2017 CESSE CEO MEETING

AUSTIN, TX • FEBRUARY 19-22
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Chair’s Message

Welcome to the 2017 CESSE CEO Meeting!

The CESSE CEO Meeting is a highpoint of my year; it’s an ideal occasion to reconnect with cherished colleagues and expand our professional horizons as we enhance our organizations as well as our leadership skills. It’s also a perfect forum for developing new relationships - and the setting couldn’t be more inviting. The CEO Meeting brings together the best of invaluable and unique content from your fellow CESSE CEO members.

With the theme of “The Future Is Already Here,” this year’s program chairs have created an insightful program that will explore how future advances in professions - many of which seemed unattainable even in the recent past - are affecting our current reality and impacting our thinking on future directions. A special thank you to the program chairs: David Gammel, Entomological Society of America and Matt Loeb, Information Systems Audit and Control Association.

This meeting wouldn’t be possible without our generous and loyal partners, who ensure the provisions and materials that support a memorable meeting. Our special thanks this year goes to the Hyatt Regency Lost Pines Resort & Spa as well as the team who brought CESSE to this magical venue. I’d also like to recognize the hardworking staff who support the development of this meeting; Sandy Marshall, Kim Spillane, Liz Swanson, and Renee Lewis. CESSE is grateful to have you.

Last, to all attendees, thank you for joining us for such a great learning and growth experience. With every CESSE meeting I attend, I gain more knowledge, support, and relationships than I could imagine. Each of you makes this a wonderfully enriching experience.

Tom Loughlin
2016-17 Chair, Council of Engineering and Scientific Society Executives
Executive Director, ASME - The American Society of Mechanical Engineers
Welcome to the 2017 CESSE CEO Meeting!

“As I’ve said many times, the future is already here. It’s just not very evenly distributed.” William Gibson said this in 1999 during an interview on NPR (National Public Radio), describing how he finds ideas for his near-future novels. Gibson, who famously coined the word ‘cyberspace,’ has an uncanny knack for unearthing the future before most of us see it. His point is that if you go looking today, you can find little pockets of the future already busy happening and influencing the world of tomorrow.

Picking up where 2016 left off, 2017 is beginning with an incredible amount of change - from technology to economics, and from politics to ethics - all with a high degree of complexity, uncertainty and unpredictability.

It is our hope that with this 2017 edition of the CESSE CEO Meeting, we more evenly distribute the future among our community, combining perspectives from external experts with our own exchange of insights and visions.

From Seth Kahan helping us to set the table to deal effectively with change, to talks on recent breakthroughs in science and engineering that may push the envelope on ethics and the shape of the disciplines we represent, the first day will limber up our minds and thinking and get the ideas flowing.

Our second day gets into how we can proactively engage with the changes, challenges, and opportunities around us, including a new era for advocacy, developing market insights, and hearing from actual scientists and engineers about their views of the future.

Finally, we will wrap up on Wednesday with an exercise to help our colleagues resolve their knottiest problems and identify strategies to take advantage of their best opportunities.

We are very excited to have you here as we distribute the future together!

Regards,

The 2017 CESSE CEO Meeting Program Committee
C. David Gammel, CAE, Executive Director, Entomological Society of America
Matt Loeb, CGEIT, CAE, FASAE, Chief Executive Officer, ISACA
Thomas G. Loughlin, CAE, Executive Director, ASME - American Society of Mechanical Engineers
Widely recognized as being on the forefront of visionary leadership and trusted advisor to over 100 CEOs, Seth is a sought-after business strategy specialist, a respected thought leader and convener on grand challenges and the author of the business bestsellers, *Getting Change Right*, and *Getting Innovation Right*. His next book, *Grand Challenge: How Leaders Grow their Businesses by Addressing the World’s Most Intractable Problems*, a collaboration with Julie Jordan Avritt, will be available soon.

Seth began in 1995 helping Steve Denning introduce knowledge management at the World Bank. From there, he went on to work with President Jim Wolfensohn and Director Gaddi Vasquez of the Peace Corps. Since that time, over 100 executives tasked with high-value change, innovation, and growth have relied upon Seth Kahan to help them achieve remarkable results that transform the world and grow their organizations.

