

ACCESSE24 Leadership Conference - CE Tracking Form				
Day 1 - Wednesday, July 24, 2024				
Session Time	CAE Credits	CMP Credits	Session Title	Attended
9:00 - 10:15am	1.25	1.25	Inclusive Innovation: Transforming STEM Through Strategic Action	
10:45am - 12:00pm	1.25	1.25	Beyond the Manuscript: Integrating LLMs in Publishing	
10:45am - 12:00pm	1.25	1.25	Your Leadership Journey: The Power of Coaching and Mentoring	
10:45am - 12:00pm	1.25	1.25	Finance is Everyone's Business	
1:30 - 2:45pm	1.25	1.25	Five Dimensions of Authentic Leadership	
1:30 - 2:45pm	1.25	1.25	Building More Sustainable Scientific Meetings	
1:30 - 2:45pm	1.25	1.25	Mission Possible: Mapping Your Association's Path to More Effective Marketing	
3:15 - 4:30pm	1.25	1.25	Driving DEI&B: Insights and Strategies for Fostering Belonging	
3:15 - 4:30pm	1.25	1.25	Igniting Meaningful Connections	
3:15 - 4:30pm	1.25	1.25	Investing Not-For-Profit Reserves in an Age of Agility	
ACCESSE23 Leadership Conference - CE Tracking Form				
Day 2 - Thursday, July 25, 2024				
Session Time	CAE Credits	CMP Credits	Session Title	Attended
9:00 - 10:15am	1.25	1.25	Courageous Ethical and Inclusive Leadership	
9:00 - 10:15am	1.25	1.25	Transformative STEM Leadership: Driving Sustainable Impact	
9:00 - 10:15am	1.25	1.25	Turning Events into Actionable Insights, Year-Round Engagement, and New Revenue Streams	
10:45am - 12:00pm	1.25	1.25	How is your Association Addressing Hybrid Work, Culture Shifts and New Norms? AND Leading for High Performance in a Virtual Setting.	
10:45am - 12:00pm	1.25	1.25	Executing Your Strategic Plan: From Vision to Reality and Beyond	
10:45am - 12:00pm	1.25	1.25	Maximizing Education Revenue & Impact Through Market Insights, Pricing Strategies, and New Business Models	
1:30 - 2:45pm	1.25	1.25	Navigating the Ethical Currents: Unveiling Bias in Publications	
1:30 - 2:45pm	1.25	1.25	Navigating Remote Work and Multi-State Employees: Challenges and Strategies in 2024	
1:30 - 2:45pm	1.25	1.25	Talent Doesn't Just Grow on Trees: Cultivating the Next Generation of Diverse Members and Volunteer Leaders for Your Society	
3:15 - 4:30pm	1.25	1.25	Narrative Calculus: Solving Communication Challenges with Storytelling	
Maximum Credits Available @ ACCESSE24: 10 CAE credits and 10 CMP credits				

Session Title	Speakers	Session Description
Inclusive Innovation: Transforming STEM Through Strategic Action	Dr. Eugenia Addy	<p>The need for a diverse and inclusive STEM workforce is more critical than ever. Many demographics face significant barriers to meaningful engagement and representation in STEM fields. This session will explore strategies and collaborative efforts that STEM society executives can implement to foster diversity, equity, and inclusion within their organizations and communities. Participants will leave inspired with actionable insights and a renewed commitment to advancing DEI in STEM, ensuring everyone has a seat at the table. Let's work together to dismantle barriers, and shape a future where all young people can see themselves in STEM.</p> <p>Key Takeaways:</p> <ul style="list-style-type: none"> • Effective strategies to support underrepresented students in STEM. • Building partnerships between academic institutions and industry. • Leveraging new technologies to enhance STEM engagement. • Practical examples of successful community-based STEM programs. • Tools for fostering a diverse and inclusive organizational culture.
Beyond the Manuscript: Integrating LLMs in Publishing	Derick Schaeter, Rebekah Stacha, Dana Compton, Dana Otilio, Jeremy Little,	Our panelists will consider critical questions regarding the responsible use of LLMs in publishing, including ethical implications and quality control measures. They will also explore how publishers can legally protect and potentially monetize their valuable content.
Your Leadership Journey: The Power of Coaching and Mentoring	Matt Miller, Rebecca Moden, Cynthia Mills	From designing a strategic plan to developing trusting relationships, the challenges you encounter are increasingly complex, dynamic, and often isolating. The good news is that you don't have to face them alone! Through interactive discussions and shared case studies, this session will explore the power of coaching and mentoring while explaining the difference between the two.
