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*Printed program courtesy of omnipress.*
WELCOME TO ACCESSE19!

ACCESSE19 provides a plethora of opportunities to network, learn, present, bond, and connect with colleagues as we all strive to support our respective communities of scientists and engineers as they impact the world through their work. There is an abundance of networking events to help you meet and build relationships with fellow attendees who can help you solve some of your biggest challenges. Along with a riveting array of timely and future-focused educational sessions to equip you with new insights and practices you can put to use right away. We can't wait to get started!

What makes CESSE truly unique is the generous sharing of highly relevant knowledge, experiences and insights that occurs among attendees—science and engineering association and allied professionals. If this is your first ACCESSE, we encourage you to network, contribute, and share your thoughts, concerns, and wisdom throughout the meeting.

A big “THANK YOU” to the incredible ACCESSE19 Program Committee for developing an innovative and interactive program that promises the kind of actionable solutions and professional connections you need to thrive. We would also want to thank our hosts, Visit Baltimore and their local partners as well as the CESSE staff for making ACCESSE19 such a memorable experience. And of course, our CESSE and ACCESSE19 Partners whose generosity makes this event possible.... please be sure to visit the Partners in the Solution Center, located in the Ballroom Foyer.

Best wishes for an awesomely engaging, rewarding and fun ACCESSE19 here in Baltimore!

David L. Schutt, PhD
CESSE Chair
Chief Executive Officer
SAE International

Arlene A. Pietranton, PhD, CAE
CESSE Vice Chair and ACCESSE19 Program Chair
Chief Executive Officer
American Speech-Language-Hearing Association

#ACCESSE19
ACCESSE19 PROGRAM COMMITTEE

**Chair**  
Arlene Pietranton, PhD, CAE  
CEO  
American Speech-Language-Hearing Association

**Co-Chair**  
Nicole Boston, CAE  
CEO  
Society of Fire Protection Engineers

**Erin Breece**  
Program Director, Education  
American Industrial Hygiene Association

**Janet Brown**  
Director of Membership  
American Oil Chemists’ Society

**Clare Bruff, MPA**  
Senior Manager, Executive Operations  
American Society of Mechanical Engineers

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

**Kathryn Christoe**  
Program Manager, Conference Programs  
American Industrial Hygiene Association

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

**Andrea Falzarano, CAE**  
Director, Association Governance Operations  
American Speech-Language-Hearing Association

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Chief Financial Officer  
Endocrine Society

**Kevin Johnson, CAE**  
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Director, Marketing & Communications  
American Society for Microbiology

**Sofia Samuels**  
Chief Marketing Officer

**Jennifer Scott**  
Vice President, Strategic Partnerships  
Society of Women Engineers

**Lizzy Seymour, CMP**  
Manager, Meetings  
ASHRAE

**Kim Shankle**  
Director, Human Resources and Admin  
American Society for Microbiology

**Morgan Simonet**  
Convention Services Manager  
Baltimore Convention & Visitors Bureau

**Ellen Snipes**  
Senior Manager, Meetings & Exhibits  
American Oil Chemists’ Society

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

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

#ACCESSE19
July 23rd, 2019

Dear ACESSE19 Attendee:

On behalf of Visit Baltimore, I want to extend a warm welcome to our city. It is our pleasure to host The Council of Engineering and Scientific Society Executives’, ACESSE19: The CESSE Leadership Conference.

In Baltimore, there is more to see, more to do and more to explore. Ours is a city with a rich, diverse history and culture, unique neighborhoods and the kind of amenities that provide visitors with an authentic and rewarding experience.

CESSE attendees and members can indulge their passions and discover new innovative applications in the worlds of science and engineering. Our city boasts many STEM-rich institutions and is also home to truly world-class medical and bioscience research centers, educational institutions, IT and technology market leaders. Log on to Baltimores.org/cityschools to learn about a unique program we recently launched in collaboration with our STEM-rich attractions.

Visit Baltimore and our partners in hospitality are eager to share with you all that our great city has to offer. That is why we’re particularly excited to host Thursday night’s closing reception at Power Plant Live!, a hot spot that’s centrally located in the heart of the Inner Harbor.

At the Hyatt Regency Baltimore, you’re just steps away from our world-renowned harbor. And don’t forget—you can also take advantage of our fast, friendly and free Charm City Circulator or picturesque Baltimore Water Taxi to explore nearby neighborhoods such as Harbor East, Mount Vernon, Fell’s Point, and more.

Again, thank you for joining us. We appreciate your business!

Sincerely,

Al Hutchinson
President & CEO

400 Pratt Street
Baltimore, MD 21202

O 410.659.7300
F 443.817.0613
baltimore.org
BALTIMORE HOST COMMITTEE

Visit Baltimore

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Projection

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Corporate Vice President  
National Division

Derek John  
General Manager, Baltimore Convention Center

Jane Cobb  
Sales Manager, CTS  
Baltimore Convention Center

#ACCESSE19
Download the CESSE 360 App and select the ACCESSE19 conference for the most up to date conference information.

In the CESSE 360 App, you can:

- Create your conference schedule – including adding personal appointments with other members and partners
- View the attendee list
- Message other attendees
- Ask a question and take notes during the sessions
- Discover session resources
- Complete session surveys
- Share your experience & engage in “Photo of the Day” contest by posting photos in the timeline!
- Engage in the new ACCESSE Trivia Game each day to be entered to win a $50 gift card

Following ACCESSE19, 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.

Need help with the App? Results Direct will be on-site at registration Tuesday, July 23\textsuperscript{rd} 2pm – 5pm and Wednesday, July 24\textsuperscript{th} 8am – 9:15am to answer any questions or assist with downloading.

Provided by Eventsential by results direct mobile

#ACCESSE19
Welcoming, diverse and sophisticated, Canada is a smart place to collaborate, create and dream big.

Spark creativity. Make new connections. Engage with innovators, big thinkers and technical experts across a spectrum of industries. After all, not every scientific discovery takes place in a lab.

Be innovative. Meet where the experts are. Meet in Canada.

FIND OUT MORE BUSINESSEVENTSCANADA.CA #MEETINCANADA
#ACCESSE19

SCHEDULE AT-A-GLANCE
Tuesday, July 23, 2019 and Wednesday, July 24, 2019

Event details listed as of 7/12/19. For full event and conference details, download the CESSE 360 app and select the ACCESSE19 conference.

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

### Tuesday, July 23, 2019

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
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<tbody>
<tr>
<td>9:00 am – 4:00 pm</td>
<td>*Association Basics - A Practical Guide for Managers &amp; Executives – Room 336, 3rd floor</td>
</tr>
<tr>
<td>2:00 pm – 7:00 pm</td>
<td>Registration – Ballroom Foyer, 4th floor</td>
</tr>
<tr>
<td>3:00 pm – 7:00 pm</td>
<td>Speaker Ready Room – Pratt East VIP, 4th floor</td>
</tr>
<tr>
<td>4:30 pm – 5:30 pm</td>
<td>Partner Roundtable (partners only) – Ballroom, 4th floor</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>CESSE Member Mixer (members only) – Rooms 301-303, 3rd floor Hosted by Amy Martell, HelmsBriscoe and Amanda Wells, Arlington Convention &amp; Visitors Bureau</td>
</tr>
<tr>
<td>7:00 pm – 9:00 pm</td>
<td>Opening Reception – Camden Lobby &amp; Terrace, 3rd floor Hosted by Baltimore Convention Center and Centerplate</td>
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### Wednesday, July 24, 2019