Seth’s proven results working with CEOs to achieve their large-scale change, innovation, growth and strategies, have earned him the designation of Thought-leader and Exemplar in Change Leadership by the Society for Advancement of Consulting®. He is a regular contributor to CEO Update and Associations Editor, Innovation Excellence. Seth has also been featured as an expert on grand challenges in Lisa McLeod’s book, *Leading with Noble Purpose; How to Create a Tribe of True Believers*, and *Charting Change; A visual toolkit for making change stick*, by Braden Kelley.

In addition to being a dedicated husband and father, Seth actively contributes as a board member for the American Geophysical Union, Columbia Lighthouse for the Blind, and the Council of Better Business Bureaus.

Seth founded Visionary Leadership as the umbrella organization under which he works with visionary leaders, helping them achieve remarkable results that transform the world and grow their organizations.
RESORT MAP

AMENITIES
15 Bearstrap Game Room
25 Bike Corral
30 Butterfly Meadow
16 Camp Hyatt
13 Cardinal Point
20 Colorado River Dock
12 Crossroads Gift Shop
7 Driving Range
4 Fitness Center
22 Hiking Trails Entrance
26 Horseshoe & Washer Pits
9 Hummingbird Garden
24 Lost Pines Corral
11 McKinney & Williams Business Center
17 Playground
8 Putting Greens
19 Riversong Firepit
1 Renegade Trailhead
18 Shellers Firepit
23 Shooting Range
2 Spa Django/Wild Hare Youth Spa
3 Spa Django Pool
5 Tennis Courts
21 Towel Corral
7 Recreational Services
6 Wolfdancer Golf Club

CROOKED RIVER WATER PARK
32 Activity Pool
27 Adult Whirlpool
28 Adult Pool
30 Beach
33 Kiddie Pools
35 Lantana Deck
36 Splash Pad
34 Waterfall Deck
29 Waterslide
31 Whirlpool

FOOD AND BEVERAGE
38 Firewheel Café
43 Major Neighbors Grill
42 McDade’s Emporium
6 Ice Cream Saloon
37 Old Buck’s Place
40 Shellers Barrelhouse Bar
39 Stories (Second Floor)
41 The Scribes Club
44 Tiny’s Range House

GUEST ROOMS
45 South Wing: 1609-1922/2601-2922/3601-3710
46 North Wing: 1002-1424/2002-2424/3002-3424/4013-4424

INDOOR EVENT SPACE
61 Austin Colony
54 The Baron’s Ballroom
53 Capital Boardroom
57 Dewitt Colony
49 Gone to Texas Room
60 Little Colony
47 Litton House
55 Lost Pines Grand Ballroom
58 Milam Colony
51 Mina Room
48 Monarch Room/Regency Club (third floor)
56 Navarro Y Bangs
50 Ranger Room
52 Republic Boardroom
59 Robertson & Leftwich Colony

OUTDOOR EVENT SPACE
63 Amphitheater
69 Chief’s Pavilion
66 Colorado River Bend
64 Feather Court
67 LBJ Pavilion
65 Pecan Court
72 Pecan Canopy
70 Pecan Terrace
68 Plantation Lawn
71 Riversong Lawn
62 Shady Grove

WOLF DANCER FRONT NINE

WOLF DANCER BACK NINE

GOLF COURSE PARKING

Hwy 71
"Resort Map"
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**EARN CAE CREDITS!** Earn up to 14.75 hours towards certification or recertification of your Certified Association Executive (CAE) designation by attending all educational sessions. Each hour of educational programming earns you one CAE credit. Social activities and meals do not apply to certification credits.
Meeting at a Glance

Saturday, February 18

**Board of Director Arrivals**

6:20 p.m.
Meet in the Hyatt Regency Lost Pines Resort & Spa

6:30 p.m. - 7:30 p.m.
CESSE Board of Directors Reception - Major Neighbors Grill
*Hosted by Detroit Marriott at the Renaissance Center*

7:30 p.m. - 9:00 p.m.
CESSE Board of Directors Dinner - Major Neighbors Grill
*Hosted by Detroit Marriott at the Renaissance Center*

Sunday, February 19

**Attendee Arrivals**

8:00 a.m. - 8:30 a.m.
CESSE Board of Directors Breakfast - Gone to Texas
*Hosted by JDG Associates*