Finance is Everyone's Business	Julie Fortenbery, CFO of APS	<p>All association members should possess a foundational understanding of finance and its strategic implications, so "Finance is Everyone's Business" will equip attendees with the basic financial knowledge necessary to navigate the financial landscape to help drive organizational success. By demystifying financial concepts from financial statements to the 990 to other accounting terminology, delving into the intricacies of the annual operating budget process and the principles of financial stewardship, and highlighting the link between business strategy and financial planning, attendees should walk away from the session with a comprehensive overview of the finance function within associations. The finance function oversees the financial health and sustainability of the organization. To better understand this function (as well as other departments' roles in the finance function), the session will examine financial statements, including Form 990 and other standard accounting terminology. This session will help attendees navigate these financial documents, enabling them to uncover insights into the financial health of their association and make informed decisions.</p> <ul style="list-style-type: none"> • Next, the session will delve into an overview of the annual operating budget process and the principles of financial stewardship. Attendees will gain insights into developing budgets that align with organizational goals and priorities while ensuring financial responsibility and transparency. Effective financial stewardship will also be explored, emphasizing the importance of careful resource allocation and risk management. • Finally, the session will explore the link between business strategy, financial planning, and analysis. Attendees will learn how to leverage financial information to drive strategic decision-making, identify key financial performance metrics, and assess the financial implications of various strategic initiatives. Practical tips for making a compelling case to the CFO for funding will also be shared, empowering attendees to advocate for resources essential to achieving organizational objectives.
Five Dimensions of Authentic Leadership	Eve Lee, American Orthotic and Prosthetic Association, Elena Gerstmann as moderator	Authentic Leadership is the precursor to any other leadership style, giving you the internal foundation to meet any leadership moment. Utilizing the framework based in Authentic Leadership Theory, attendees will learn, discuss, and apply the 5 dimensions of authentic leadership.
Building More Sustainable Scientific Meetings	Erik Hankin, AGU, Victoria Forlini, AGU, Virginie de Visscher	Explore the various factors to consider when planning events through the lens of the three core elements of sustainability: economic feasibility, environmental health, and social equity. Discover why making your conference more sustainable is a win-win.
Mission Possible: Mapping Your Association's Path to More Effective Marketing	Nicole Araujo, Mighty Citizen	To develop more impactful strategies, associations must regularly evaluate their current marketing initiatives and glean insights and trends from their association marketing peers. This dual approach is crucial for refining marketing practices, developing a plan with leadership buy-in, and gaining the leadership buy-in needed to achieve greater results.
Driving DEI&B: Insights and Strategies for Fostering Belonging	Debbie Trueblood, MSW, FASAE, CAE, IOM, Association Management Center	Gain valuable insights into successful strategies for fostering diversity, equity, inclusion and belonging in their organizations. Emphasis will be placed on actionable takeaways for attendees to equip participants with the tools needed to drive meaningful change within their organizations.
Igniting Meaningful Connections	Erik Haas, designDATA and Katrina Dunn, ASCE	This session is designed to revolutionize how we approach, build, and maintain relationships in both your professional and personal lives. Panelists will share approaches to developing deeper, more meaningful connections in an era where digital communication often overshadows face-to-face interactions. Attend this session and leave with a redefined concept of networking and new strategic approaches to enrich relationships with volunteers, colleagues, peers, and others.
Investing Not-For-Profit Reserves in an Age of Agility	Eric Salzer, CFA, CIPM Senior Investment Consultant, Mercer Yusuke Khan CFA, FRM, Partner Canada Investments Leader, Mercer	In a fast-moving world, amidst global market and economic upheaval, how should not-for-profit organizations set up their investment reserves for success? Mercer's Investments Leader for the Wealth business in Canada, Yusuke Khan, and Senior Investment Consultant, Eric Salzer, will share their views on the economy, markets, and portfolio construction, open to experienced and new investors alike.

Courageous Ethical and Inclusive Leadership	Debbie Trueblood, MSW, FASAE, CAE, IOM, Association Management Center	<p>How can we be the leaders who inspire others to lead? In moments of great change, leaders must rise to the situation. We can no longer separate leadership from allyship; leadership requires that each of us become allies for each other. How can you practice bravery so you will be ready when it is time for you to take risks? How do you ensure in a time of authentic leadership that you can bring your values to work and create a culture of values driven leadership. Each of us must learn to step up and step out for each other, regardless of our own identity. In the end of this ethics session, we will empower each other to lead courageously and inclusively.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Learn to connect and align their personal values with the values at their association and the importance of this alignment. • Be able to bring their authentic leadership to their association role. • Participants will be able to articulate how to be a more courageous ally for others.