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
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<tbody>
<tr>
<td>6:00 am</td>
<td>*Coffee and tea available in hotel lobby for CESSE Fun Run/Walk participants – Hyatt lobby Hosted by Travel Portland, Oregon Convention Center and Fern Expositions</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
</tr>
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</tbody>
</table>
| 6:30 am - 7:30 am | **CESSE Fun Run/Walk**  
*Hosted by Travel Portland, Oregon Convention Center and Fern Expositions* |
| 7:30 am - 4:00 pm | **Speaker Ready Room** - *Pratt East VIP, 4th floor* |
| 8:00 am - 4:00 pm | **Registration, Solution Center & SMG Lounge** - *Ballroom Foyer* |
| 8:30 am - 9:15 am | **Breakfast** - *Ballroom*  
*Hosted by Business Events Canada, Meetings + Conventions Calgary, Tourisme Montreal, Ottawa Tourism, Quebec City Convention Centre, Business Events Toronto, Tourism Vancouver, Scotiabank Convention Centre and Palais de Congres de Montreal* |
| 9:15 am - 10:30 am | **General Session: Leading and Managing Change in an Age of Accelerations** - *Ballroom*  
*Supporting Partner: Visit Salt Lake* |
| 10:30 am - 11:00 am | **Beverage Break** - *Ballroom Foyer*  
*Hosted by Visit Mobile* |
| 11:00 am - 12:15 pm | **Concurrent Sessions**  
1. Plan S: What is this ‘New Model’ of Publishing? - *Ballroom 1*  
2. Navigating Transitions: Engaging to Enhance Buy-in - *Ballroom 2*  
3. Building a Non-Membership Dependent Business on a Global Platform - *Ballroom 3*  
4. Chapter Finances Reimagined: Taking Finances and Operations to the Next Level - *Ballroom 4*  
5. Environmental Sustainability for Society Programs - *Ballroom Foyer East*  
6. Beyond the Horizon: The Future of Work Approaches - *Ballroom Foyer West* |

#ACCESSE19
SCHEDULE AT-A-GLANCE
Wednesday, July 24, 2019

12:15 pm - 1:45 pm
Lunch & Shared Interest Group Roundtable Discussions
- Ballroom

1:45 pm - 3:00 pm
Concurrent Sessions

1. How to Develop and Implement a Diversity & Inclusion Action Plan - Ballroom 1
2. The Heart of Change Leadership: Moving into Action - Ballroom 2
3. The Practical Impact of AI on STEMM Associations - Ballroom 3

FLORIDA’S MOST EPIC MEETINGS
Our crew goes all-hands-on-deck to make your meeting a swaggering success — with a world-class waterfront Convention District, historic nightlife and more.

TampaMeetings.com Watch the video series.

#ACCESSE19
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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</table>
| 3:00 pm – 3:30 pm| **Beverage Break** – *Ballroom Foyer*  
*Hosted by Billhighway* |
| 3:30 pm – 5:30 pm| **Experiential Learning Sessions** – *Meet at registration to go to buses*  
1. *The Baltimore Museum of Art: An Exercise in Interpretation, Communication and Decision Making*  
2. *Animal Care and Rescue Center: Creating, Caring for and Preserving Your Association Ecosystem*  
3. *Sagamore Spirit: Reviving and Growing a Brand* |
| 3:30 pm – 5:00 pm| **Concurrent Sessions**  
1. Alternative Learning Formats to Engage and Inspire Attendees – *Ballroom 1*  
2. Prioritization Hacks: How to Get Your Weekend Back – *Ballroom 2*  
3. The Under 40 Future: Thinking and Acting Beyond Generational Orthodoxy – *Ballroom 3* |
| 4:00 pm – 5:15 pm|                                                                                     |
| 5:30 pm – 8:30 pm| **Open evening for dinner on your own**                                             |
| 8:30 pm – 11:00 pm| **Afterglow - USS Constellation** – *Pier 1, 301 E. Pratt St, Baltimore, MD 21202*  
*Hosted by MultiView* |
# Thursday, July 25, 2019

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
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<tbody>
<tr>
<td>7:30 am - 3:00 pm</td>
<td><strong>Speaker Ready Room</strong> – <em>Pratt East VIP, 4th floor</em></td>
</tr>
<tr>
<td>8:00 am - 4:00 pm</td>
<td><strong>Registration, Solution Center &amp; SMG Lounge</strong> – <em>Ballroom Foyer</em></td>
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</tbody>
</table>
| 8:30 am - 9:15 am | **Breakfast** – *Ballroom*  
*Hosted by Hawai‘i Convention Center* |
| 9:15 am - 10:30 am | **General Session: Shaping the Future of Learning** – *Ballroom*  
*Supporting Partner: Enforme Interactive* |
| 10:30 am - 11:00 am | **Beverage Break** – *Ballroom Foyer*  
*Hosted by Visit Houston* |
| 11:00 am - 12:15 pm | **Concurrent sessions**  
1. Getting What You Want Without Giving In – *Ballroom 1*  
2. Reinvention Without the Risk – *Ballroom 2*  
3. Creating the Learning Value Loop: Practical Action at the Intersection of Education and Marketing – *Ballroom 3*  
4. Association Business Models in Flux: How Different Organizations are Leading and Managing Change – *Ballroom 4*  
5. The Good, the Bad and the Unknown of Managing a Remote Association and its Staff – *Ballroom Foyer East*  
6. Building a Successful Digital Marketing Strategy for Your Association – *Ballroom Foyer West* |
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Host</th>
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<tbody>
<tr>
<td>12:15 pm - 1:45 pm</td>
<td>Lunch &amp; Shared Interest Group Roundtable Discussions</td>
<td>Ballroom</td>
<td>Hosted by Detroit Metro Convention and Visitors Bureau</td>
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<tr>
<td>1:45 pm - 3:00 pm</td>
<td>Concurrent Sessions</td>
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<tr>
<td></td>
<td>1. The Power of Career Mentorship for Emerging Leaders and Experienced Professionals – Ballroom 1</td>
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<td></td>
<td>2. Consciously Overcoming Unconscious Bias in the Workplace – Ballroom 2</td>
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<td>3. Integrating Communications and Marketing for Better Engagement – Ballroom 3</td>
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<td>4. Six Principles for Building a Future-Ready Association – Ballroom 4</td>
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<td></td>
<td>5. Planning for Your Future Office Space – Ballroom Foyer East</td>
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<tr>
<td>3:00 pm - 3:30 pm</td>
<td>Beverage Break</td>
<td>Ballroom Foyer</td>
<td>Hosted by Hyatt Hotels &amp; Resorts</td>
</tr>
<tr>
<td>3:30 pm - 4:45 pm</td>
<td>General Session: Turning Conflict into Consensus</td>
<td>Ballroom</td>
<td>Supporting partner Visit Tampa Bay</td>
</tr>
<tr>
<td>4:45 pm - 5:45 pm</td>
<td>IGNITE!</td>
<td>Ballroom</td>
<td>Supporting Partner: Visit Phoenix</td>
</tr>
<tr>
<td>6:45 pm</td>
<td>Meet in Hyatt Lobby for Closing Celebration</td>
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</tr>
<tr>
<td>7:00 pm - 10:00 pm</td>
<td>Closing Celebration</td>
<td>Power Plant Live</td>
<td>Hosted by Visit Baltimore and Lord Baltimore Hotel</td>
</tr>
</tbody>
</table>
Path from Hyatt to Convention Center
BCC FLOOR PLAN

- Baltimore Convention Center (BCC) 3rd Floor
Baltimore Convention Center (BCC) 4th Floor
Tuesday, July 23, 2019

*Association Basics: A Practical Guide for Managers & Executives – Room 336, 3rd floor

9:00 am – 4:00 pm

SOLD OUT — $125 per person; open to CESSE members only

Presented by Matt Miller, Association Executive

Given their unique, mission-driven nature and structure, working for an association can be exciting and rewarding - and also challenging and frustrating at times. If you’re looking to improve your effectiveness as an association employee or partner, investing time to deepen your understanding of the composition, legal status, governance structure, and core activities of an association is perhaps the fastest way to achieve your goal.

