options. Share the culinary experience with your colleagues and ACCESSE18 partners during this evening on your own.

**Afterglow - Kings Row Gastropub (20 E. Colorado Blvd, Suite 102, Pasadena, CA 91105)**
9:00 pm - 11:00 pm

*Hosted by MultiView*

The best way to establish and build trusted relationships is still face-to-face. So, come on ACCESSE18 attendees, the night is still young! Meet the MultiView team and your colleagues for an after-dinner reception at one of Pasadena’s favorite gastropubs.
Meet in CHARLESTON

Readers of the Nation’s top travel magazines have again named Charleston the TOP U.S. CITY. Charleston’s alluring charm is also recognized by meeting professionals as an attendee-enticing tool. Let us make planning your memorable event here a little easier.

Bobby Pilch | bpilch@explorecharleston.com
843.958.3637 | meetcharleston.com

Proud Host of the 2019 CESSE CEO Meeting
Bobby Pilch | bpilch@explorecharleston.com
843.958.3637 | meetcharleston.com

Meet in

FORT WORTH

Discover the Unexpected. Enjoy Texas Skies & Sounds.

77 Convention & Event Venues

Number To Call
866.BOOK.SMG

Shopping for almost anything is either one click or one call away. In the world of conventions, exhibitions and special events, how can you effectively shop for convention centers and destinations with only one click or call? The answer is simple. The answer is SMG. With exhibition venues in the United States, Canada, the Caribbean, and China, we can shorten the site selection process from months to days, or even hours.

One click. One Call. SMG...
Where do you want to show today?

Visit smgworld.com or call 866.BOOK.SMG to find your next venue.
Thursday, July 12, 2018

Shared Interest Group Meet Ups Over Breakfast
7:30 am - 8:30 am

Refer to the CESSE app for the location of each Shared Interest Group Meet Up.

The best solutions often come from within our community. Shared Interest Groups are a chance for the CESSE Community to connect with other members and partners who have the same area of responsibility or interest, discuss challenges in a safe environment and help one another find solutions to pressing issues. Transportation and breakfast are on your own.

If you will no longer attend the Shared Interest Group Meet Up or have not signed up for one yet, please contact CESSE registration so that we may adjust the reservation with each restaurant.
I think. I believe. I want. Why do our Boardroom, conference room, and water cooler conversations include an abundance of I statements? Cognitive development theories posit that most seven-year-olds have outgrown their egocentric tendencies and developed an ability to separate their own beliefs, thoughts and ideas from those of others. So why do these characteristics persist in some of our Board and staff members, our volunteer leaders and members, and our legislators and policy makers; instead of the altruism we might expect?

In this session, we will re-think, re-frame, and re-visit the way our beliefs and values manifest in our everyday interactions to the benefit and detriment of our work, and then explore ways to transform and evolve our associations by developing an allocentric perspective—focusing on others, their value, and challenging long-held assumptions that obstruct inclusion in our associations.

**Power Perspective** – Ballroom D&E
9:40 am – 10:00 am

Facilitator: **Vicki Deal-Williams**, Chief Staff Officer for Multicultural Affairs, American Speech-Language-Hearing Association

Panel: **Pam Hemann**, President, Association Management Services Inc.; and **Cortland Russell**, CEO, Out in Science Technology Engineering and Math

Stay in your seats following Vicki Deal-Williams’ presentation for a discussion amongst association leaders. We’ll talk about the insights and practical applications which you can apply to your own association.
Proud Sponsor of CESSE

Production Innovations
Beverage Bar – Ballroom D&E  
10:00 am – 10:30 am  
Hosted by Visit Houston

Concurrent Sessions  
10:30 am – 11:30 am

Don’t Click that Link! But if You Do... – Ballroom A  
Speaker: Joe Mendez, Manager, Risk & Resilience, Deloitte & Touche LLP

Illegitimate emails seem obvious, right? But hackers are getting better and better at finding creative—and customized—ways to entice you to click into their trap. Falling victim to a hoax is more common than you may think, but most times, it can be incredibly easy to avoid the trap altogether. However, if you think you may have mis-stepped, there are ways to remedy the situation and possible effects of your actions.

Nonprofit associations are becoming the target of increasingly sophisticated phishing emails. Large-scale breaches like Yahoo (1.2 billion affected users) and River City Media, a spammer, (1.37 billion records compromised) means there is a higher risk of your data being out in the “wild” that could be used for a custom-made attack.