8:15 a.m. - 4:00 p.m.
CESSE Board of Directors Meeting - Gone to Texas

12:15 p.m. - 1:00 p.m.
CESSE Board Luncheon - Pecan Canopy
*Hosted by Visit Seattle*

12:00 p.m. - 6:00 p.m.
Registration - Hyatt Lost Pines Lobby

6:00 p.m. - 7:00 p.m.
Welcome Reception - Pecan Court (member guests welcome)
*Hosted by Detroit Metro Convention & Visitors Bureau*

Monday, February 20

7:00 a.m. - 3:00 p.m.
Registration - Lost Pines Foyer

7:15 a.m. - 8:15 a.m.
Breakfast - Lost Pines Ballroom 5 (member guests welcome)
*Hosted by Visit Houston*

8:30 a.m. - 10:00 a.m.
Educational Programming - Lost Pines Ballroom 6-7-8
*Hosted by The Beaches of Fort Myers & Sanibel*

10:00 a.m. - 10:30 a.m.
Mid-Morning Break - Lost Pines Foyer
*Hosted by Business Events Toronto*

10:30 a.m. - 12:00 p.m.
Educational Programming - Lost Pines Ballroom 6-7-8
*Hosted by Towneley Capital Management*

12:00 p.m. - 1:00 p.m.
Lunch - Lost Pines Ballroom 5 (member guests welcome)
*Hosted by Tourism Vancouver*

1:00 p.m. - 2:30 p.m.
Educational Programming - Lost Pines Ballroom 6-7-8
*Hosted by Omaha Convention & Visitors Bureau*

2:30 p.m. - 3:00 p.m.
Mid-Afternoon Break - Gone to Texas
*Hosted by Travel Portland*

3:30 p.m. - 4:30 p.m.
Educational Programming - Lost Pines Ballroom 6-7-8
*Hosted by Conference Direct*

5:00 p.m.
Meet in lobby of Hyatt Regency Lost Pines Resort and Spa

5:15 p.m.
Bus to Downtown Austin Dine Around
*Hosted by Austin Convention & Visitors Bureau*

6:15 p.m.
Downtown Austin Dine-Around on Own
*We will be dropping at the following districts:*
- 2nd Street District (4th and Colorado)
- Warehouse District (4th and Colorado)
- Rainey Street District (Davis Street and Rainey)

7:30 p.m.
First Return Pick-Up to Hyatt Lost Pines (4th and Colorado, then Davis/Rainey)

8:30 p.m.
Second Return Pick-Up to Hyatt Lost Pines (4th and Colorado, then Davis/Rainey)

9:45 p.m.
Final Return Pick-Up to Hyatt Lost Pines (4th and Colorado, then Davis/Rainey)
Meeting at a Glance

Tuesday, February 21
7:00 a.m. - 11:30 a.m.
Registration - Lost Pines Foyer

7:15 a.m. - 8:15 a.m.
Breakfast - Lost Pines Ballroom 5 (member guests welcome)
Hosted by Meet Hawaii/Hawaii Convention Center/AEG Facilities

8:30 a.m. - 9:45 a.m.
Educational Programming - Lost Pines Ballroom 6-7-8
Hosted by Greater Madison Convention & Visitors Bureau

9:45 a.m. - 10:15 a.m.
Mid-Morning Break - Lost Pines Foyer
Hosted by HelmsBriscoe

10:15 a.m. - 11:45 a.m.
Educational Programming - Lost Pines Ballroom 6-7-8
Hosted by HighRoad Solution

11:45 a.m. - 12:30 p.m.
CESSE Business Meeting
(CESSE CEOs Only) - Lost Pines Ballroom 4

12:30 p.m. - 1:30 p.m.
Lunch - LBJ Pavilion (weather permitting) (member guests welcome)
Hosted by Explore St. Louis and Pasadena Convention & Visitors Bureau

1:30 p.m. - 2:30 p.m.
Sponsors Circle - LBJ Pavilion (weather permitting)

1:30 p.m. - 3:00 p.m.
Educational Programming - Amphitheater (weather permitting)
Hosted by DelCor Technology Solutions

3:00 p.m. - 3:30 p.m.
Mid-Afternoon Break - Lost Pines Foyer
Hosted by McKinley Advisors