As a result of this training, you will be able to:

• List the unique features of non-profits and associations compared to other types of companies.
• Describe the mission and purpose of your association.
• Describe and analyze the core programs, products, and services of an association.
• Explain the need to find a balance between “margin” and “mission.”
• Explain the volunteer governance structure of an association board and its supporting committees.
• List the types of membership, benefits, and member engagement.
• Describe how local sections and chapters operate.
• Identify effective techniques for supporting and working with volunteers and their committees.

If you’re new to the association world, don’t miss this new CESSE training opportunity to learn the ins and outs of working for an association.

*Content developed and generously offered to CESSE members by NACE International.
**Partner Roundtable (partners only) – Ballroom, 4th Floor**

4:30 pm – 5:30 pm
Join members of the CESSE Board of Directors and staff to share updates on the organization’s path and activities.

**CESSE Member Mixer (members only) – Rooms 301-303, 3rd Floor**

5:30 pm – 6:30 pm
*Hosted by Amy Martell, HelmsBriscoe and Amanda Wells, Arlington Convention & Visitors Bureau*

The CESSE Member Mixer is an informal networking session for CESSE members exclusively. The purpose of the mixer is to bring professionals with like responsibilities together. Meet new and returning colleagues from other associations, just before the Opening Reception. Don’t miss out!

**Opening Reception – Camden Lobby & Terrace, 3rd Floor**

7:00 pm – 9:00 pm
*Hosted by the Baltimore Convention Center and Centerplate*

To celebrate the grand opening of ACCESESSE19 the Baltimore Convention Center welcomes you to explore the unique personalities of Baltimore’s neighborhoods. Join us in the Camden Lobby to enjoy views of Oriole Park at Camden Yards, home of the Baltimore Orioles, while tasting local favorites from the Inner Harbor, Little Italy, Greektown and Baltimore’s own Oriole Park. Paired with a refreshing selection of local beer, wine and hand-crafted cocktails. You won’t want to miss this warm welcome to Bawlmer, Hon!
MEET AT REIMAGINED & EXCEPTIONAL

More than a remodel, we’re transforming what it means to stay in Pasadena.

2.5k guest rooms

230k square feet of meeting and event space

$150m invested

Come Curious.

To book, visit PasadenaMeetings.com
Salt Lake Leads From The Heart

Our history speaks for itself, and our hospitality community does as well! In 1982, the Jarvik-7 was the first artificial heart successfully implanted into a human at the University of Utah Hospital in Salt Lake. This incredible accomplishment of science, engineering, and medicine has been compared to the importance of putting a man on the moon.

In 2019, Salt Lake continues to push the envelope in science, and Salt Lake’s hospitality community does the same for customer satisfaction!

Karen Staples – kstaples@visitsaltlake.com
visitsaltlake.com/meetings
**Wednesday, July 24, 2019**

*CESSE Fun Run/Walk*

$35 per runner/walker; $40 sleep in donation

6:00 am - Meet in the Hyatt lobby  
6:30 am - Fun Run/Walk begins  
7:30 am - Fun Run/Walk ends  

*Hosted by Travel Portland, Oregon Convention Center and Fern Expositions.*

Share sunrise, stroll and socialize or be in it to win it! Under Armour Athletics has headquarters in both Baltimore and Portland, Oregon. 100% of your participation fee will support Under Armour’s #WEWILL Fire Department restorations in Baltimore’s most vulnerable communities.

In appreciation, Travel Portland, the Oregon Convention Center and Fern Expositions Northwest have a red-hot Under Armour gift for you!

See you on the promenade course at the Inner Harbor!

**Complimentary Headshots – Ballroom Foyer**

8:00 am – 9:15 am
Breakfast – Ballroom, 4th Floor

8:30 am – 9:15 am
Hosted by Business Events Canada, Meetings + Conventions Calgary, Tourisme Montreal, Ottawa Tourism, Quebec City Convention Centre, Business Events Toronto, Tourism Vancouver, Scotiabank Convention Centre and Palais de Congres de Montreal

General Session: Leading and Managing Change in an Age of Accelerations – Ballroom, 4th Floor

9:15 am – 10:30 am
Supporting Partner: Visit Salt Lake

Speakers:
Kevin Nourse, PhD, PCC, Principal & Founder, Nourse Leadership Strategies
Jay Younger, FASAE, President & CEO, McKinley Advisors

Scientific and engineering associations are among the most durable institutions in American society. As many CESSE organizations prepare to celebrate their centennial anniversaries, we can be immensely proud of our histories of advancing our missions for the betterment of humanity. However, our environment is fraught with unpredictability, rapid change, and unprecedented competition for the time, attention and loyalty of our members. This context and the associated demands on associations translate into an increasing need for agile and resilient leaders who can successfully initiate and guide change efforts that win both the hearts and minds of our audiences. Unfortunately, the dynamics of change can derail even the most accomplished association executives. Conventional approaches to change management focus on techniques and tactics directed at others but fail to recognize that one of the most significant aspects of resistance to change has less to do with the envisioned outcomes and more to do with you, the change owner.
This session will explore our environment and mandate for change, distinguish between change management and change leadership, and profile the key abilities of effective change leaders including grit, resilience, optimism, and a growth mindset. You will gain a fresh perspective on the personal nature of leading change that will resonate both in your association and personal contexts.

**Beverage Break – Ballroom Foyer, 4th Floor**

10:30 am - 11:00 am  
*Hosted by Visit Mobile*

**Concurrent Sessions**

11:00 am – 12:15 pm

1. **Plan S: What is This ‘New Model’ of Publishing? – Ballroom 1**

Speakers:  
**Angela Cochran**, Managing Director and Publisher, American Society of Civil Engineers  
**Joseph J. Esposito**, Senior Partner, Clarke & Esposito

Plan S is an initiative for open-access scholarly publishing that was launched by Science Europe last fall. A joint commitment launched by cOAlition S, an assembly of select European research funders, Plan S seeks to require immediate open access to the scholarly publications funded by cOAlition S members by 2020. If widely adopted, this is a potentially dramatic change to the scholarly communication landscape which leads to many questions. What is an appropriate response from members of the scholarly publishing community? Will today’s scholarly publishers adapt? Are society journals more vulnerable to funder mandates to Open Access? And, could there be new opportunities for scholarly publishers?
Navigating Transitions: Engaging to Enhance Buy-in – Ballroom 2

Speaker:
Laura Lazar Holbrook, Principal, Lazar Holbrook and Associates

Whether you’re leading a mandated change or initiating one on your own, transition journeys can be fraught with a variety of unexpected challenges. Even after carefully aligning your goals with your association’s strategic direction, ensuring that team members are informed about what is to come, orchestrating logistics from every angle, and working with your stakeholders to cover all contingencies, you may still be unpleasantly surprised. Your staff may resist the changes that you’ve initiated either subtly or overtly. Dealing with such resistance can be draining and divert your energy from the demanding set of objectives facing you. Ultimately, it can derail your efforts. However, resistance may provide you with opportunities to meaningfully connect and collaborate with your team members. By creating safe spaces to surface issues and engage with staff, you may learn about the fears driving their resistance. Informed with these insights, you can objectively consider their suggestions, address their concerns, provide support, draw them meaningfully into the transition, and clarify what is and isn’t possible. By listening and empowering them with leadership opportunities they may become energized contributors to the transition. Although there may still be harsh realities to deal with along the way, e.g. an unwelcome reorganization, an unavoidable downsizing, etc., your team members will be better prepared to resiliently move forward.

