

CESSE CEO MEETING

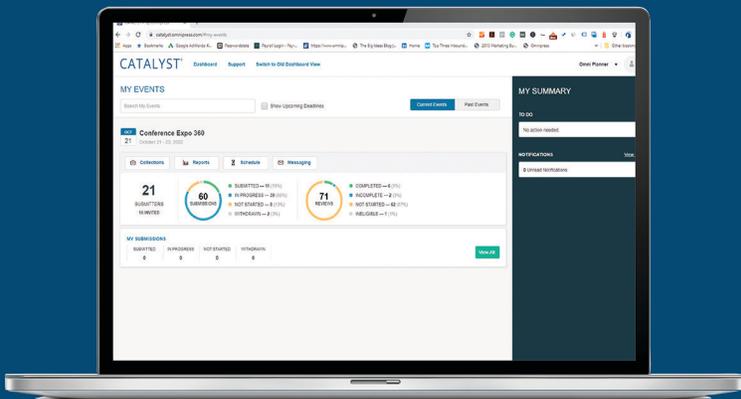
FEBRUARY 9-12, 2020 ■ TUCSON, AZ





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Chair's Message

Welcome to the 2020 CESSE CEO Meeting!

I am so excited to be here with so many dear friends and colleagues at the Omni Tucson National Resort—what an inspiring venue for this very special annual gathering! Our program chair, Raquel Tamez, Esq., CEO of the Society of Hispanic Professional Engineers, has worked diligently with a cadre of colleagues and partners to develop a timely and highly relevant program of current and future-ready content and topics.

To everyone who's here—THANK YOU for being the essential component of this amazing event. The CESSE CEO Meeting is renowned for delivering on its value proposition of actionable learnings, unparalleled networking, and trusted relationships. By your presence, each of YOU makes this an ever more enriching experience.

This meeting wouldn't be possible without our generous and loyal partners who provide information, materials and provisions that enhance our opportunity to learn with and from one another. Special thanks go to The Omni Tucson National Resort for hosting the 2020 CESSE CEO Meeting.

I encourage you to actively participate in the sessions and conversations and to share your insights and experiences generously with others. I'm confident that the more involved each of us is, the more fully we will all benefit from this truly unique event.

With gratitude and warm regards,

Arlene A. Pietranton, PhD, CAE FASAE
2019-2020 CESSE Chair



*Arlene A. Pietranton,
CEO, American Speech-Language-
Hearing Association*

Chair's Message	1
Program Committee Message	2
Meeting at a Glance	5
Meeting Details	9
Attending CEOs	21
Association Profiles	26
Attending Partners	41
Maps	47

Program Chair Message

Welcome to the 2020 CESSE CEO Meeting!

Each of us have faced challenges both within and outside of our associations, some of which are difficult to confront when they are beyond our control. As CEOs, we are committed to developing our own competencies so that we can influence productive change in our organizations. The CEO Meeting provides you that essential time and space to reflect and grow as a leader. This event is a vital opportunity for you to communicate shared concerns with fellow STEM society leaders in the comfort of a safe and supporting environment.

Throughout the next 2.5 days of programming, we will focus on impactful ways we can positively influence our teams and carefully examine how the decisions we make affect our organizations for the future. Our knowledgeable panelists will discuss their personal and professional experiences on pertinent topics including diversity, equity, and inclusion; member engagement; developing your leadership style; and digital transformation. We'll also share some fun, candid conversations about CEO experiences that you must hear to believe!

I encourage you to actively engage with the other CEOs in attendance and bring your ideas to the table. I assure you that this unique event will be one of the most valuable experiences in your journey as a leader.

We look forward to enriching sessions, reinvigorating discussions, and meeting new colleagues while reconnecting with old friends!