3:30 p.m. - 4:30 p.m.
Educational Programming - Lost Pines 6-7-8
Hosted by Abila

5:15 p.m.
Meet in lobby of Hyatt Regency Lost Pines Resort and Spa

5:30 p.m.
Bus to the JW Marriott Austin (member guests welcome)
Hosted by Marriott International

6:30 p.m. - 7:00 p.m.
Final Reception - JW Marriott Austin
Hosted by Marriott International

7:00 p.m. - 8:00 p.m.
Final Banquet - JW Marriott Austin
Hosted by Marriott International

8:15 p.m.
Bus back to Hyatt Regency Lost Pines Resort and Spa
Hosted by Marriott International

9:00 p.m. - 11:00 p.m.
Afterglow - Litton House (#47 on Resort Map) (member guests welcome)
Hosted by Visit Milwaukee

Wednesday, February 22
7:15 a.m. - 8:15 a.m.
Breakfast - Lost Pines Ballroom 5 (member guests welcome)
Hosted by Québec City Convention Centre

8:30 a.m. - 10:00 a.m.
Educational Programming - Lost Pines Ballroom 6-7-8
Hosted by Visit Mobile

10:00 a.m. - 10:30 a.m.
Mid-Morning Break - Lost Pines Foyer
Hosted by Travel Alberta

10:30 a.m. - 11:30 a.m.
Educational Programming - Lost Pines Ballroom 6-7-8
Hosted by Visit Salt Lake

11:30 a.m. - 12:30 p.m.
Lunch - Lost Pines Ballroom 5 (member guests welcome)
DO NOT PRINT!
DO NOT PRINT!
Meeting Program

Sunday, February 19, 2017

8:00 a.m. - 8:30 a.m.  CESSE Board of Directors Continental Breakfast - Gone to Texas
   Breakfast and Mid-Morning Break Hosted by JDG Associates

8:15 a.m. - 4:00 p.m.  CESSE Board of Directors Meeting - Gone to Texas

12:15 p.m. - 1:00 p.m.  CESSE Board Luncheon - Pecan Canopy
   Hosted by Visit Seattle

12:00 p.m. - 6:00 p.m.  Registration - Hyatt Lost Pines Lobby

6:00 p.m. - 7:00 p.m.  Welcome Reception - Pecan Court
   Hosted by Detroit Metro Convention and Visitors Bureau

7:00 p.m. - 9:00 p.m.  Welcome Dinner - The Baron’s Ballroom
   Hosted by Detroit Metro Convention and Visitors Bureau
Monday, February 20, 2017

7:15 a.m. - 8:15 a.m.  Breakfast - Lost Pines Ballroom 5  
*Hosted by Visit Houston*

8:30 a.m. - 10:00 a.m.  **Educational Session 1.1:**  
**Preparing Ourselves and Our Organizations for the Future** - Lost Pines Ballroom 6-7-8  
*Seth Kahan, Founder of Visionary Leadership*  
*Hosted by The Beaches of Fort Myers and Sanibel*

We will open our program with a highly interactive discussion of what we need to do to best prepare ourselves and our organizations for the future. While we cannot predict all the opportunities and challenges we will face, we can do the ground work and assessment to be ready to respond effectively and quickly even as we prepare our own strategies.

Seth Kahan, a widely-respected advisor who specializes in working with CEOs to achieve their large-scale change, innovation, and growth strategies, will facilitate the dialog and help us set the table for a high impact two and a half days together.

10:00 a.m. - 10:30 a.m.  Mid-Morning Break - Lost Pines Foyer  
*Hosted by Business Events Toronto*

10:30 a.m. - 12:00 p.m.  **Educational Session 1.2:**  
**Tech and Ethics** - Lost Pines Ballroom 6-7-8  
*Sheila Jasanof, Pforzheimer Professor of Science and Technology Studies, Harvard Kennedy School*  
*Hosted by Towneley Capital Management Inc.*

Increasingly, more intellectual energy and resources are being invested to create a socially acceptable balance between the benefits of emerging technologies and their potential harms, forcing new takes on risk assessment, and management.

Dr. Jasanof will argue that good governance of emerging technologies calls for rethinking the politics of biology, particularly, when new bio and information technologies are rewriting the very meaning of being human.