Building a Non-Membership Dependent Business on a Global Platform – Ballroom 3

Speakers:
Ajay Bhojwani, Managing Director, MCI Middle East
Marcel Ewals, Director, Community Development AsiaPacific, MCI Group

In a fast-paced world, the demand and loyalty for membership continue to diminish year on year especially in emerging and international economies. In situations like these, it is even more critical for an association to build a strategy that moves away from being dependent on
membership and focuses on top line revenues from products and events. Also, with a huge demand for learning and development in emerging and developing markets, associations today see a huge demand and market for their products and services outside North America.

The session will highlight the key strategic steps involved in creating and serving global markets for products and services through case study discussions. Participants will discuss and identify strategies for developing locally relevant content, expanding their reach and penetrating regions through strategic partnerships and exploring financial models that will lead to increased revenues and better surpluses.

Chapter Finances Reimagined: Taking Finances and Operations to the Next Level – Ballroom 4

Speakers:
Mark Prevost, Director of Growth, Billhighway
Brian Savoie, Chief Financial Officer, American Society for Quality

Chapter banking is a solution that is more than just finances; it drives organizational visibility, mitigates risk, and provides data that is more accurate and complete between National and chapters. Chapter banking lays the foundation to retrieve chapter performance data and track their overall health. This means National staff no longer has to be reliant on the data that chapters send them. No more checklists of reports to maintain their affiliation status, wondering if they filed their taxes, or inquiring on how many members they have. By providing chapter banking your team can dedicate more time to listening, learning about chapter challenges and successes, and helping chapters overcome challenges, so that they can enhance their member experience. Explore a new and better approach to chapter finances.

Environmental Sustainability for Society Programs – Ballroom Foyer East

Moderator:
Kevin Johnson, Executive Director, Geochemical Society

Speakers:
Greg DeSandy, Director of Sales & Event Services, Cobo Center – SMG
**Jen Ives**, Meetings Manager, American Meteorological Society  
**Eddie Tadlock**, Assistant General Manager, DeVos Place – SMG

As scientists and engineers, many individual members of CESSE organizations are actively involved with addressing environmental challenges. How can we, as associations and societies, also make a difference? Programs such as meetings consume energy and generate waste, leaving a significant carbon footprint. They are also crucial to the business models of many organizations. In this context, sustainability means delivering events that are valuable to attendees, economically viable for the organization, and environmentally responsible. This session will demonstrate ways that associations can balance these factors and contribute to a greener world.

**Beyond the Horizon: The Future of Work Approaches**  
- **Ballroom Foyer West**

**Speaker:**  
**Dr. Aaron L. Smith**, Workplace Readiness Expert, Workplace Readiness Solutions

Brace yourself because the future of work is about to change. It’s inevitable that things evolve whether we want them to or not and it’s up to us to prepare our associations for the mindset that tomorrow’s dollars can’t be made with yesterday’s model.

The Future of Work topic falls within CESSE’s Strategic Priorities: Thought Leadership and Leadership Development. Great leaders know the importance of creating a vision, but they must also identify the best practices, the resources, the network and the technology to move successfully.

In our session, we discuss the ways to optimize the transition into the future of work, so organizations won’t be left behind, and anticipate possible issues. Attendees will leave with:

- A better understanding about future of work trends already being implemented
- Recognizing the key areas within the organization that need to be changed
• List the organizations strengths and weaknesses that may play a part in the facilitation in the future of work evolution
• Formulate an action plan for your association to prepare for the future of work

Complimentary Headshots – *Ballroom Foyer, 4th Floor*

12:15 pm – 1:45 pm

*Lunch & Shared Interest Group Roundtable Discussions – Ballroom, 4th Floor*

12:15 pm – 1:45 pm
Lunch with a side of shared interest discussion! During lunch meet with your peers to delve into common interests, challenges, and ideas. Choose from the following groups:

- CEO/COO
- EDUCATION, TRAINING & CERTIFICATION
- FINANCE, HR & OPERATIONS
- GOVERNANCE
- FUNDRAISING & SPONSORSHIP
- MARKETING
- MEETINGS
- MEMBERSHIP & CHAPTERS
- PUBLISHING
- TECHNOLOGY

No advance preparation is necessary – sit, eat, share!
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Colorado Springs is a year-round meeting destination boasting mild temperatures, more than 300 days of endless blue skies and stunning natural scenery. Discover first-tier amenities, an array of properties and unique venues.

**TOP 8 REASONS TO CHOOSE COLORADO SPRINGS**

01 **It's Colorado Springs** - Conventions that are anything but conventional.

02 **Complimentary services** - From personalized site visits to attendee items, VCOS offers award-winning guidance.

03 **Climate** - Mild year-round climate and sunshine create the perfect environment, even in off-season.

04 **Fantastic accommodations** - Over 14,500 city-wide rooms and 450,000 square feet of flexible meeting space.

05 **Easy access** - The convenient Colorado Springs Airport offers more than 65 arrivals and departures daily.

06 **One-stop** - VCOS is a single source for all your event planning needs during the planning process.

07 **Personalization** - Enjoy hands-on service through each step of the selection and planning process.

08 **Support System** - Enlist assistance for services, activities and other event details when the time is right.

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Concurrent Sessions

1:45 pm - 3:00 pm

1. **How to Develop and Implement a Diversity & Inclusion Action Plan** – *Ballroom 1*

   Speaker: Rochelle L. Williams, PhD, Project Director and Co-PI, The Arc Network, Association for Women in Science

   Participants will be able to define diversity, inclusion, and equity, learn about the steps needed to develop an internal diversity, inclusion and equity plan and discuss the challenges and barriers to creating and implementing a diversity, inclusion and equity plan.

2. **The Heart of Change Leadership: Moving into Action** – *Ballroom 2*

   Speaker: Kevin Nourse, PhD, PCC, Principal & Founder, Nourse Leadership Strategies

   The nature of changes that many associations are faced with calls forth a higher level of functioning. Long gone are the days where linear change management methodologies are enough to guide a change effort. Today’s change leaders need to up their game with new skills and mindsets to navigate change successfully. This session will build upon the concepts introduced by Dr. Nourse in his keynote presentation. He will identify five core competencies identified as crucial for effective change leadership along with a stage model of change leader evolution. This interactive session will allow you to share your experiences and insights with other participants. You will leave with a clear sense of your own strengths and developmental needs as change leaders.

3. **The Practical Impact of AI on STEMM Associations** – *Ballroom 3*

   Speakers: Lou Hill, Director of Product, ACGI
Michael Jones, Vice President Mobile Technologies, Results Direct
David L. Schutt, PhD, CEO, SAE International

AI has become a top-trending topic in recent years. But how should AI be defined (Artificial Intelligence, Anticipatory Intelligence, Augmented Intelligence) and what is its impact on STEMM associations and the communities they serve? This session will tackle challenging questions like:

• How will AI impact association staff be doing their jobs and serving their members?
• How will AI affect your members’ jobs and how can associations be leaders in this area of emerging technology?
• What actions should engineering and scientific associations take now to prepare for the future?

You’ll hear specific examples and case studies from peers in the STEMM space and participate in an interactive discussion to learn lessons you can take back to your organization.

Explicit Content [Strategy] Warning – Ballroom 4

Speaker:
Dean West, Founder and President, Association Laboratory Inc.

In Looking Forward™, the nation’s most comprehensive scan of the association business environment, 53% of association chief staff officers indicated they were pursuing content strategies to improve information impact and 85% were creating more robust content.

From thought-leadership strategies to content-based revenue models, Content Strategy is the most innovative tool being pursued by professional societies to create deeper, more meaningful relationships with members to improve Mission impact and business results.