Transformative STEM Leadership: Driving Sustainable Impact	Katie Riddle, American Society of Landscape Architects, Bruce Arbit from Melarbit Partners, Virginie De Visscher, from Destination Canada	<p>Join us as we empower STEM leaders to reshape their roles and position their organizations as catalysts for change. Despite driving positive innovations, STEM societies face a perception gap among key stakeholders. This session unveils strategic insights and a proven approach for establishing meaningful differentiation, industry leadership, and societal impact. Discover actionable strategies to generate revenue, foster community engagement, and drive transformative change within your organization. Don't miss this opportunity to unlock the full potential of your STEM organization and drive solutions to today's most pressing challenges. Whenever you are on this journey for your organization, you will leave with actionable takeaways.</p>
Turning Events into Actionable Insights, Year-Round Engagement, and New Revenue Streams	Brian Campbell, Ex Ordo and Bozidar Jovicevic, Evermed	<p>Scholarly events - like all events, have connection and engagement at their core. They're content-rich, interaction-heavy and involve a commitment to attend, making the insights and content that come from events uniquely powerful. We discuss the opportunities that could be harnessed by leveraging existing infrastructure and interoperability to connect event data and content with the broader needs of your STEM society.</p> <p>Analyzing event data, including conference proceedings, presentations, and attendee interactions, could uncover valuable insights at different stages of the research process. Whether this is connecting conferences to journal workflows for seamless content transfer and author engagement. In this presentation, learn more how event data could help us better understand how researchers ideate, collaborate, and network, offering a comprehensive view of their interests and activities.</p> <p>Learn how the American College of Cardiology launched a Netflix-style conference recordings library in 90 days, turning content into engagement and revenue. We'll cover strategies for delivering microlearning content in a personalized, AI-curated manner, enhancing user engagement with AI, and developing new revenue streams.</p>
How is your Association Addressing Hybrid Work, Culture Shifts and New Norms? AND Leading for High Performance in a Virtual Setting.	David Martin, Sterling Martin Associates panel with Matt Miller from CLARB, Melissa Garcia from ASSH	<p>In today's environment, organizations need to continue to be flexible and accommodate work-life balance. Showing compassion is important and having an understanding about the mental health of your employees. The hybrid work environment is upon us. What are the changing trends with onboarding new staff?</p>
Executing Your Strategic Plan: From Vision to Reality and Beyond	Andrea Elkin, CLARB, Jennifer Zeitzer, FASEB, Julie Fortenberry, ASP, Veronica Meadows, CLARB	<p>Whether you're looking to revitalize an outdated plan or kick start a new era of growth, this session will empower you to turn your strategic direction into reality. It's time to breathe life into it and propel your organization forward. In this session, we delve into the essential steps to transform your strategic plan into tangible actions that drive results. In this session, you will</p> <ol style="list-style-type: none"> 1. Understand the essential relationship between strategic planning and operations to association excellence 2. Learn concrete mechanisms to insert strategic planning goals into budgets, work plans and performance management. 3. Understand the different roles between volunteer leadership and staff in implementation, reporting and assessment of strategic plan objectives.
Maximizing Education Revenue & Impact Through Market Insights, Pricing Strategies, and New Business Models	Josh Goldman, Tagoras with Jack Coursen, ASHA	<p>In the dynamic educational landscape, the significance of data-informed decision-making cannot be overstated. It is a key driver for associations not just to survive but to thrive amidst changing expectations. This session is designed to equip participants with actionable insights to help evaluate and optimize your revenue streams. By leveraging market insights, re/evaluating pricing strategies, and exploring new revenue models, participants can stay ahead of the curve. Understanding your own market trends and customer behaviors is the bedrock of effective leadership.</p> <p>During the session, we will explore trends in education engagement, changes in value drivers for participation, and evolving expectations. We will also discuss strategic pricing, a fundamental element of revenue optimization. Participants will be equipped with techniques to assess price sensitivity and adjust pricing models for maximum impact. We will also discuss innovative approaches like subscription models and bundling, which can significantly enhance revenue generation and ensure financial sustainability.</p> <p>Finally, participants will leave with tools to assist in evaluating their society's learning business.</p>
Navigating the Ethical Currents: Unveiling Bias in Publications	Matthew Giampola, Vice President, Publications; American Geophysical Union Rachel Pietersma, Journal Development Specialist, Canadian Science Publishing Dana Compton, CAE, ASCE	<p>By highlighting common but hidden biases that can arise during the publishing process, this session aims to arm participants with the knowledge to identify areas of concern and determine appropriate strategies to overcome them, ultimately fostering a culture of transparency, accountability, and equity in scholarly publications.</p>

Navigating Remote Work and Multi-State Employees: Challenges and Strategies in 2024	Pete Berard and Frank Casciaro from RSM	This session will discuss the complexities of multi-state employees, and the compliance challenges for HR and payroll departments. We will examine strategies employed to ensure adherence to local, state, and federal employment laws, safeguarding organizational compliance and mitigating potential risks.
Talent Doesn't Just Grow on Trees: Cultivating the Next Generation of Diverse Members and Volunteer Leaders for Your Society	Neal Couture, The American Society for Nondestructive Testing panel with Mike Howe, AWWA, Tracie Seward, ASPPH, Larry Sloan, AIHA	Associations are continually challenged by recruiting and developing their membership pipeline that then evolves into the next generation of volunteer leaders. This session will present proven strategies for proactively identifying and grooming the next generation of diverse members and volunteer leaders via case studies and working models.
Narrative Calculus: Solving Communication Challenges with Storytelling	Brandon Lista	Storytelling is the oldest art form in the world, tales and their structure have been refined since humanity first developed speech. Stories have been used to carry knowledge, pass on wisdom, or even just for entertainment on a cold night around a fire. In this session, let's explore what traditional storytelling is, why it is important in STEM to get the story right, and how to leverage storytelling to be a better leader in an increasingly complex world.