In this session, you will learn (in layman’s terms):  
1) What a common threat attempt looks like,  
2) The preventative steps you should have in place in both your personal and professional lives, and  
3) If (or when) you DO “click that link,” what you can and should do to right the wrong.
Swimming in the Swamp: How Engineering and Scientific Associations can (and should!) Make an Impact in Washington D.C. – Ballroom B  
Moderator: Chris Stelzig, Director of Strategic Initiatives, Entomological Society of America  
Panel: Karl Anderson, Government Relations Director, Alliance of Crop, Soil and Environmental Science Societies; Jennifer Gordon, Science Policy Fellow, Entomological Society of America; and Caroline Weinberg, Interim Executive Director, March for Science  

If there is one clear lesson from our national politics at this point, it is this: Nobody is going to advocate for you—you either need to promote your interests or be cut out of the conversation. Developing a strategy for non-partisan engagement can be a daunting challenge, but associations that do not adapt to the changing national climate do so at their own peril. This session is designed for representatives from associations whose government advocacy programs are either new or don’t exist yet. We’ll cover lessons learned from a relatively new program, options for engagement, and some types of programs that are having an impact on national politics.

By attending this session, you will:
1) Learn why developing an advocacy program is important and the costs of not doing so.
2) Identify what kinds of advocacy exist and strategies for approaching them.
3) Learn the tricks of the trade from trained experts.
4) Dissect a Capitol Hill meeting – learn how to set it up, what to say, pitfalls to avoid, and even what to wear.
Beyond MOUs: Real-Life Stories in Association Collaboration  - Ballroom C

Co-Chairs: Rebekah Stacha, CAE, Assistant Director, Technical Publications, Society of Petroleum Engineers and Tony Giometti, Senior Manager, Conference Programs, ASHRAE

Panel: Alan Wegener, Managing Director, Global Business, American Association of Petroleum Geologists; Stephen Graham, COO, Society of Petroleum Engineers and Executive Director, Offshore Technology Conference (OTC); and Mark Owen, Deputy Director of Publications and Education, ASHRAE

Memoranda of Understandings can propel associations into partnerships, which is good. But, how do you “get to great” by taking those partnerships to the next level? That’s where you see how your organizations share the same vision for advancing the arts and sciences but can also monetize that relationship, specifically, in the areas of conferences and publications.

But how do you know you’re on the right track? Are there any strategic milestones marking your way forward? The answer is “yes” -- 15 of them in fact. Come to session to learn what those 15 points are that can help your association achieve partnerships with bottom-line, market-driven results!

This session features “Ignite-style” presentations of the strategic principles that unlock the secrets to effective collaboration. Also, the session features a panel discussion to address “hands-on” case studies in association collaboration publishing and conferences.

Is there really strength in numbers? Or does that just lead to a bigger chaos? The answer is “yes” to both – come and share your dream projects and nightmares, too!

Here’s the bottom line for this session: see new ways to leverage your association’s mission with the help of other organizations!
Thursday, July 12, 2018 continued

**By attending this session, you will:**
1. Identify a collaborative opportunity.
2. Grasp the basic elements to include in collaborative agreements.
3. Describe new trends in association collaboration.

### Challenges of the CEO – The Art and Science of Board Success –
Ballroom F

**Moderator:** Jeff De Cagna FRSA FASAE, Executive Advisor, Foresight First LLC  
**Panel:** Ellen Bergfeld, Ph.D., CEO, Alliance of Crop, Soil and Environmental Science Societies; Nicole Boston, CAE, CEO, Society of Fire Protection Engineers; and David L. Schutt, Ph.D., CEO, SAE International

Boards play a critical role in stewarding the success of engineering and scientific societies, which makes the need to nurture high-performing boards a top priority for these organizations’ CEOs. This high-impact conversation, featuring three experienced CESSE chief executives, will examine the complex challenges of board performance, including the primary performance issues on which CEOs should focus their attention and effective practices that session participants can use to strengthen the performance of their own boards.