Following the talk, attendees will engage in a rigorous exchange of views on this very important theme.
Monday, February 20, 2017

12:00 p.m. - 1:00 p.m.  **Lunch** - Lost Pines Ballroom 6-7-8  
*Hosted by Tourism Vancouver*

1:00 p.m. - 2:30 p.m.  **Educational Session 1.3:**  
The Impact and Ethics of Genetic Editing - Lost Pines Ballroom 6-7-8  
*Dr. Neal Stewart, University of Tennessee-Knoxville*  
*Hosted by Omaha Convention and Visitors Bureau*

Dr. Neal Stewart’s work and lab focus on bioenergy, smart plants that can sense and report danger, and gene flow among other research avenues. Additionally, Dr. Stewart served on the committee that developed the recent National Academies of Sciences, Engineering, and Medicine report on Genetically Modified Crops. Dr. Stewart will discuss the near future of bio-technology and likely opportunities, risks and ethical implications from developments in that field.

- What are near-future opportunities with technologies like CRISPR and gene drive?
- What are the ethical challenges likely to arise with the spread of this technology?
- Implications for movements such as DIY-Bio?
- How might the work of biological researchers change?

2:30 p.m. - 3:00 p.m.  **Mid-Afternoon Break** - Gone to Texas  
*Hosted by Travel Portland*

3:00 p.m. - 4:30 p.m.  **Educational Session: 1.4:**  
Making Meaning from Big Ideas - Lost Pines Ballroom 6-7-8  
*Hosted by Conference Direct*

Seth Kahan will facilitate a dialog with several of our CEOs on their perspectives of the day so far. Dialog will focus on key gleanings from the morning keynotes, exploring what they each see as challenges and/or opportunities for themselves and their organizations and how they may approach them. This session will also include significant dialog with the audience.

Panelists:  
*Matthew D’Uva, Executive Director, International Society for Study of Pain*  
*Janet Koster, CEO, Association for Women in Science*  
*Seth Kahan, Founder of Visionary Leadership (Facilitator)*
Monday, February 20, 2017

5:00 p.m.  Meet in Hyatt Regency Lost Pines Resort & Spa Lobby

5:15 p.m.  Bus to Downtown Austin
Hosted by Austin Convention & Visitors Bureau

6:15 p.m.  Evening in Downtown Austin - On Your Own

We will be dropping at the following districts:

- **2nd Street District (4th and Colorado) - see page 27 for restaurant options**
  Keep things local at some of Austin’s newest retail shops and boutiques in the 2nd Street District. Upscale coffee-houses, wine bars and restaurants rest between favorites including Violet Crown Cinema and Eliza Page.

- **Warehouse District (4th and Colorado) - see page 27 for restaurant options**
  The industrial Warehouse District rests in the heart of downtown Austin. Sip on local cocktails at upscale bars such as Peché and Halcyon, and relax throughout the evening in these refined stomping grounds.

- **Rainey Street District (Davis Street and Rainey) - see page 27 for restaurant options**
  Rainey Street has a laid-back vibe and is home to rows of converted bungalows that provide an only-in-Austin live music and bar experience. Roam the district to find award-winning local craft beers at Craft Pride, food trucks of every genre and creative bites such as artisan sausages at Bangers.

7:30 p.m.  First Return Pick-Up to Hyatt Lost Pines (4th and Colorado, then Davis/Rainey)

8:30 p.m.  Second Return Pick-Up to Hyatt Lost Pines (4th and Colorado, then Davis/Rainey)

9:45 p.m.  Final Return Pick-Up to Hyatt Lost Pines (4th and Colorado, then Davis/Rainey)

9:00 p.m. - 11:00 p.m.  **Afterglow - Riversong Fire pit (#19 on Resort Map)**
Hosted by Tourisme Montreal
Tuesday, February 21, 2017

7:15 a.m. - 8:15 a.m.  **Breakfast** - Lost Pines Ballroom 5
*Hosted by Meet Hawaii/Hawaii Convention Center/AEG Facilities*

8:30 a.m. - 9:45 a.m.  **Educational Session 2.1:**
**The Future of Advocacy: A Fireside Chat** - Lost Pines Ballroom 6-7-8
*Hosted by Greater Madison Convention & Visitors Bureau*

By the time we convene in Austin, the United States will have a new President sworn in and a new Congress, all from the same party. After years of gridlock, the potential for significant and sudden change in legislation and regulation is likely. The future brings opportunities and risks for the disciplines we represent. This is sure to be a lively discussion with our panel and our attendees as we explore advocacy in a new environment.