This presentation, built on research into association content strategy, lessons highlighted at the recent Association Laboratory Content Strategy Summit and case studies from professional societies will introduce best practices in creating, sustaining and monetizing content strategy. Every attendee will get a copy of Association Laboratory’s research-based and peer-driven white paper, Creating and Sustaining a Successful Content Strategy.
Hybrid/Virtual Meetings - What? Why? Why not? And Everything in Between – *Ballroom Foyer East*

Moderator:
**Beth Surmont**, Director of Experience Design, 360 Live Media

Panelists:
**Matt Hughes**, Director of Corporate Sales, Projection
**Rebecca Orens**, Assistant Director, Meetings Experience Design, American Geophysical Union
**Ashley Sarris**, Sales Associate, Design Cuisine

The terms “virtual” and “hybrid” have been top of mind for most meeting planners over the last five years. With the advent of streaming services like Netflix and Hulu - and the abundant availability of high-speed wireless Network connections - there is a growing expectation from attendees that a meeting’s content should be available to consume at their convenience. In addition, the widespread use of video conferencing platforms like Zoom, GoToMeeting and Skype means presenters are requesting to present remotely more and more.

This panel session will cover virtual and hybrid meetings from three (3) different perspectives: A planner from an association who has adopted and executes a hybrid strategy; a planner from an association up against barriers to implementing a hybrid strategy; and a technical expert who will present the requirements to successfully produce virtual/hybrid experiences (and how to overcome common barriers).

**Beverage Break – Ballroom Foyer, 4th floor**

3:00 pm – 3:30 pm
*Hosted by Billhighway*
**EVENT DETAILS**
Wednesday, July 24, 2019

*Experiential Learning Sessions*

$35 per person; pre-registration required by July 8th; no changes or refunds after July 19th

3:30 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.

At the end of the Experiential Learning Sessions, buses will drop off at the Hyatt Regency Baltimore Inner Harbor.

1. **The Baltimore Museum of Art: An Exercise in Interpretation, Communication and Decision Making**

   Investigate art and explore the process of collective interpretation and decision-making.

   In a 60-minute interactive tour at The Baltimore Museum of Art, engage in rich discussions and analyses of artworks. Hone your observational skills, listen closely to your peers, and learn about the artworks in this facilitated dialogue that will put your executive skills into practice. A 40-minute, in-depth discussion of a selection of artworks in the collection, followed by a 20-minute debrief to reflect on the learning from the conversation, exploring how ambiguity and diverse perspectives are critical to meaning-making and arriving at decisions. Participants do not need previous training in art history.

   Exploration of art provokes discussion, can help one learn how to think differently, and take into consideration different perspectives. These are vital skills that can be utilized in any professional setting.

   By participating in this experience, you will:

   - Create personal interpretations of art and connect artwork to one’s own lived experience.
   - Understand that there are many valid ways to interpret the same artworks.
   - Understand that questions about artworks cannot always lead to definitive answers.
   - Acknowledge and honor diverse opinions, even if in opposition to your own thinking.
**EVENT DETAILS**
Wednesday, July 24, 2019

**2. *Animal Care and Rescue Center: Creating, Caring for and Preserving Your Association Ecosystem***

Experience the state-of-the-art Animal Care and Rescue Center through a one-of-a-kind tour focused on ecosystems. Explore staff-only areas while our expert guides shed light on the work that we do—from our floating wetlands in the harbor, to fabrication of habitats and life support systems. Discover how diverse teams work together to build and maintain habitats for our animals and how an ecosystem is interconnected with the local economy.

Ecosystems are reflective of association communities. All aspects of a system must be linked and sustained. If one part of the ecosystem is impacted, all parts are affected. The same is true for associations. Discover how to sustain a healthy and thriving association by making connections to the interconnected world of aquatic ecosystems.

By participating in this experience, you will:

- Make connections to how an ecosystem is reflective of an association community.
- Explore and look for the subtle connections within systems through cause and effect situations.
- Discover how all parts of an ecosystem must be linked to foster a healthy community.

**3. *Sagamore Spirit: Reviving and Growing a Brand***

Note: You must be 21 years or older and bring a valid government ID to participate in the experience. Identification will be checked upon arrival at Sagamore.

Baltimore is a place for risk-takers and history-makers. Visit us in Port Covington to see how we honor that spirit! You’ll learn about the famed history of Rye Whiskey in Maryland, see our 40-foot mirrored-finished copper column still, and taste three of our award-winning whiskeys. Join a member of our Marketing Team who will dive into how our brand began, how we plan to continue expanding and how we evolve with the ever-changing time. We can’t wait to share our spirit with you.
After being a powerhouse for rye whiskey pre-prohibition era, Baltimore’s distilling market all but disappeared after WWII. A new generation of distillers is bringing the rye whiskey market back to Maryland. Sagamore Spirit will be sharing their unique story about how they broke back into the rye whiskey market. Their marketing and branding strategies have helped them to succeed and thrive in a competitive market. This experience will draw connections to how associations must leverage their “brand” and membership to stay relevant in an evolving market of associations. How can you revive your association to meet the modern-day audience?

By participating in this experience, you will:

• Explore strategies for leveraging your brand and marketing techniques to expand your organization.
• The benefit of being a risk-taker and exploring new markets.
• The importance of evolving and reviving to stay relevant in a changing market.

**Concurrent Sessions**

3:30 pm – 5:00 pm

1. **Alternative Learning Formats to Engage and Inspire Attendees – Ballroom 1**

Speakers:

*Megan Denhardt, CAE,* President, The Denhardt Group  
*Jaime A. Gomez, PhD,* Founding Partner, QMeTech LLC

We demand a lot from our conference attendees. We ask them to take time off work, rearrange personal schedules, fork over funds, and manage travel (and the ups and downs associated with that). As conference planners if we are not delivering an exceptional quality product – the price outweighs the value and we risk losing attendees – and possibly even members.

Drawing on the essential elements from human factors research, this practical session will blend both formal presentation with hands-on real-time gamification and engagement activities.
With the right mix of engagement tactics and compelling content, event and conference professionals can revitalize their programs and bring them into the 21st century. It is indeed possible to make a lasting impression if design is taking into consideration from the onset.

**2 Prioritization Hacks: How to Get Your Weekend Back – Ballroom 2**

Speaker:
**Lauren LeMunyan, PCC**, Executive Coach and Founder, The Spitfire Coach

We know that association staff can be magicians, rock stars and plate jugglers, but did you know that association professionals ARE NOT robots?! That’s right there are only a certain number of hours in a day to make the magic happen, so how can you get all those super urgent and time-sensitive tasks done?

If you answered, “On the weekend,” this session is made for you!

Learn how to prioritize, customize and awesomize your workday. Hear from former Association Executive and certified executive coach, Lauren LeMunyan (The SpitFire Coach) as she gives you the tools, tactics and shifts to put you back in the driver’s seat of your schedule where you can truly enjoy your weekends away from your inbox.

**Concurrent Session**

4:00 pm – 5:15 pm

**1 The Under 40 Future: Thinking and Acting Beyond Generational Orthodoxy – Ballroom 3**

Speaker:
**Jeff De Cagna, FRSA FASAE**, Executive Advisor, Foresight First LLC

Association decision-makers use generational labels as a shorthand for expressing how they think about various demographic cohorts. This shorthand, which can drive assumption-making about so-called “millennials” and “Gen Zs,” is present in virtually every conversation occurring in associations today, and it is doing more harm than good. The
realities of how young people see themselves and the challenges that animate their choices are far more complicated than the generational orthodoxies we use to explain them. This session will challenge participants to confront the limits of generational orthodoxy by pursuing a factual exploration of the under 40 future and will offer specific ways of thinking and acting to build empathic, inclusive and mutually-beneficial relationships with the stakeholders their associations need most.