**By attending this session, you will...**
1. Gain insight into the broader societal context that demands high-performing boards.
2. Identify the critical issues that can undermine board performance.
3. Learn effective practices they can apply to strengthen their boards’ approach to governing.
Empowering the Next Generation: How Engineering and Scientific Associations Can Equip Young Professionals — Ballroom H
Moderator: C. David Gammel, CAE, CEO, Entomological Society of America
Panel: Michael Jones, Director, Mobile Technologies, Results Direct; and Korie G. Merrill, Preserve Manager, Center for Natural Lands Management

Professional engineering and scientific organizations have opportunities to engage and nurture Millennials and Generation Z in the early stages of their careers, empowering these individuals to become tomorrow’s leaders. Today’s emerging scientists and engineers are well-educated, but often lack real-world life skills needed to succeed. In this educational session, a panel of professionals and recent grads will explore topics including: in-person communications, collaboration with diverse teams, time management, personal finance, and goal-setting. Attendees will engage in an interactive exercise sharing what programs have worked, or not worked, at their organizations.

By attending this session, you will:
1) Understand how to attract and engage new members entering the workforce.
2) Hear the most pressing needs from young professionals.
3) Learn how other organizations are guiding and empowering emerging leaders.

Concurrent Sessions
11:30 am - 12:30 pm

Reaching New Audiences — AIHA’s IH Professional Pathway — Ballroom B
Speakers: Mary Ellen Brennan, Owner, MEBrennan Consulting; and Ben Rome, Manager, Marketing, American Industrial Hygiene Association
Avatars and comic books in a scientific society? Through the IH Professional Pathway project, AIHA has created novel approaches geared to communicating about careers in protecting worker health to new audiences and generations. Hear how AIHA developed the career stages of its profession and what new opportunities for engaging members and reaching new audiences and markets evolved.

**After attending this session, you will:**
1) Understand the potential value of a career stages project for your organization.
2) Learn how AIHA developed its career stages.
3) Learn about the new audiences and new markets identified.

---

**Top Four Changes to Stopping Sexual Harassment** – Ballroom F

Speaker: **Dorothy Person**, Owner, Triad HR Consulting

Sexual harassment in the workplace has not stopped with past policies and training. Explore various reasons this has not worked and move into the top four approaches that will improve workplace harassment. The four ways to cause major change: Embed cultural change, Reporting and Relationships, Policy and Guidelines, Investigation and Consequences. This session highlights the new priorities to make a difference: culture change, bystander and victim empowerment and fair investigations.

**By attending this session, you will:**
1) Identify what has stopped change in workplace behavior.
2) Recognize what participants can do to move culture change.
3) Pinpoint practical and powerful bystander and victim involvement and response.
4) Understand how to ensure reporting is factual and accurate.


3️⃣ **Leading with the End in Mind** – Ballroom H

Speaker: **Deanne Cross**, Sr. Education Manager, American Public Works Association; and **Rita Cassida P.E.**, Education Manager, American Public Works Association

We have all heard about Designing with the End in Mind, common when developing solutions to work problems and technical challenges. However, the same approach can be used when leading people and an organization. Knowing where you are going and choosing leadership strategies that help you get there in an intentional manner can make all the difference. In order to Lead with the End in Mind, Leaders must be futuristic thinkers and focus on organizational (and people) assessment, having clear end goals, a strong clear definition of how to measure success, and be an intentional leader. This session will help participants think through each of these elements to intentionally lead their people and organization to achieve greatness.

**You’ll leave this session able to:**
1) Identify the key elements of Leading with the End in Mind.
2) Articulate the impact of their leadership strategies.
3) Becoming more intentional leaders for your organization.

4️⃣ **Cultivating a Data Analytics Mindset in Engineering and Scientific Societies** – Ballroom C

Speaker: **Julie Sciullo**, CEO, Association Analytics

Leaders today have increased numbers of decisions to make, but less time to make them. Cultivating a culture that embraces an analytical mindset will be critical for engineering and scientific society executives over the next decade. This session covers common barriers to coaching your team towards an analytical mindset, ways to have them quickly make evidence-based decisions with confidence, and an approach for knowing how to
become a role model for effective decision-making.

**By attending this session, you will:**
1) Identify your organization’s current Analytical Mindset IQ – and know the concrete steps to increase it!
2) Reduce the time it takes to make decisions.
3) Learn the top 10 most powerful analytical questions to ask and techniques to ensure shared understanding.
4) Understand model and framework for analytical culture that focuses on what really matters.