**Panelists:**
April Burke, President and Founding Partner, Lewis-Burke Associates LLC
Bob Chalker, Chief Executive Officer, National Association of Corrosion Engineers
Mark Golden, Executive Director, National Society of Professional Engineers
Chris McEntee, Executive Director/CEO, American Geophysical Union
Arlene Pietranton, Chief Executive Officer, American Speech-Language-Hearing Association (facilitator)

9:45 a.m. - 10:15 a.m.  **Mid-Morning Break** - Lost Pines Foyer
*Hosted by HelmsBriscoe*

10:15 a.m. - 11:00 a.m.  **Educational Session 2.2:**
**Discussion in the Round on the Future of Advocacy** - Lost Pines Ballroom 6-7-8
*Hosted by HighRoad Solution*

After a refreshing break, we continue the advocacy discussion with our panelists and our attendees. Facilitated by Arlene Pietranton.
Tuesday, February 21, 2017

11:00 a.m. - 11:45 a.m.  Educational Session 2.3:  
**Reading the Tea Leaves: Leveraging market intelligence to shape your strategic plan and service model** - Lost Pines Ballroom 6-7-8  
*Hosted by HighRoad Solution*

Big ideas, merger and acquisition opportunities, new business models, market and industry reports, voice of customer feedback, data analytics - how do we filter these and myriad available inputs into in shaping organizational strategy? With so much information at the ready, how do you approach adjusting your program and service model to meet the needs of your evolving audience?

Join us as we learn from fellow CESSE “fortune tellers” how they approach environmental scanning and forecasting to stay current and clear.

**Speakers:**  
Stefano Bertuzzi, Chief Executive Officer, American Society for Microbiology  
Mark Langley, President & CEO, Project Management Institute  
Cathy Leslie, Executive Director, Engineers Without Borders - USA  
June Wispelwey, Executive Director, American Institute of Chemical Engineers

11:45 a.m. - 12:30 p.m.  CESSE Business Meeting (CEOs Only) - Lost Pines Ballroom 4

12:30 p.m. - 1:30 p.m.  Lunch - LBJ Pavilion (weather permitting)  
*Hosted by Explore St. Louis and Pasadena Convention & Visitors Bureau*

1:30 p.m. - 2:30 p.m.  Partners Circle - LBJ Pavilion (weather permitting)

An opportunity for CESSE Sponsors to dialogue and offer program perspectives with CESSE leaders and staff. Partners are asked to remain in the room after lunch.
1:30 p.m. - 3:00 p.m.  
**Educational Session 2.4:**  
**Future of Our Professions** - Amphitheater (weather permitting)  
*Hosted by Delcor*

We explore the future of science and engineering through the eyes of emerging leaders in the fields that we serve: 2-3 scientists, and 2-3 engineers, who each present a 10- to 15- minute perspective of why they got into the field, what it’s really like, what still delights them, and what challenges them, and their view of the future.

Panelists:
- **Stephen Chalker**, Software Engineer, Bypass Mobile  
- **David Pan**, Senior Product Manager, Amazon  
- **Jessica Polka**, PhD, Director, ASAPbio, Visiting Scholar, Whitehead Institute  
- **Alex Wild**, PhD, Curator - Ants, Entomology Collection, Department of Integrative Biology, University of Texas, Austin

3:00 p.m. - 3:30 p.m.  
**Mid-Afternoon Break** - Lost Pines Foyer  
*Hosted by McKinley Advisors*
Tuesday, February 21, 2017

3:30 p.m. - 4:30 p.m.  Educational Session 2.5:  Your Personal Path to An Innovative Career (And Why It’s Easier in Austin) - Will Hurley, aka ‘Whurley,’ Founder & CEO at Honest Dollar - Lost Pines Ballroom 6-7-8  
*Hosted by Abila*

When in Austin, learn how Austin does it!