Regards,

Raquel Tamez, Esq.
2020 CESSE CEO Meeting Program Chair



Raquel Tamez,
*CEO, Society of Hispanic
Professional Engineers*

ALL SYSTEMS GO

Meeting at a Glance

Ford Rouge Factory - Innovation Theatre

Fueled by youth, energy and a creative buzz, Detroit is a tech-talent and IT-startup hotspot. It fosters a diverse environment for high-technology industries including mobility, cybersecurity, robotics, health care and advanced manufacturing. When paired with a trendy dining and bar scene, live music venues, new hotel product and a convenient Midwest location, a memorable meeting is guaranteed. Detroit. It's GO time.

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Meeting at a Glance

Sunday, February 9

CESSE Board of Directors Breakfast

7:30–8 am | Desert Willow Salon

Hosted by JDG Associates, Ltd.

CESSE Board of Directors Meeting

8 am–3:30 pm | Desert Willow Salon

CESSE Board of Directors Luncheon

Noon–1 pm | Cypress

Hosted by Visit Seattle

Registration

Noon–6 pm | Main Lobby

New to CESSE Session for CEOs

4–5 pm | Papago Ballroom

Welcome Reception and Dinner *(registered guests welcome)*

6–9 pm | Papago Terrace & Ballroom

Hosted by Detroit Metro CVB

Monday, February 10

Registration

7 am–4:30 pm | Main Lobby

Breakfast *(registered guests welcome)*

7:30–8:30 am | Ironwood Ballroom

Hosted by Hawai'i Convention Center

Digital Transformation in a Changing Landscape

8:30–10 am | Papago Ballroom

Supporting partner The Beaches of Ft. Meyers and Sanibel

Morning Break

10–10:30 am | Papago Terrace

Hosted by Business Events Toronto

Developing Your Board and Leadership Pipeline

10:30 am–Noon | Papago Ballroom

Supporting partner Towneley Capital Management

Lunch and Roundtable Discussions *(registered guests welcome)*

Noon–1:30 pm | Ironwood Ballroom

Hosted by Tourism Vancouver

Investing in You: Embrace and Supercharge Your Leadership Style

1:30–3 pm | Papago Ballroom

Supporting partner Visit Omaha

Partners Circle *(sponsoring partners only)*

1:30–3 pm | Ironwood Ballroom

Afternoon Break

3–3:30 pm | Papago Terrace

Hosted by Travel Portland

Complimentary WiFi is available to CESSE attendees courtesy of Del Cor & Dimeo Schneider. Select the network: **CESSECEO** and use password: **CESSE20**.

Meeting at a Glance

Monday continued

How to Survive and Thrive in Turbulent Economic Times

3:30–5 pm | Papago Ballroom

Supporting partner Conference Direct

Open Evening

6–9 pm

Afterglow (registered guests welcome)

9–11 pm | Bella Vista Room

Hosted by Business Events Montreal and Ottawa Tourism

Tuesday, February 11

Registration

7 am–5 pm | Main Lobby

Breakfast (registered guests welcome)

7:30–8:30 am | Ironwood Ballroom

Hosted by Québec City Business Destination

Association CEO Employment Contracts: Key Tips, Strategies, Pitfalls, and Best Practices

8:30–9:30 am | Papago Ballroom

Supporting partner Destination Madison

Morning Break

9:30–10 am | Papago Terrace

Hosted by HelmsBriscoe

Engaging Members Across the Generations

10–11:30 am | Papago Ballroom

Supporting partner Advanced Solutions International

CESSE Business Meeting (CEOs only)

11:30 am–12:30 pm | Desert Willow Salon

Lunch and Roundtable Discussion (registered guests welcome)

12:30–1:30 pm | Ironwood Ballroom

You Can't Make This S#!t Up

1:30–3 pm | Papago Ballroom

Supporting partner Visit Salt Lake

Afternoon Break

3–3:30 pm | Papago Terrace

Hosted by McKinley Advisors

The Other Side of the Coin: Success Stories in Navigating Change

3:30–5 pm | Papago Ballroom

Supporting partner Visit Milwaukee

Closing Reception and Dinner (registered guests welcome)

5:30–11 pm | JW Marriott Starr Pass Resort & Spa

Hosted by Marriott International

Meeting at a Glance

Wednesday, February 12

Breakfast *(registered guests welcome)*

7:30–8:30 am

Hosted by OpenWater

Diversity, Equity, and Inclusion

8:30–10 am | Papago Ballroom

Supporting partner Visit Mobile

Departing Break

10–10:30 am | Papago Terrace

Hosted by Meeting + Conventions Calgary



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Meeting Details

Sunday, February 9

7:30–8 am
Desert Willow Salon

CESSE Board of Directors Breakfast
Hosted by JDG Associates, Ltd.