Open evening for dinner on your own

5:30 pm - 8:30 pm
Explore a city full of taste! Dining in Baltimore: While they will always be known for crabs and fresh seafood, Baltimore cuisine is now as diverse as ever, featuring flavors from Italy, the Mediterranean, the Middle East and beyond. The city’s hip, historic neighborhoods feature an array of dining spots, from casual pubs to lavish waterfront restaurants offering full five-course meals – and everything in between. Share the culinary experience with your colleagues and ACCESSE19 partners during this evening on your own.

Afterglow - USS Constellation – Pier 1, 301 E. Pratt St, Baltimore, MD 21202

8:30 pm - 11:00 pm
Hosted by MultiView

Join us on the last Civil War vessel afloat, the USS Constellation. Permanently docked in Baltimore City’s iconic Inner Harbor, the USS Constellation provides spectacular views of Baltimore’s historic waterfront and offers a distinctive venue for the CESSE Afterglow hosted by MultiView.

Although we won’t set sail, you will have access to explore all four decks of this historic ship during the Afterglow reception. We will have bars, food and seating available on the upper deck of this magnificent ship.

From Hyatt Regency Baltimore Inner Harbor head north on Light Street toward East Camden Street, 423 ft. Turn right onto E Pratt St, 0.1 mi to USS Constellation.
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Thursday, July 25, 2019

**Complimentary Headshots** – *Ballroom Foyer*

8:00 am – 9:15 am

**Breakfast** – *Ballroom, 4th Floor*

8:30 am – 9:15 am

*Hosted by Hawai‘i Convention Center*

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**General Session: Shaping the Future of Learning** – *Ballroom, 4th Floor*

9:15 am - 10:30 am

*Supporting partner: Enforme Interactive*

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**Speaker:**

**Jeff Cobb**, Co-Founder & Managing Partner, Tagoras

We’ve begun to hear the message constantly: lifelong learning is more important than ever before. Employment and economic conditions have changed dramatically because of what technology has made possible. Information flows through our work and personal networks at blistering speed. Artificial intelligence and robotics are well on their way to reshaping the global job market. In short, massive change is the order of the day – and the only way to adapt and evolve is to embrace constant, effective lifelong learning.

But how can organizations that serve lifelong learners best adapt to this new environment? How do we shed legacy practices that are no longer effective and embrace new approaches to engaging, empowering and meeting the needs of learners? Jeff Cobb, author of Leading the Learning Revolution and a 20-year veteran of the adult lifelong learning business, will challenge and inspire us to not just react to the changing learning landscape but to actively shape a future in which we and the learners we serve will thrive.
Beverage Break – *Ballroom Foyer, 4th Floor*

10:30 am - 11:00 am  
*Hosted by Visit Houston*

**Concurrent Sessions**

11:00 am - 12:15 pm

1. **Getting What You Want Without Giving In – *Ballroom 1***

   Speaker:  
   **Ellen Kandell, Esq,** President, Alternative Resolutions, LLC

   Negotiation is something human beings do every day whether it be to get a better deal on your upcoming lease, obtain a sponsorship from a foundation or get your family members to take out the trash.

   This workshop will explore the basics of problem-solving negotiation and distinguish it from the distributive theory of negotiation. We will examine the difference between positions and interests. Preparation is key to successful negotiations, so Ellen Kandell will provide custom exercises, based on input from CESSE members, and give you an opportunity to plan for and practice a negotiation. You will take away a negotiation preparation guide.

2. **Reinvention Without the Risk – *Ballroom 2***

   Speaker:  
   **Don Neal,** Founder & CEO, 360 Live Media

   No one in the events industry needs convincing that your audience’s expectations have changed, the competition is fierce, and you need a new approach to stay relevant. You need to reinvent your event. However, the risks of major event reinvention are significant and often create organizational paralysis, which leads to doing less than is required or worse - nothing.
Good news. You are not alone, and you can learn the 7 Steps to Event Reinvention that have been proven to work for associations and professional societies. The best way to reduce or even eliminate risk is to follow in the footsteps of successful event reinventions.

Join event industry pioneer and 360 Live Media CEO Don Neal for a rapid fire, practical, and inspirational session that will set you on a new course of event reinvention success.

3  Creating the Learning Value Loop: Practical Action at the Intersection of Education and Marketing – Ballroom 3

Speaker:
Jeff Cobb, Co-Founder and Managing Partner, Tagoras

Delivering impactful learning experiences is half the battle for organizations in the business of continuing education and professional development. The other half is actually getting the right learners to those experiences in the first place. In today’s competitive, distraction-filled market for lifelong learning, education and marketing have to work in unison to create value that will attract prospective learners and keep them eagerly coming back for more.

In this session, Jeff Cobb will draw on points from his morning keynote to take participants deeper into the connection between content, delivery, and data across the learner engagement cycle. Participants will consider how concepts like personalization, microlearning, and curation apply to both the delivery and marketing of education and learn practical approaches to engaging learners and ensuring compelling, effective learning experiences. You’ll leave with concrete ideas that you can put to work immediately to shape the future of your learning business.

4  The Good, the Bad and the Unknown of Managing a Remote Association and its Staff – Ballroom Foyer East

Speakers:
Alan Chewning, Director of Community Engagement, Association for Women in Science
**Meredith Gibson**, Chief Operating Officer, Association for Women in Science

Remote work can help association members and staff collaborate efficiently when properly implemented. This session will offer strategies for ensuring good communication, measuring progress, and motivating participants who meet and work virtually to accomplish association goals. It will specifically focus on policies and practices that can help organizations overcome the limitations of remote collaboration, but not on particular tools or software.

5. **Association Business Models in Flux: How Different Organizations are Leading and Managing Change – Ballroom 4**

Moderator:
**Maddie Grant**, Culture Designer/Digital Strategist, Human Workplaces

Panel:
- **Melanie Binder**, Community Manager, Healthcare Financial Management Association
- **Catherine Ort-Mabry**, Director, Marketing & Communication, American Society of Microbiology
- **Crispin Taylor, PhD**, CEO, American Society of Plant Biologists

You’ve heard a lot about change management throughout ACCESSE19; let’s take some time to hear how several associations are currently dealing with big change, and to share our own stories. This panel will kick off an open discussion by exploring how three organizations of different sizes, the American Society of Plant Biologists, the Healthcare Financial Management Association and the American Society for Microbiology, have addressed the critical need to make substantial shifts in their digital, membership and business models in order to evolve and ensure their sustainability in the future. Hear about different approaches and different methods - compare and contrast so you can take away concrete advice for how you might manage change at your association.
Building a Successful Digital Marketing Strategy for Your Association – Ballroom Foyer West

Speakers:
Paul Chernin, Director of Marketing, Association Headquarters
Jon Kinsella, Senior Marketing Strategy Manager, Association Headquarters

Persona-based marketing automation, social and programmatic site retargeting, influencer marketing, oh my! How do organizations leverage these platforms to develop a digital marketing strategy to recruit new members, engage and retain existing ones, and stay relevant and competitive in its space. This session will provide high-value, low-cost tactics to enhance your association’s digital marketing strategy with an emphasis on membership and conference marketing. Stick around after the session for free one-on-one consultations.