We’ll share an hour with Will Hurley, aka ‘Whurley,’ to learn how he built his personal path as an innovator, moving from working for some of the most innovative companies, including Apple Computer and IBM, to life as a serial entrepreneur based in Austin. Whurley is the 2015 Releaselt winner at SxSW 2015, where he founded Honest Dollar, a startup focused on bringing honesty, transparency, and simplicity to the financial services industry.

His list of awards includes an Apple Design Award, being named an IBM Master Inventor, and receiving the 2012 International Genius Grant from the City of Amsterdam. In 2013, he was one of 100 innovators on British Airways Inaugural UnGrounded flight where he and his team founded the AdvisHer initiative to advise, advocate, and accelerate Women in STEM (Science Technology, Engineering, and Math); an effort that was recognized by the United Nations at the 39th G8 innovation summit.

Whurley is a published author and frequent public speaker focusing his personal efforts on innovation and diversity.

5:15 p.m.  
*Meet in Hyatt Regency Lost Pines Resort & Spa Lobby*

5:30 p.m.  
*Bus to the JW Marriott Austin*  
*Hosted by Marriott International*

6:30 p.m. - 7:00 p.m.  
*Reception* - JW Marriott Austin  
*Hosted by Marriott International*

7:00 p.m. - 8:30 p.m.  
*Final Gala Banquet* - JW Marriott Austin  
*Hosted by Marriott International*

8:30 p.m.  
*Bus back to Hyatt Regency Lost Pines Resort & Spa*

9:00 p.m. - 11:00 p.m.  
*Afterglow* - Litton House (#47 on resort map)  
*Hosted by Visit Milwaukee*
Wednesday, February 22, 2017

7:15 a.m. - 8:15 a.m. Breakfast - Lost Pines Ballroom 5
*Hosted by Québec City Convention Centre*

8:30 p.m. - 10:00 a.m. Educational Session 3.1: Future Actions: Reciprocity Ring - Lost Pines Ballroom 6-7-8
*Hosted by Visit Mobile*

We will leverage ‘the power of the ring,’ as an opportunity to be givers by helping member CEOs within our CESSE community. Matt Loeb, CEO of ISACA, will facilitate this session by sharing a process called the Reciprocity Ring. We will look for CESSE CEOs who are willing to share a professional or personal challenge they face, for which they are willing call on the diverse perspectives and experience of their fellow CEOs to provide advice, counsel, and to arrive at an actionable solution.

10:00 a.m. - 10:30 a.m. Mid-Morning Break - Lost Pines Foyer
*Hosted by Travel Alberta*

10:30 a.m. - 11:30 a.m. Educational Session 3.2: Future Actions: Reciprocity Ring Continued - Lost Pines Ballroom 6-7-8
*Hosted by Visit Salt Lake*

11:30 a.m. - 12:30 p.m. Lunch - Lost Pines Ballroom 6-7-8
DO NOT PRINT!
WHY AUSTIN?

The secret is out. Everyone who visits Austin these days leaves with something great to say. They can’t stop talking about our legendary live music, burgeoning restaurant scene and unique culture. And a list of other things that you just have to experience for yourself to truly understand what makes Austin so Austin. The rest of the country has already taken notice. And it’s time you did, too.
Hyatt Regency Lost Pines Resort and Spa offers guests top-notch dining experiences a blend of seasonal and year-round dining options. The Texas resort is proud to embrace Food.

Stories
Savor culinary masterpieces at our Texas Prime Steakhouse, featuring seasonal ingredients, an impressive wine list and decadent desserts.

Firewheel Cafe
American comfort food created with locally sourced ingredients served up morning, noon or night.

Old Buck’s Place
Situated beside the pool and Crooked River, Old Buck’s serves delicious fare and frosty beverages the Texas way.

Shellers Barrelhouse Bar
Shiner Bock queso, pulled pork sandwiches and smoked brisket served up Texas style with a side of live music. Experience “Live at Lost Pines” with one of our hand-crafted cocktails.

Major Neighbors Grill
Round out your championship golf experience at our clubhouse, Major Neighbors Grill.

McDade’s Emporium and Ice Cream Saloon
This emporium with a small town General Store “feel” offers ice cream, treats and sundries.