8 am–3:30 pm
Desert Willow Salon

CESSE Board of Directors Meeting

Noon–1 pm
Cypress

CESSE Board of Directors Luncheon
Hosted by Visit Seattle

Noon–6 pm
Main Lobby

Registration

4–5 pm
Papago Ballroom

New to CESSE Session for CEOs

6–9 pm
Papago Terrace
& Ballroom

Welcome Reception and Dinner
(registered guests welcome)
Hosted by Detroit Metro CVB

Monday, February 10

7 am–4:30 pm
Main Lobby

Registration

7:30–8:30 am
Ironwood Ballroom

Breakfast *(registered guests welcome)*
Hosted by Hawai'i Convention Center

8:30–10 am
Papago Ballroom

Digital Transformation In a Changing Landscape
Supporting partner The Beaches of Ft. Myers and Sanibel

Moderator

Erika Shugart, PhD, American Society for Cell Biology

Keynote

Matt Loeb, CGEIT FASAE CAE, Biomedical Engineering Society

Panelists

Crispin Taylor, PhD, American Society of Plant Biologists

Bill Mahoney, ASM International

Chris McEntee, BSN MHA, American Geophysical Union

Meeting Details

Monday, February 10 *continued*

Digital Transformation has become a buzz phrase that means different things to different organizations and their executive leaders. What is common to all is that the landscape around being digital is constantly evolving, being shaped by changes in demographics, globalization, and scholarly publishing, in addition to many other challenges and opportunities facing professional societies. How do we respond in ways that are responsive to member or customer needs, are agile, and create value for our organizations while also preparing us to react to an uncertain future? This panel will highlight strategies and considerations to help you develop or refine your digital roadmaps backed by three case studies from organizations that are in different stages of their building and deployment of digital solutions.

At the end of the discussion, you will

- have new insights that will help you chart your digital journey while also recalibrating expectations on timelines to execute your transformation
- acquire new ideas and emerging practices that you can distill and contextualize into your organization's unique requirements to be digital.

10-10:30 am

Papago Terrace

Morning Break

Hosted by Business Events Toronto

10:30 am-Noon

Papago Ballroom

Developing Your Board and Leadership Pipeline

Supporting partner Towneley Capital Management, Inc.

Moderator

Cathy Leslie, PE, F. ASCE, CAE, Engineers Without Borders—USA

Panelists

Frank Krause, CAE, Federation of American Societies for Experimental Biology

Catherine O'Riordan, PhD, The Ecological Society of America

Charity Quick, MBA CAE CIA CCT, AACE International

This participatory session will focus on Board and presidential successions along with CEO transitions, all while staying consistent with an organization's Strategic Plan. We will bring together CEOs who have or are currently navigating these challenges for their organizations to discuss the pros and cons of different approaches.

At the end of this session, you will understand

- how Boards should, and shouldn't, behave
- how academics approach board service and how to select the right members for your board
- how to establish and utilize leadership development committees and how they assist in creating a productive board
- the pros and cons of resizing a Board and moving them to a Strategic Agenda.