5 Onscreen Chemistry: Leveraging Co-located SME’s to Mix Up Conversations Worth Watching – Ballroom A
Speakers:  Tim Parsons, COO/CMO, 5:00 Films and Media, Rita Santelli, CEO, The Savvy Group

The American Art Therapy Association (AATA) was faced with a daunting challenge: capture a year’s worth of video content in two days at their annual conference on a tight budget. The videos had to be interesting to both AATA’s existing audience of passionate practitioners and potential new members AND needed to serve the additional purpose of engaging the general public to promote awareness of the art therapy profession. 5:00 Films & Media partnered with AATA to create a video series that would showcase how the unique and integrative properties of art therapy enrich lives, support personal and relational treatment goals, address community concerns, and advance societal and ecological change. The series showcases various uses of art therapy, highlights subject matter experts, and invites the viewer to engage as third participant in conversation.

**By attending this session, you will:**
1) Learn how a simple hack and some good planning can leverage existing assets to support the creation of engaging video in a short time on a tight budget, customized to appeal to your core audience.
Thursday, July 12, 2018 continued

2) Understand the difference between using video as one element of an overall content strategy aimed at achieving specific goals and using video just to...use video.

3) Understand ways to repurpose video in multiple ways to maximize value of investing in this compelling but resource-intensive medium.

**Lunch** – Ballroom D&E
12:30 pm - 1:30 pm
*Hosted by Visit Baltimore*

**Concurrent Sessions**
1:30 pm – 3:00 pm

1) **Identifying and Addressing Subtle Biases in the Workplace:**
   **Microaggressions** – Ballroom A
   Speaker: **Joseph Williams, Ph.D.,** Associate Professor of Education, University of Virginia

Microaggressions are brief, everyday exchanges that send denigrating messages, whether intentional or unintentional, to certain individuals because of their group membership. Many microaggressions are so subtle that neither the target nor perpetrator may entirely understand what is happening. Research studies have found that the process of encountering microaggressions can be psychologically and physically draining, often leading to higher levels of stress, lower job satisfaction, hostile and invalidating work environment, and poor mental health outcomes. This session will help participants learn how to identify microaggressions, understand their impact, and respond appropriately when they occur.

**After attending this session, you will be able to:**
1) Identify microaggressions
2) Understand the harmful impact of microaggressions
3) Discuss strategies for responding to microaggressions at work and in everyday situations
Thursday, July 12, 2018 continued

Mission Control: Mobilizing and Monetizing Your Organization’s Core

**Purpose** - Ballroom B

**Moderator:** Jon Hockman, CPF, FASAE, Principal, McKinley Advisors

**Panel:** Chris Stelzig, Director of Strategic Initiatives, Entomological Society of America; and Caroline Weinberg, Interim Executive Director, March for Science

Every membership association has a mission statement, but how often do we use them – actively leveraging the mission to drive value, impact and revenue? Whether through storytelling, grand challenge events, collaborations, or other community building activities, the most successful associations have figured out how to mobilize and monetize their mission. During this session you will get practical, proven guidance from leaders of associations that are leveraging mission. You will then roll up your sleeves and use your own organization’s mission to apply what you’re learning. You’ll walk out of the session with insights from peers that have leveraged mission, the beginning of your own plan of action, and input and feedback from peers on that plan.

**Following this session, you will be able to:**

1) Understand how organizations are using their mission as a powerful tool that drives action.

2) Gather peer guidance on how your organization can better leverage mission.

3) Build your own initial plan of action to leverage your organization mission.
During this session, we will:

1) Compare US and international member and non-member customer data from associations to gain insights into how people view their relationship strength and what impacts its quality for good or bad.

2) Review what members and non-members feel deliver the most value and impact engagement the most including the relevance of membership and products.

3) Construct new models for how activation strategies must change based on the relationship strength of members or non-members.

4) Develop new approaches for participants to re-imagine their own engagement strategy through exploration discussions and group reporting from exercises conducted at audience tables.
Build a Controlled Vocabulary to Bust Organization Silos – Ballroom F

Speaker: Dina Lewis, CAE, President, Distilled Logic; and Courtney Reyers, Senior Manager, Digital Strategy, American Society for Microbiology

Associations create categories and buckets for most everything they do: membership levels, conference tracks, or a podcast series to name a few. Add in branded products, acronyms, multiple departments and the challenge of marketing and communicating your products, services and content to members and consumers gets even tougher. Examine how one scientific society used a collaborative approach to break through traditional silos, obtain buy-in from staff, subject matter experts and members to create a controlled vocabulary that is the keystone for its digital content strategy.