Complimentary Headshots – Ballroom Foyer, 4th floor
12:15 pm – 1:45 pm

Lunch & Shared Interest Group Roundtable Discussions – Ballroom, 4th Floor
12:15 pm – 1:45 pm
Hosted by: Detroit Metro Convention and Visitors Bureau

Meet with your peers during lunch to delve into common interests, challenges, and ideas. No advance preparation is necessary – sit, eat, share! Find the color-coded flags and table runners which correspond to the following groups:

- CEO/COO
- Education, Training and Certification
- Finance, HR and Operations
- Fundraising/Sponsorship
- Governance

- Marketing
- Meeting
- Memberships/Chapters
- Publishing
- Technology

#ACCESSE19
Concurrent Sessions
1:45 pm - 3:00 pm

1. **The Power of Career Mentorship for Emerging Leaders and Experienced Professionals** - *Ballroom 1*

Moderator:
**Elena Gerstmann, PhD, FASAE, CAE**, Principal, Avenue M Group

Speakers:
**Megan Moritz**, Director, Global Volunteer Engagement, ISACA  
**Nathan Osburn**, Director, Communications, ASTM International  
**Raquel Tamez, Esq**, CEO, SHPE - Society of Hispanic Professional Engineers

You know what you want to be when “you grow up” but aren’t quite sure how to get to that goal. Whether a relatively recent hire into the association or scientific society sector or a seasoned professional, you may be considering what next steps to take to advance your career closer to your ideal assignment. That next move may be in your current field or one that is outside your current realm. What helps you accomplish this
objective? Knowledge, experience, network, mentors? Join this session to benefit from others’ experiences in navigating career paths.

2 **Consciously Overcoming Unconscious Bias in the Workplace – Ballroom 2**

Speaker: 
**Joseph M. Williams, PhD, NCC**, Associate Professor, Counselor Education Program, University of Virginia

Our exposure to cultural assumptions and stereotypes gives rise to our unconscious biases and can result in inequities, disrespect, and unfairness in our dealings with others at work. Since unconscious bias is not the result of a conscious decision, we may not realize that we are treating others in an inappropriate manner based on our cultural assumptions. However, once people are made aware of their own implicit biases, they can begin to consider ways in which to address them. This presentation will provide participants with evidence-based strategies to overcome unconscious/implicit bias at work and in their personal lives.

3 **Integrating Communications and Marketing for Better Engagement – Ballroom 3**

Speaker: 
**Veronica Purvis, MS, CAE**, Director of Marketing, American Physiological Society

Has your organization established more engaging content and new programs to engage members, but with only mixed results? Aligning your marketing and communications is imperative to strengthen engagement strategies. Some of the success of engagement can be addressed through mar-comm technology. Utilizing technology to deliver a personalized experience will provide that human approach across platforms.

During this session, we will discuss how to integrate all the different marketing and communications activities your organization delivers into one plan. If you already have an integrated plan (content calendar, social media plan or digital marketing plan etc.), we encourage you to bring it with you to take notes or make adjustments. If you do not have an integrated plan, bring what you have including copies of your mar-comm
pieces (social posts, website screenshots, ads, direct mail, newsletter, etc.). Don’t have anything? That’s okay! We’ll have templates you can view and download to adapt to your own organization.

By the end of this session, you’ll have takeaways that you can do immediately, within a few months and long term with the ultimate goal of engaging members and stakeholders through marketing and communications.

### 4 Six Principles for Building a Future Ready Association – *Ballroom 4*

**Speaker:**  
Jeff De Cagna FRSA FASAE, Executive Advisor, Foresight First LLC

The disruptive impact of our society’s ongoing transformation demands that associations prepare themselves for a very different future. Building a future-ready association requires an intentional approach for navigating an uncertain and dynamic environment to which all stakeholders can be important contributors. Working with a carefully-crafted scenario of a plausible association future that could occur within 60 months’ time, participants will consider how six powerful principles for shifting both organizational thinking and action can help them reinvent their associations to thrive in a world in flux.

### 5 Planning for Your Future Office Space – *Ballroom Foyer East*

**Moderator:**  
Bob Manekin, Senior VP Brokerage, JLL

**Speakers:**  
Adrienne R. Troilo, SPHR, SHRM-SCP, Director of Human Resources and Managing Director of Administration, American Society for Engineering Education  
Andy Yeh, Assoc. AIA, LEED AP, Principal, Fox Architects  
Walter T. Marlowe, MBA, P.D., CAE, Executive Director, American Association of Pharmaceutical Scientists

Today’s work environment is evolving and thus office space needs for associations and their headquarter offices are too. For all of us,
it can be a daunting task to decipher talent and space needs and modeling the financial implications of those decisions longer term. Bob Manekin from JLL will moderate a discussion with an architect and association executive about their recent office space experience and recommendations.

**Beverage Break – Ballroom Foyer, 4th Floor**

3:00 pm - 3:30 pm
*Hosted by Hyatt Hotels & Resorts*

**General Session: Turning Conflict into Consensus – Ballroom, 4th Floor**

3:30 pm - 4:45 pm
*Supporting partner Visit Tampa Bay*

Speaker:
**Ellen Kandell, Esq**, President, Alternative Resolutions, LLC

Civility is a challenge in today’s political, professional, personal, and organizational life. It feels like certain fundamental norms of discourse have been abandoned in many venues. The lack of civility causes conflicts to erupt. Conflict is a naturally occurring phenomenon in our daily lives – and isn’t necessarily all bad ...if there is no conflict it can mean that a relationship has become stagnant.

This keynote will unpack conflict—its meanings, its connotations, the assumptions we make about it ... and how to handle and manage it. As part of this analysis we will look at the model of human communication and how it can get us in trouble and contribute to conflict. Then we will define and elaborate on five strategies for handling conflict. Ellen Kandell will share some examples of where mediation and conflict resolution worked and others where it failed. She will help us identify “red flags” before they escalate, to avoid drawn out confrontations and negative outcomes. Finally, she will address the importance of civility and share actionable tips and techniques for leaders on how to effectively handle conflict.
IGNITE! – *Ballroom, 4th Floor*

4:45 pm – 5:45 pm  
*Supporting partner Visit Phoenix*

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!” How much can be taught or inspired in five minutes? You might be surprised!

**Emcee**  
*Megan Moritz*, Director, Global Volunteer Engagement, ISACA

**The School of Hard Knocks**  
Sharon Lensky, Technical Support Manager, American Physical Society

**Asian American’s Potential and Why It Matters!**  
Khanh Vu, Executive Director, Society of Asian Scientists and Engineers

**Going to the Dark Side: 365 days**  
Elena Gerstmann, FASAE, Principal, Avenue M Group

**Machines Are Taking Over Your Certification Programs (and everything else!)**  
Arj Devadas, VP of Sales & Marketing, ACGI Software

**International Business Culture**  
Ajay Bhojwani, Managing Director, MCI Middle East

**The History of App**  
Michael Jones, VP, Mobile Technologies, Results Direct
EVENT DETAILS
Thursday, July 25, 2019

Closing Celebration - Power Plant Live!

Casual attire and comfortable shoes are appropriate.
*Meet in the Hyatt lobby at 6:45 pm for transportation

7:00 pm - 10:00 pm
Hosted by Visit Baltimore and Lord Baltimore Hotel

You are invited to experience a night out on the town! Visit Baltimore will host the Closing Celebration and cannot wait to excite! Along with the famous Inner Harbor, historic neighborhoods and renowned museums, Baltimore also offers award-winning restaurants and entertainment venues. Power Plant Live! is a one-stop shop for endless fun and lively entertainment, comprised of two levels with ten venues occupying an entire city block! We invite you to mix and mingle with other CESSE attendees at Luckie’s Tavern and Leinie Lodge & Beer Garden where you can flow freely and enjoy live music, lawn games, an outdoor fireplace and some of Baltimore’s finest beer selections!

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For more conference information and updated event information, download the CESSE 360 app and select the ACCESSE19 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 ACCESSE19, 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 Baltimore Convention Center or hotel, please contact venue security at the following numbers:

**Baltimore Convention Center:** 410-649-7055

**Hyatt Regency Baltimore Inner Harbor:** Dial extension #55 from a house phone to reach security

If not by a phone let closest staff member know and procedures will be put into place.