Tiny’s Range House
While on the golf course, stop by our starter house, located by holes’ number One and Ten, for a variety of grab n’ go food and beverages.
Austin Dine-Around Restaurants

2nd Street District

LA CONDESA
400-A W. Second St.
Phone: (512) 499-0300
Category: Mexican

SECOND BAR + KITCHEN
200 Congress
Phone: (512) 827-2750
Category: New Texas

LAMBERTS DOWNTOWN BARBECUE
401 W. Second Street
Phone: (512) 494-1500
Category: Barbecue

Warehouse District

LONESOME DOVE WESTERN BISTRO
419 Colorado St.
Phone: (512) 271-2474
Category: Southwestern

SEARSUCKER
415 Colorado St.
Phone: (512) 394-8000
Category: American

TRULUCK’S DOWNTOWN
400 Colorado St.
Phone: (512) 482-9000
Category: Seafood & Steak

RED ASH ITALIA
303 Colorado St.
Phone: (512) 379-2906
Region: Downtown
Categories: Italian, Mediterranean, Seafood

BOB’S STEAK & CHOP HOUSE
301 Lavaca Street
Phone: (512) 222-2627
Categories: American, Seafood & Steak, Steakhouse

Rainey Street District

NO VA KITCHEN & BAR
87 Rainey St.
Phone: (512) 382-5651
Categories: American, Burgers, Southwestern

EL NARANJO
85 Rainey St.
Phone: (512) 474-2776
Category: Mexican

BANGER’S SAUSAGE HOUSE AND BEER GARDEN
79 Rainey Street
Phone: (512) 386-1656
Categories: Other, American, Home cooking, New Texas

G’RAJ MAHAL
73 Rainey St.
Phone: (512) 480-2255
Category: Indian

EMMER & RYE
51 Rainey St., Suite 110
Phone: (512) 366-5530
Category: American

See Map on next page
Things to Do

**KNOWN FOR MUSIC. AND SO MUCH MORE!**

Years ago, when people talked about Austin they would quickly mention the music. But that’s just the beginning of what they’re saying these days. Austin is also home to a wonderful ballet, world-class museums, one-of-a-kind shopping and beautiful outdoor spaces. You can just as easily spend your morning paddling the lake, as you can strolling through a celebrated history museum.

**AUSTIN DUCK ADVENTURES**
602 E. Fourth Street, Austin, TX 78701
Tel: (512) 477-5274

A fun, narrated, amphibious tour of downtown Austin that ends with a splash on Lake Austin. Tours and tickets available at Austin Visitor Center.

**LBJ PRESIDENTIAL LIBRARY**
2313 Red River St., Austin, TX 78705
Tel: (512) 721-0200

At the LBJ Presidential Library, visitors have an opportunity to learn about America’s 36th President, Lyndon Johnson, one of the most complex and fascinating leaders. Through innovative exhibits, the political and personal lives of Lyndon and Lady Bird Johnson come alive. This contemporary experience allows visitors to understand the decisions President Johnson faced and experience his passion for critical issues such as education, civil rights, the environment, health care, and the arts. All aspects of Johnson’s presidency are explored, including the Vietnam War.
ALLENS BOOTS
1522 S. Congress Ave., Austin, TX 78704
Tel: (512) 447-1413 Ext. 330

Shop over 10,000 boots from well-known brands like Lucchese, Old Gringo, Liberty Black, Frye, Ariat, and many more. You’ll also find a wide selection of belts, buckles, pearl snap shirts, leather jackets, bags and accessories. Founded and family owned since 1977, we’ve been outfitting Texans for generations! Voted Best place to shop in Austin for boots and hats 2015.

ACL LIVE AT THE MOODY THEATER
310 W. Willie Nelson Blvd., Austin, TX 78701
Tel: (512) 404-1318

Austin City Limits at the Moody Theater hosts diverse performers, from Belle & Sebastian to ZZ Top. Welcome to music’s best address. ACL Live at The Moody Theater is a state-of-the-art live music, performance, and private event venue that also serves as the new home of the KLRU-TV produced PBS program Austin City Limits, the longest running music series in American television history. An official SXSW venue, set in downtown Austin, ACL Live is the premier destination for live performances.
DO NOT PRINT!
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