By attending this session, you will be able to:
1) Design cross-functional teams to create, refine and vet a controlled vocabulary for your websites and other content.
2) Develop tagging schemes to connect content to your CRM/AMS and remarket to your members and customers.
3) Create a working model for assembling, testing and updating your content tags/taxonomy.

Digital Credentialing: The Evolution of Badges and the Role of the Association – Ballroom H

Moderator: Kevin Perry, Director Professional Development, SAE International

Panel: Jonathan Finkelstein, Founder & CEO, Credly; Dr. James E. Willis, digital credentialing consultant; and Kevin Perry, Director Professional Development, SAE International

The digital credential movement, and in particular digital badges, has been underway for several years and continues to gain momentum. A
ENGAGE. INFORM. LEAD.

THE LEADING DIGITAL MEDIA PUBLISHER OF TARGETED BUSINESS NEWS.

Delivering valuable and reliable content is the smartest way to engage and inform your audience. Leaders rely on industry news to stay on top of their professions — and the competition. With SmartBrief, you become the source of accurate, valued and quality news for your industry.
wide variety of organizations have jumped on the badging wagon, with mixed results. And a growing number of digital credential management companies are offering their services. In response, the International Association for Continuing Education and Training (IACET) has published a digital badging standard to provide a guidepost for how to issue and manage credible digital credentials.

This panel will provide a digital badge primer for those new to the badge world. The new IACET standard will be described including a taxonomy for different types of badges. Two leading experts will share leadership perspectives on the current and future state of digital credentialing. Finally, a recent association case story will be shared as an illustration of how a digital badge program can be deployed.

**Beverage Bar – Ballroom D&E**
3:00 pm - 3:30 pm
*Hosted by Hyatt Hotels & Resorts*
SEEKER Session: Space Exploration’s Value for Economic Growth and Global Leadership – Ballroom D&E
3:30 pm – 4:30 pm
Presenting partner: Pasadena Convention & Visitors Bureau

Speaker: Bill Nye
CEO, The Planetary Society

From the first flight of his boyhood rubber band-powered airplane, Bill Nye began searching for his place in space. Sitting in professor Carl Sagan’s class years later, his path began to crystallize. Today as CEO of The Planetary Society, the world’s largest and most influential non-profit space organization, he leads the organization to create, advocate and educate for space science and technology. The Planetary Society funds innovative science and engineering projects, guides space policy, works to ensure NASA has the funding it needs and inspires and empowers people to advance space science and explore the cosmos. Their current feature project is LightSail, a citizen-funded small spacecraft, propelled solely by sunlight. LightSail is set to launch aboard SpaceX Falcon Heavy where they will attempt the first, controlled solar sail flight in Earth orbit.

During this educational, entertaining and inspiring session, Planetary Society CEO, Bill Nye, will talk about space exploration’s potential for economic growth, the impact space exploration will have on the world at large and the leadership role engineering and scientific associations can play in helping solve some of the world’s greatest challenges.
Back by popular demand – IGNITE! will close out ACCESSE18. IGNITE! is a fast-paced, engaging presentation format in which presenters have 5 minutes to expound on a topic they are passionate about – the only rules are they must use 20 slides and those slides must auto-advance. The IGNITE! motto is: “Enlighten us...but make it quick!”

These intrepid souls will share their stories, insights and lessons learned during this entertaining and memorable closing session.

**Perception is NOT Reality**
Speaker: Elena Gerstmann, Ph.D., FASAE, CAE, Deputy Executive Operations, American Society of Mechanical Engineers

**AGU: Making the Most of a Centennial Anniversary**
Speaker: Leonard S. Greenberger, Partner, Potomac Communications Group

**A Tesla in the Sky**
Speaker: Michael Jones, Director, Mobile Technologies, Results Direct

**How Not to have Regrets – Love, Mom**
Speaker: Sharon Lensky, Manager, Technical Support, American Physical Society

**ENLIGHTEN ME ON WINE...Why I Like What I Like!**
Speaker: Juanita Metzler, Convention Sales Manager, Eugene, Cascades & Coast/Travel Lane County

**More than Moose, Mounties and Maple Syrup – The Canada You Thought You Knew**
Speaker: Virginie De Visscher, Director of Business Development – Economic Sectors, Canada Business Events
THEY SAY IT’S JUST ANOTHER MEETING.
WE SAY, YOU’LL NEVER WANT IT TO END.