Meeting Details

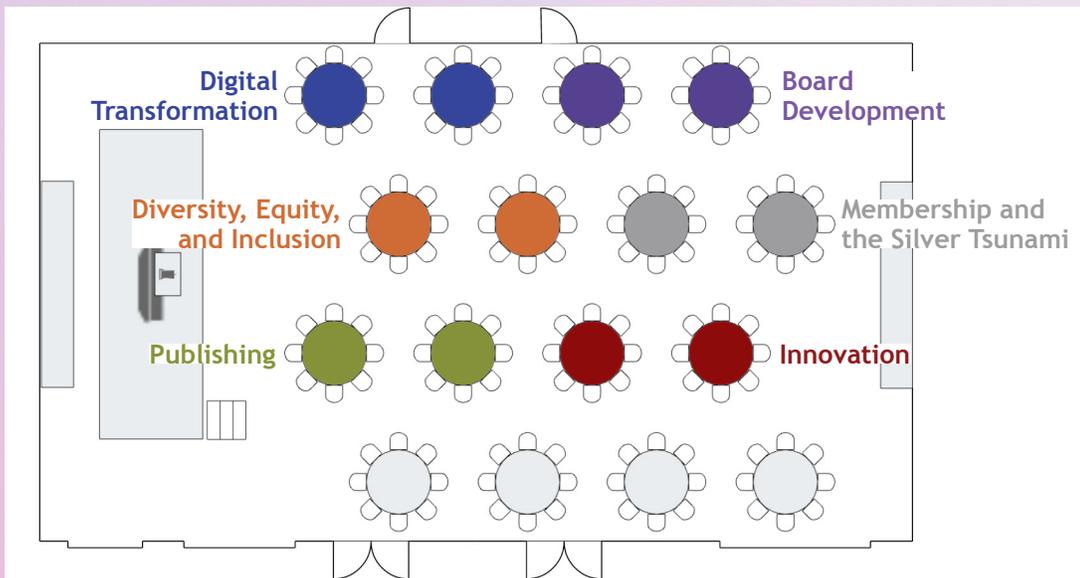
Monday, February 10 *continued*

Noon-1:30 pm
Ironwood Ballroom

Lunch and Roundtable Discussions
(registered guests welcome)
Hosted by Tourism Vancouver

Discuss hot topics and get to know your fellow CEOs. Sit at the table with the corresponding color of your interest.

- **Digital transformation**—Where are you in the process? (2) - Blue
- **Board Development**—Governance Challenges (2) - Purple
- **Diversity, Equity and Inclusion**—2020 initiatives (2) - Orange
- **Membership and the Silver Tsunami**—how is the aging population impacting associations? (2) - Silver
- **Publishing**—How is Plan S impacting our organizations? (2) - Green
- **Innovation**—What's the next big idea? (2) - Red



1:30-3 pm
Papago Ballroom

Investing in You: Embrace and Supercharge Your Leadership Style

Supporting partner Visit Omaha

Presenter

Anne Collier, MPP JD PCC, Arudia

In today's world of fast-paced change, resilience and leadership are a must. Executives must embrace innovation, confronting their own and colleagues' fears with optimism, objectivity, and aplomb. They must lead.

Meeting Details

Monday, February 10 *continued*

This program provides a unique opportunity to learn about your leadership style, including whether you are an **Asserter, Achiever, or Affirmer** and what those categories mean for your *everyday* leadership style and your style *under* stress. In addition, you'll learn your score on the nine attributes of "actualized" leaders, people who effectively manage their stress and are consequently, more resilient and less reactive *and* work more effectively with everyone from colleagues to clients. Improving your score on the nine attributes is the key to improving confidence, performance, renewal, and resilience.

1:30–3 pm
Ironwood Ballroom

Partners Circle (*sponsoring partners only*)

3–3:30 pm
Papago Terrace

Afternoon Break
Hosted by Travel Portland

3:30–5 pm
Papago Ballroom

How to Survive and Thrive in Turbulent Economic Times
Supporting partner Conference Direct

Moderator

C. David Gammel, FASAE CAE, McKinley Advisors

Panelists

Frank Krause, CAE, Federation of American Societies for Experimental Biology

Pat Blake, FASAE CAE, Heart Rhythm Society

Rob Olcott, CIMA AIF, DiMeo Schneider & Associates, LLC

Every organization eventually has to weather a tough economy, either in their specific industry or for the world as a whole. The conventional wisdom is that after a record-long period of growth in the global and US economies, we may be due for a recession in the near future. Join our panel for a lively discussion of how to prepare for tighter times and to lay the groundwork to emerge stronger than ever.

