

2024 CESSE CEO Meeting - CAE & CMP Tracking Form				
Day 1 - Monday, February 26, 2024				
Session Time	CAE Credits	CMP Credits	Session Title	Attended
8:30 - 10:30am	2	2	AI: Balancing Innovation, Adoption, and Risk	
11:00 - 12:30pm	1.5	1.5	Surviving the Repeal of Affirmative Action: Next Steps for CESSE Societies	
2:00- 3:00pm	1	1	Surviving the Repeal of Affirmative Action: Part 2	
3:30 - 5:00pm	1.5	1.5	Navigating Alliances and Partnerships for Success	
Day 2 - Tuesday, February 27, 2024				
Session Time	CAE Credits	CMP Credits	Session Title	Attended
8:30 - 10:00am	1.5	1.5	A Journey into Executive Coaching	
10:30 - 12:00am	1.5	1.5	From Incidental to Intentional- the Evolution of Association Governance	
1:30 - 3:00pm	1.5	1.5	Driving New Revenue: Multifaceted Approaches	
3:30 - 5:00pm	1.5	1.5	Tales from the Front	
Day 3 - Wednesday, February 28, 2024				
Session Time	CAE Credits	CMP Credits	Session Title	Attended
8:30 - 10:30am	1.5	1.5	Building a Consistent Practice of Foresight	
Maximum Credits Available @ 2024 CESSE CEO Meeting: 13.5 CAE and 13.5 CMP				

Session Title	Speakers	Description
AI: Balancing Innovation, Adoption, and Risk	Khanh Vu, SASAE, Micheal Jones from REsults Direct, Andy Steggles	Providing a strategic view of the AI landscape and offering valuable insights for association leaders who are interested in the future of AI and its role in shaping our world. We'll be exploring the transformative impact of Artificial Intelligence (AI) in association management and delve into how AI optimizes time and efficiency, its strategic adoption, and the related risks. Key topics include the integration of AI in HR, Marketing, Financial Analysis, and Technology, strategic report analysis, and securing organizational buy-in. The session culminates in an insightful Q&A segment, offering a glimpse of possible avenues into the future of AI.
Surviving the Repeal of Affirmative Action: Next Steps for CESSE Societies	Janeen Uzzell, NSBE, Vicki Deal-Williams, ASHA, Industry rep- Cortland Russell	The Supreme Court decision to repeal affirmative action in college admissions for racial/ethnic minorities has already had wide-ranging effects, including potential impacts to other protected populations such as women and persons with disabilities. In today's panel, we seek to understand what is already being done and what can be done moving forward to ensure full participation in the STEM workforce by all parts of our national population. The alternative is not only an underpowered workforce and shortages in STEM talent, but also a workforce that does not reflect the diversity of the nation it seeks to serve
Surviving the Repeal of Affirmative Action: Part 2	Janeen Uzzell, NSBE, Vicki Deal-Williams, ASHA, Industry rep- Cortland Russell	Open discussion with CESSE CEO's on the important topic of the challenges to diversity, equity, inclusion, and access at the state and federal levels affecting education and the workforce at all levels. Bring your stories, experiences, and burning questions.
Navigating Alliances and Partnerships for Success	Tom Smith Marla Dalton Chris Stelzig	Join industry leaders and experts as they share insights, strategies, and real-world examples on building and sustaining effective alliances. From identifying key partners to fostering mutual growth, this session will delve into the intricacies of navigating the collaborative landscape. Discover the art of synergy, explore innovative models for cooperation, and gain valuable perspectives on overcoming challenges in partnerships. Whether you're a seasoned coalition builder or new to this arena, this panel promises to equip you with the knowledge and tools to thrive in today's interconnected business environment. Don't miss out on this opportunity to learn, connect, and chart a course towards successful collaboration.
A Journey into Executive Coaching	Participants: Cynthia Mills, virtual In room panel: Michael Moloney, Abigail Gorman, Meredith Gibson In room role play: Matt Miller Moderator: Elena	This is your chance to explore executive coaching with one of the top coaches in our industry, Cynthia Mills of The Leaders' Haven. During this session, fellow CEOs will share firsthand testimonials on how executive coaching has improved their leadership, their organization, and their day-to-day work. You will learn how coaching is different from advising and consulting and experience the power of coaching through dynamic role-playing. You will walk away with a clear understanding of coaching, inspired by success stories, and equipped with practical tips for your own leadership journey.
From Incidental to Intentional- the Evolution of Association Governance	Mark Engle (Principal, AMC Consulting), Matt Miller (CEO of CLARB), and Neal Couture (CEO of American Society for Nondestructive Testing), Torey Carter-Conneen, the CEO of the American Society of Landscape Architects, Phoebe McMellon, GeoScience World	Association governance is a multi-piece puzzle that can put an association out of balance if any one element is a poor fit. Associations have been shifting from incidental to intentional governance: moving away from legacy or poorly defined processes and towards intentional processes that identify desired competencies, provide appropriate orientation, and ensure enough flexibility to allow for broad representation and effective decision making. This governance evolution requires a foundation of the right people, receiving the right training, working within the right structures to guide the association. This session will focus on these three foundational elements: defining board competencies and representation, developing and implementing strong orientation for officers and board members, and building governance structures with different types of flexibility. We encourage audience participation so please come prepared and ready to share!
Driving New Revenue: Multifaceted Approaches	Kate Fryer, Mona Miller(moderator), Frank Krause,	Economic and social challenges to the core business models of scientific and engineering societies are occurring at a rate and severity that are unprecedented. Tried and true approaches are losing their effectiveness and leaders are looking at how to reinvent very mature offerings as well as develop innovative lines of new revenue. CEOs must guide their boards through these challenging times, helping them to make consequential decisions about the future of their organizations with the best ideas and information possible. In this session, we will share ideas on how to get your board to bravely address the challenge by helping to identify gaps, support market research and then make decisions on how to invest or launch something new.
Tales from the Front	Kevin Marvel, Nicole Boston	Three CEOs share their perspective on event crisis management, risk proof hiring and when it's time to move on.
Building a Consistent Practice of Foresight	Jeff De Cagna, FRSA, FASAE, Executive Advisor at Foresight First LLC	Every engineering and scientific society has a responsibility to learn with the future their stakeholders are helping to create every day. CEOs can support their boards in making the choice to embrace their duty of foresight and elevate their performance as the primary stewards of their societies. This provocative session will consider the social, technological, economic, environmental, and political (STEEP) factors and forces shaping the future of CESSE organizations, and examine how boards, CEOs, and other contributors can collaborate to build a consistent practice of foresight.