After a while on the convention circuit, every city starts to blur together—until you get to Phoenix. Unhurried and wholly unexpected, Phoenix is a place where connections are forged in boardrooms or on urban trails. So come, and let Phoenix surprise you. Explore more at VisitPhoenix.com/meetings.

Technical Difficulties?
TIME FOR BETTER TECHNOLOGY

UPGRADE YOUR MEETING TO LAUNCHPAD AND MAKE PRESENTATION PROBLEMS HISTORY.

LaunchPad
universal presentation management

FIND OUT MORE AT WARPSPEEDTECH.COM // 347. 709.1337
Thursday, July 12, 2018 continued

**Closing Celebration** – Pasadena Civic Auditorium Lobby & Plaza  
7:00 pm – 11:00 pm  
*Hosted by Pasadena Convention and Visitors Bureau*  
*Supported by Centerplate and PSAV*

Under the evening stars, celebrate the close of ACCESSE18 by experiencing the glits and glam of Hollywood. Arrive in style to a rolled out red carpet where photographers will capture members photos as they walk to the historic Pasadena Civic Auditorium. Home to award shows, concerts and where the King of Pop, Michael Jackson, debuted the moonwalk, the Civic Auditorium will transform into a magical night filled with food, drinks and entertainment. **Weather permitting, this event will be held mostly outdoors.**

---

**THEY SAY IT’S JUST ANOTHER MEETING.**  
**WE SAY, YOU’LL NEVER WANT IT TO END.**

After a while on the convention circuit, every city starts to blur together—until you get to Phoenix. Unhurried and wholly unexpected, Phoenix is a place where connections are forged in boardrooms or on urban trails. So come, and let Phoenix surprise you. Explore more at [VisitPhoenix.com/meetings](http://VisitPhoenix.com/meetings).
GENERAL INFORMATION

For more conference information and updated event information, download the CESSE 360 app and select the ACCESSE18 conference.

Code of Conduct
CESSE expects conference attendees to respect each other and behave in a generally civilized fashion. Members should respect common sense rules for public behavior, personal interaction, common courtesy, and respect for private property. If you wouldn’t do it at home, please do not do it here. Abusive, harassing, or threatening behavior towards any other attendee or directed at any CESSE member or partner (even those not present at the conference) will NOT be tolerated. Please report any incidents in which a conference attendee is abusive, insulting, intimidating, bothersome, or act in an unsafe or illegal manner to the conference organizers immediately.

Photos & Video
Photographs and video will be taken throughout the conference. By registering for ACCESSE18, you have agreed to allow CESSE to use your photo or video of you in any CESSE-related publications, promotion or website.

Emergencies
In the event of an emergency at the Pasadena Convention Center or hotels, please contact venue security at the following numbers:

Pasadena Convention Center: Security: 626-395-0243 or any house phone dialing 243
Westin: 911 or “0” for the hotel operator
Hilton: 66 or “0” for the hotel operator
Download the CESSE 360 App and select the ACCESSE18 conference for the most up to date conference information including:

- Additions and changes to the program
- Attendee list
- Speaker information
- Sponsoring Partner descriptions
- Handouts
- Session evaluations

In the CESSE 360 App, you can:

- Share your experience by posting photos and comments in the timeline
- Create your conference schedule – including adding personal appointments with other members and partners
- Message other attendees
- Take notes during the sessions
- Complete the session surveys

Following ACCESSE18, leave the CESSE 360 App on your device to access the CESSE Communities, benchmarking survey and membership directory, volunteer for CESSE activities, manage your membership, view industry news and receive updates from CESSE.

Complimentary WiFi will be available in the Pasadena Convention Center to ACCESSE18 attendees. To connect, use the following information:

**Network:** ACCESSE18  
**Password:** Pasadena
Conference Shuttles

CESSE will provide shuttle service between the hotels and the Pasadena Convention Center every 30 minutes (on the hour and half hour) on the following days/times:

- **Tuesday, July 10th**: 12:00 pm – 7:30 pm
- **Wednesday, July 11th**: 7:00 am – 4:00 pm
- **Thursday, July 12th**: 8:00 am – 8:00 pm

Additionally, the Westin and Hilton each have a shuttle which will take guests within a few miles of each hotel. Westin and Hilton shuttles are on a first come, first served basis.