6–9 pm

Open Evening

Explore Tucson's fine dining and attractions. You can find places to eat and things to do on the CESSE 360 app.

9–11 pm
Bella Vista Room

Afterglow (*registered guests welcome*)
Hosted by Business Events Montreal and Ottawa Tourism

The night is still young! Meet the Business Events Montreal and Ottawa Tourism team and your colleagues for an after-dinner reception.

Meeting Details

Tuesday, February 11

6:30–7:30 am
Bella Vista Ballroom

FREE Yoga Session (*registered guests welcome*)
Hosted by Omni Tucson National Resort

Start your morning with a complimentary yoga class—increase your strength and flexibility, reduce your stress, and feel revitalized for the day! This class is available to all CESSE attendees and guests.

7 am–5 pm
Main Lobby

Registration

7:30–8:30 am
Ironwood Ballroom

Breakfast (*registered guests welcome*)
Hosted by Quebec City Business Destination

8:30–9:30 am
Papago Ballroom

Association CEO Employment Contracts: Key Tips, Strategies, Pitfalls and Best Practices
Supporting partner Destination Madison

Presenters

Jeff Tenenbaum, Esq., Tenenbaum Law Group PLLC
Jim Zaniello, FASAE, Vetted Solutions

This sure-to-be popular session brings together two leading professionals in the association community—one of the top association attorneys who does extensive work in connection with CEO employment contracts and one of the top executive recruiters who has led hundreds of association CEO searches—to discuss new trends and challenges in association executive employment agreements.

Hiring a new CEO is one of the most significant undertakings in the life cycle of an association, with far-reaching consequences for both the organization and the CEO. There are numerous strategies and tactics that can be employed by both sides to create advantages for each other. This session will focus both on the employment contract itself—key terms and provisions, options, and considerations—and on the hiring process, with an eye toward helping CEOs understand how to most successfully navigate these complex, nuanced issues for their maximum advantage and benefit.

Whether you are planning for the renewal negotiation of your existing employment agreement or the hiring and contract negotiation process with your next employer, this will be a dynamic and important session you will not want to miss.

9:30–10 am
Papago Terrace

Morning Break
Hosted by HelmsBriscoe

Meeting Details

Tuesday, February 11 *continued*

10–11:30 am
Papago Ballroom

Engaging Members Across the Generations

Supporting partner Advanced Solutions International

Panelists

Lakisha Woods, CAE, National Institute of Building Sciences

Chris Jannuzzi, The Electrochemical Society

Khánh Vu, Society of Asian Scientists & Engineers

John Winnett, SACNAS

There is no one-size-fits-all approach to engaging the various member groups that comprise our organizations. Because the needs of students and early-career members differ greatly from those of more established members, technical societies must tailor membership and community engagement strategies to effectively serve all of our various member segments. This is particularly true when we consider solutions for addressing the unique retention challenges each group presents.

The goal of this session is to help attendees better serve their various constituency groups and learn strategies for engaging and catalyzing members in a systematic way to meet the challenges created by a multi-general member base.

This session will cover

- data and industry professional perspectives to help define the needs and challenges unique to various member segments
- how to address high rates of membership churn common to student and early-career members
- alternative routes to becoming a member, such as tiered-membership levels and service pathways to joining.

11:30 am–12:30 pm **CESSE Business Meeting (*CEOs only*)**

Desert Willow Salon

12:30–1:30 pm

Lunch and Roundtable Discussion
(registered guests welcome)

Ironwood Ballroom

Use this time to do organic networking at the open-seating tables.