Dial 9-1-1 if no staff member is nearby or outside the conference venues.
Wifi

CESSE is providing Wifi for a limited number of devices during the conference. To connect, use the following information:

Network: ACCESSE19

Password: Baltimore

Earn CAE and CMP Credits!

Earn up to 12.5 hours towards certification or recertification of your Certified Association Executive (CAE) or 5.25 Certified Meeting Professional (CMP) designation by attending all educational sessions. Each hour of educational programming earns you one credit. Social activities and meals do not apply to certification credits.

Solution Center – Ballroom Foyer, 4th Floor

Wednesday, July 24th: 8:00 am – 4:00 pm

Thursday, July 25th: 8:00 am – 4:00 pm

The most impactful interactions are face to face. Mingle, explore and discover in ACCESSE19’s Solution Center.

Experts - Find 65+ Partners, grouped by business function (technology, services and destination), who can help you solve some of your greatest challenges

Relax - The SMG Lounge, at the center of it all, is the place to recharge, reflect and reconnect.

Hospitality - Stretch your legs and prepare to be energized. Refreshment breaks will be available each day 10:30 am – 11:00 am and 3:00 pm – 3:30 pm.
Resources - CESSE staff and our Baltimore hosts will be available to answer questions, provide information and make your ACESSE experience exceptional.

Complimentary professional headshots each day 8:00 am - 9:15 am and 12:15 pm - 1:45 pm.

Find the solutions you seek in the ACESSE Solution Center.
SMG Lounge - Ballroom Foyer, 4th Floor

Wednesday, July 24th: 8:00 am – 4:00 pm
Thursday, July 25th: 8:00 am – 4:00 pm

Lounge provided by SMG Convention Centers

SMG attending partners:

- Albany Capital Center
- Cobo Center
- DeVos Place
- Greater Columbus Convention Center
- Greater Fort Lauderdale Broward County Convention Center
- Knoxville Convention Center
- The Oncenter Syracuse, NY

The SMG Lounge, at the center of it all in the Solution Center, this is the place where you can RELAX, RECHARGE and RECONNECT with your friends at SMG and CESSE Colleagues.

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

Session Headsets

Provided by Conference Rental

Meals, General Sessions, and concurrent sessions will all be in one open space. The airwalls between concurrent sessions will be partially closed and the airwall to the general session and meal area will remain open.

Since the concurrent sessions will be held in an open-space environment (in either the Ballroom or Ballroom Foyer), each attendee will find a session headset at their table.
or chair in their concurrent session. At the end of the session, please leave the headset at your table or seat.

**HOW TO USE YOUR ACCESE SESSION HEADSET**

Plug in the ear buds provided to the headphone insert. Press and hold the on/off button to turn receiver on/off. Use the channel selector button to toggle between the pre-tuned event channels.

- Ballroom 1 - Channel 1
- Ballroom 2 - Channel 2
- Ballroom 3 - Channel 3
- Ballroom 4 - Channel 4
- Ballroom Foyer East – Channel 5
- Ballroom Foyer West – Channel 6

If you are having trouble using your session headset, please ask for assistance from the session monitor, Conference Rental staff or a CESSE staff member.

▶ **Presentations & Handouts**

All sessions 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 23rd. 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 August 2nd.
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.

Managing 10 of the Top 40 Venues in North America
The tech scene in Detroit continues to surge, with major companies like Google and Microsoft opening offices along with dozens of other startups. Billions of dollars in investment has fueled the rise of new attractions, boutique hotels, unique retail and adventurous new restaurants that will please any palate. Along with its convenient Midwest location for non-stop flights and a drive-in market, Detroit has a new energy that will guarantee your meeting is memorable and fun. Detroit. It’s GO time.

Call Sheila R. Neal, CASE Associate Director of Sales, at 313-202-1930 or sneal@visitdetroit.com.
Session Evaluations

Evaluations for each session 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.

Speaker Ready Room – VIP Pratt East

- **Tuesday, July 23**
  - 3:00 PM – 7:00 PM
- **Wednesday, July 24**
  - 7:30 AM – 4:00 PM
- **Thursday, July 25**
  - 7:30 AM – 3:00 PM

Provided by Warp Speed Technologies

ACCESSE19 will feature the LaunchPad presentation system to run all presentations. Presenters may upload their files ahead of the meeting at [https://warp.speedtech.com/accesse/](https://warp.speedtech.com/accesse/), or on-site in VIP Pratt East on the fourth floor of the Baltimore Convention Center. Technicians will be available to ensure that the presentations run properly and are uploaded to the correct session room. Presentation files may be in any format, Mac or Windows, and should be uploaded at least 1 hour before your session. Speakers do not need to bring their laptops, and should bring their files on a storage device such as a flash drive, portable hard drive, or disc. All presentations will be run from the networked LaunchPad laptops; you will not be able to present using your own laptop.
ACCESSE Registration – Ballroom Foyer, 4th floor

Pick up your name badge, learning experience ticket and printed program during the following hours:

- Tuesday, July 23rd 2:00 pm – 7:00 pm
- Wednesday, July 24th 8:00 am – 4:00 pm
- Thursday, July 25th 8:00 am – 4:00 pm

Should you need assistance or have questions after registration hours, please contact Renee Lewis, ACCESSE19 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 ACCESE19. You will receive a name badge holder that is color-coded based on your area of responsibility or interest. See the key below.

Not the right color? Simply ask to switch it out at ACESSE registration.
Baltimore Information Desk – Ballroom Foyer, 4th Floor

Get the inside scoop about Baltimore at the Baltimore Information Desk during the following hours:

- Wednesday, July 24\textsuperscript{th} 9:00 am – 4:00 pm
- Thursday, July 25\textsuperscript{th} 9:00 am – 4:00 pm
Thank you to the many partners who support CESSE all year long as well as for ACCESE19. Please be sure to visit with the ACCESE19 partners in the Solution Center located in the Ballroom Foyer during the conference. Partners listed as of 7/12/19.

### Premier Partner

![Canada Business Events](image)

### CESSE Service Partners

- CESSE 360 APP
- CESSE Communities
- Electronic Marketing & Promotion
- Web Hosting & AMS Servicing
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- Electronic Newsletter
- Presentation Platform Services
- LaunchPad

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Session Speaker Gifts

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Wednesday Breakfast

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Wednesday Breakfast

Event Partners

Wednesday Breakfast

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Wednesday Breakfast

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Opening Reception
Event Partners

Opening Reception

Lanyards

Session Headsets

Wednesday Turndown Gift

Thursday Lunch

Thursday Morning General Session

Board of Directors Luncheon

Thursday Breakfast

Thursday Turndown Gift

Thursday Afternoon Break

Board of Directors Dinner

Afterglow

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Thursday Afternoon General Session

Thursday Morning Break

Wednesday General Session

Wednesday Morning Break

Tuesday Turndown Gift

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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.
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847-375-4785

Senior Operations Manager
Liz Gianinni
lgianinni@cesse.org
847-375-3674

Operations Administrator
Sara Dethloff
sdethloff@cesse.org
847-375-3695

Education Manager
Natalie Steenberg
nsteenberg@cesse.org
847-375-6416

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Colleen Murphy
cmurphy@cesse.org
847-375-6302

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USF Constellation | July 24 | 8:30pm - 11:00pm

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ACCESSE19 STAFF

ACCESSE19 Program Manager
Renee J. Lewis, CMP
renee@cesso.org
cell/text: 248-996-0979

ACCESSE19 Meetings & Events
Liz Swanson, CMP
liz@cesso.org
cell/text: 734-664-9154

ACCESSE19 Registration & Partner Events
Laura Kashenider
laura@cesso.org
cell/text: 248-250-2514