Learning Experience Transportation – Wednesday, July 11th; 3:15 pm – 5:30 pm

Buses will depart from the Pasadena Convention Center. At the end of the Learning Experience, buses will drop off at each hotel.

Session Radios

*Supporting partner: AH*

Taking inspiration from our opening SEEKER Session speaker, we’re trying a new floor plan which integrates the learning and networking all in one space.

Meals, SEEKER Sessions, beverage bars and the Partner Solution Center will all be in one open space. The airwalls between concurrent session and learning lab rooms will be closed but the airwall to Ballroom D&E will remain open.

Since the concurrent sessions and learning labs will be held in a more open-space environment, we are giving each attendee a headset to use during the concurrent sessions and learning labs. This is yours to keep and use as a FM radio following the conference.
HOW TO USE YOUR ACCESE RADIO
Remove the battery tab and plug in the ear buds provided. Turn the radio ON by rotating the white power/volume dial up to your desired sound level. Turn the radio OFF by rotating the volume down until you hear a click.

Use the UP and DOWN buttons to toggle between the pre-tuned event channels.

Ballroom A - Channel 1
Ballroom B - Channel 2
Ballroom C - Channel 3
Ballroom F - Channel 4
Ballroom H - Channel 5

If you wear an assistive listening device and would prefer over the ear headphones rather than the ear buds supplied, please see the ACCESE registration desk. Additionally, if you are having trouble using your radio, please ask for assistance from the session monitor, audio visual staff or a CESSE staff member.

Stereotypes Be Damned.

Salt Lake hasn’t always been the city it is today. While we’ve always been known for our stunning views and mountain backdrop, we haven’t always had 2000 restaurants, 200 bars, 150 hotels, or nearly 1 million square feet of convention space. So imagine holding your next event someplace beautiful with a vibrant urban energy. Imagine holding your next event right here in Salt Lake.
Presentations & Handouts

All sessions and learning labs will be audio recorded and synced with slides unless the speaker(s) have not given their consent to do so.

Handouts and slides (for which we have received permission from the speaker to post) will be posted in the CESSE 360 app under the “Resources” section for each session on July 10th. Please note: in some cases, the speaker(s) particularly for sessions with panel discussions may not have provided slides to CESSE.

Audio recordings of the sessions will be posted to the CESSE Communities in the CESSE Open Forum after July 20th.

Session Evaluations

Evaluations for each session, learning lab and experience may be found in the CESSE 360 app under the “Resources” section for each session. At the end of every session you attend, please take a minute to give us your feedback. Your input is critical in designing future sessions and CESSE programming.

ACCESSE Registration

Pick up your name badge, learning experience ticket and printed program at the Pasadena Convention Center – Ballroom Foyer during the following hours:

- Tuesday, July 10th: 12:00 pm – 7:00 pm
- Wednesday, July 11th: 7:30 am – 4:00 pm
- Thursday, July 12th: 7:30 am – 4:00 pm

Should you need assistance or have questions after registration hours, please contact Renee Lewis, CESSE Program Manager, via phone/text: 248-996-0979 or e-mail renee@cesse.org.
We’re making it easier for you to connect with your peers at ACCESE18. You will receive a name badge holder that is color-coded based on your area of responsibility or interest. See the key below.

CEO, COO, Deputy Director – Black  
Finance & HR – Green  
Governance – Tan  
International – Turquoise  
Marketing – Red  
Meetings – Pink  

Membership/Chapters – Royal Blue  
Partner – Yellow  
Professional Development – Orange  
Publishing – Purple  
Technology – Burgundy

Not the right color? Simply ask to switch it out at ACCESE registration.
We wish to thank the many partners who support CESSE all year long as well as for ACCESESSE18. We encourage you to patronize the CESSE and ACCESESSE18 Partners when considering a service, venue or destination for your association. Partners listed as of 5/24/18.

Premiere Partner

CANADA BUSINESS EVENTS

CESSE Service Partners

- CESSE 360 APP
- CESSE Communities and Digital Marketing
- E-Newsletter
- Website Host & AMS Provider
- SmartBrief
- NAYLOR ASSOCIATION SOLUTIONS
ACCESSE18 Event Partners

- Audiovisual, Production & Webcasting
- Concurrent Sessions
- Lanyards
- Networking Lounge
- Presentation Platform Services
- Printed Program
- Program Ad
- Program Ad
- Program Ad
- Speaker Gifts
- ACESSE January Program Committee Meeting hosts
- Board of Directors Dinner
- Board of Directors Luncheon
- Board of Directors Luncheon Partner
- CESSE Member Mixer

#ACCESSE18
ACCESSE18 Event Partners Cont.