Meeting Details

Tuesday, February 11 *continued*

1:30–3 pm

Papago Ballroom

You Can't Make This S#!t Up

Supporting partner Visit Salt Lake

Moderator

Matt Miller, Council of Landscape Architectural Registration Boards

Panelists

Danielle Staudt, Population Association of America

Tara Sheehan, Association for Public Policy Analysis & Management

James Crowley, PhD, Society for Industrial and Applied Mathematics

Gregg Balko, FASAE CAE, SAMPE

Back by popular demand, the 2020 CEO Meeting will include “You Can’t Make This S#!t Up,” a candid session where panelists share cautionary tales ranging from bizarre volunteer interactions to unusual staffing issues. Learn how these CEOs’ overcame their experiences to help you navigate the interesting, fun, and sometimes difficult road of being an association CEO.

3–3:30 pm

Papago Terrace

Afternoon Break

Hosted by McKinley Advisors

3:30–5 pm

Papago Ballroom

The Other Side of the Coin: Success Stories in Navigating Change

Supporting partner Visit Milwaukee

Moderator

Arlene A. Pietranton, PhD, CAE FASAE, American Speech-Language-Hearing Association

Panelists

Scott Steen, FASAE CAE, American Physiological Society

Shawn Boynes, FASAE CAE, American Association for Anatomy

Mark Dorsey, FASAE CAE, Construction Specifications Institute

Lakisha Woods, CAE, National Institute of Building Sciences

Successful organizational change starts at the top with a fully invested CEO who is ready to help lead the charge. But how do you effectively cultivate an environment that can adapt and evolve even if your organization isn’t always willing to embrace change? Hear how these CEOs collaborated with their board members to position their organizations for success in an ever-changing landscape.

Meeting Details

5:30-11 pm

JW Marriott Starr Pass
Resort & Spa

Closing Reception and Dinner
(registered guests welcome)

*Hosted by Marriott International
Transportation Provided by Visit Tucson*

Join us for the Closing Reception & Dinner to celebrate the conclusion of CESSE CEO 2020 with drinks, food and networking.

Meet in The Omni Tucson Main Lobby at 5:30 p.m. for shuttle service to the JW Marriott Tucson (member guests welcome).

Return transportation will depart from the JW Marriott at 11 pm.

Wednesday, February 12, 2020

7:30-8:30 am

Ironwood Ballroom

Breakfast *(registered guests welcome)*

Hosted by OpenWater

8:30-10 am

Papago Ballroom

Diversity, Equity, and Inclusion

Supporting partner Visit Mobile

Moderator

Cortland Russell, oSTEM

Panelists

Stefano Bertuzzi, PhD, American Society for Microbiology

Arlene A. Pietranton, PhD, CAE FASAE, American Speech-Language-Hearing Association

Crispin Taylor, PhD, American Society of Plant Biologists

CEO panelists will have an open conversation on why diversity in the work place matters; what DEI initiatives they've put in place at their organization; and how to make their staff, conference, and association more diverse. Learn from panelists' successes and failures in implementing DEI-focused practices.

10-10:30 am

Papago Terrace

Departing Break

Hosted by Meetings + Conventions Calgary



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CESSE Communities
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Program Guide
Conference Postcard



Wednesday Breakfast



Audio/Visual



Welcome Reception and
Dinner



Tuesday Closing Reception
and Dinner



Monday Afternoon Break



Educational Session



Educational Session



Welcome Reception and
Dinner



Monday Morning Break



Monday Afternoon Break



Educational Session



Monday Lunch



WiFi Co-Provider



Educational Session



WiFi Co-Provider



Educational Session



Monday Breakfast



Tuesday Afternoon Break



Departing Break



Educational Session



Educational Session



BORN TO CELEBRATE

Educational Session



Tuesday Morning Break



Educational Session



Educational Session



Afterglow



Afterglow



CESSE 360 App



EXECUTIVE SEARCH CONSULTANTS

Sunday Board
Breakfast and Break



WARP SPEED TECHNOLOGIES

Monday Breakfast



Sunday Board Lunch



Educational Session



Tuesday Breakfast