Opening Reception  Tuesday Turndown Gift  Fun Run/Walk

Fun Run/Walk Partner  Fun Run/Walk Partner  Wednesday Breakfast

Wednesday Breakfast Partner  Wednesday Breakfast Partner  Wednesday Breakfast Partner

Wednesday Breakfast Partner  Wednesday Breakfast Partner  Wednesday SEEKER Session

#ACCESSE18
ACCESE18 Event Partners Cont.

- Wednesday AM Beverage Break
- Wednesday Lunch
- Wednesday PM Beverage Break
- Afterglow
- Wednesday Turndown Gift
- Thursday Morning SEEKER Session
- Thursday AM Beverage Break
- Thursday Lunch
- Thursday PM Beverage Break
- Thursday Afternoon SEEKER Session
- IGNITE! Session
- Closing Celebration

CITIES AND ACCESE18 partners

#ACCESE18
CESSE AND ACCESE18 partners

ACCESE18 Event Partners Cont.

Thursday Turndown Gift

HD Projectors Contributor

ACCESE18 Monetary Partners
CESSE AND ACCE SSE18 partners

ACCE SSE18 Mon e tary Partners Cont.

[Logos and images of various partners]
The Council of Engineering and Scientific Society Executives (CESSE) is a professional society comprising approximately 1,200 executives from 200 science and engineering societies, whose combined memberships total approximately four million people. CESSE’s purpose is to provide a forum for the mutual exchange of experience, guidance, and discussion of common problems in leading and operating engineering and scientific societies.

CESSE’s greatest resource is its members’ wisdom and experience. CESSE members are known for their willingness to share their knowledge with colleagues. CESSE provides the go-to source of education, networking and benchmarking for the staffs of engineering, technical and scientific societies to ensure the exchange and development of effective leadership practices.
CESSE BOARD

Ellen Bergfeld, Ph.D.
Chair
Chief Executive Officer, Alliance of Crop, Soil and Environmental Science Societies

David L. Schutt, Ph.D.
Vice Chair
Chief Executive Officer, SAE International

Thomas G. Loughlin, CAE
Past Chair
Retired CEO, American Society of Mechanical Engineers

Arlene A. Pietranton, Ph.D., CAE
Secretary
Chief Executive Officer, American Speech-Language Hearing Association

Donna G. Halstead, CAE
Treasurer
Managing Director of Finance & Administration, American Concrete Institute

Stefano Bertuzzi, Ph.D.
Director
Chief Executive Officer, American Society for Microbiology

Nicole Boston, CAE
Director
Chief Executive Officer, Society of Fire Protection Engineers

Robert Chalker, CAE
Director
Chief Executive Officer, NACE International

C. David Gammel, CAE
Director
Executive Director, Entomological Society of America

Catherine A. Leslie, P.E., F. ASCE, CAE
Director
Executive Director, Engineers Without Borders USA

Ellen Bergfeld, Ph.D.
Chair
Chief Executive Officer, Alliance of Crop, Soil and Environmental Science Societies

David L. Schutt, Ph.D.
Vice Chair
Chief Executive Officer, SAE International
SAVE THE DATE!

Watch your e-mail, Facebook, Twitter and the CESSE for details!

July 23-25, 2019   •   Baltimore, Maryland

Hyatt Regency Inner Harbor and Baltimore Convention Center

ACCESSE19 CALL FOR TOPICS

CESSE will be seeking topic ideas for ACCESSE19 from members and partners during July and August. You will also have a chance to vote for your favorites as well.

#ACCESSE18
SAVE THE DATE!

July 23–25, 2019 • Baltimore, Maryland
Hyatt Regency Inner Harbor and Baltimore Convention Center

ACCESSE19 CALL FOR TOPICS

CESSE will be seeking topic ideas for ACCESSE19 from members and partners during July and August. You will also have a chance to vote for your favorites as well.

Watch your e-mail, Facebook, Twitter and the CESSE for details!
Get inspired for ACESSE 2019!

See the Baltimore you’re missing through the eyes of those who know it best: the locals.

For a close-up look at this amazing city, follow #MyBmore on social media.