ACCESSE25 Leadership Conference - CE Tracking Form				
Day 1 - Tuesday, June 24, 2025				
Session Time	**CAE Credits**	**CMP Credits**	**Session Title**	**Attended**
9:00 - 10:30am	1.5	0	Meeting the Moment	
11:00am - 11:45am	0.75	0	Shaping STEM: How Empowering Careers Empowers Impact	
11:00am - 11:45am	0.75	0	From Hunches-in-Bunches to Data-Driven-Decisions…	
11:00am - 11:45am	0.75	0	Amplifying STEM Societies Through Social Media: Strategies for Expanding Organizational and Global Impact	
1:00-2:15pm	1.25	0	From Potential to Purpose: Redesigning Membership Value with Intentionality	
1:00-2:15pm	1.25	0	Rapid Expansion: Enhancing Content Programs for Global Partnerships	
1:00-2:15pm	1.25	0	Generating New Publishing Revenue in an AI Powered World	
2:45- 3:30pm	0.75	0	Enhancing Leadership Through Self-Awareness, Influence, and Trusted Relationships	
2:45- 3:30pm	0.75	0	Finance is Everyone's Business: What Your CFO Wants You to Know About Your Role in Managing Association Finances	
2:45- 3:30pm	0.75	1.25	Proven Strategies to Skyrocket Your Annual Event Attendance	
ACCESSE25 Leadership Conference - CE Tracking Form				
Day 2 - Wednesday June 25, 2025				
Session Time	**CAE Credits**	**CMP Credits**	**Session Title**	**Attended**
9:00 - 9:45am	0.75	0	The CEO Leadership Pipeline: Advancing Your Career	
9:00 - 9:45am	0.75	0	Strategic Technology to Expand Impact	
9:00 - 9:45am	0.75	0	Transforming Membership Strategies: Insights from a Freemium Model Case Study	
10:15-11:30am	1.25	0	Strategic Fundraising & Financial Synergy: Expanding Association Impact Through Philanthropy	
10:15-11:30am	1.25	0	Pathways to Professional Growth: Why Quality Credentialing Matters for Your Members	
10:15-11:30am	1.25	1.25	Turning vendors into partners: Cultivating a collaborative ecosystem	
1:00 - 1:45pm	0.75	0	Leadership that Inspires Great Teamwork, Organizational Culture, and Membership Experience	
1:00 - 1:45pm	0.75	0	Driving Governance Alignment and Developing Strategic Innovation, Through Courageous Leadership	
1:00 - 1:45pm	0.75	0	Mastering Member Journeys: How to Harness the Power of Service Blueprints	
2:15 - 3:30pm	1.25	1.25	Maintaining Progress on Sustainable Development Amid Shifting Mandates	
2:15 - 3:30pm	1.25	1.25	Unlocking Member Engagement: 5 Key Strategies for STEM Association Success in 2025	
2:15 - 3:30pm	1.25	0	Building Trust Through Ethical AI Practices	
4:00 - 5:00pm	1	0	Bounce Back Stronger: Mastering Resilience through Adversity	
Maximum Credits Available @ ACCESSE25: 9.25 CAE and 5 credits.				

Session Title	Session Speakers	Session Description
Meeting the Moment	Ro Jones-Wise (keynote), Jennifer Zeitzer (moderator), Panelists- Erin Cadwalader, Scott Grayson, Joel Parriott	The "Meeting the Moment" Opening Session will focus on how association leaders can respond to today's evolving landscape—particularly in times of crisis and uncertainty. With new challenges emerging, how do we remain resilient, steady our organizations, and find opportunities for growth? "Meeting the Moment" will kickstart with an opening keynote from RoMaine Jones-Wise, a Senior Consultant with Exude Human Capital Consulting, LLC. RoMaine is an award-winning HR leader who is passionate about navigating the ever-changing world of human resources. RoMaine's keynote will leave attendees with actionable takeaways for their own organization. Key topics will include: Leading Through Change and Crisis: A human-centered framework for navigating uncertainty and guiding teams through internal and external change using the principles of transparency, empathy, and strategic communication. The Science of People in STEM: Why 85% of long-term leadership impact stems from emotional intelligence, communication, and trust—and how STEM leaders can strengthen these competencies to amplify innovation and inclusion. Hope as a Leadership Strategy: The neuroscience of resilience and optimism—and how leaders can anchor hope and psychological safety in environments of disruption. RoMaine's keynote will be followed by a panel of CESSE members discussing how recent shifts have impacted their organizations and how they've responded with resilience and innovation.
Shaping STEM: How Empowering Careers Empowers Impact	Alexey Gutin, Jamila Harley, Jeff Cohen	The STEM workforce is rapidly evolving, bringing both challenges and opportunities for professional associations. Addressing skill gaps, adapting to shifting workforce priorities, and fostering a more diverse talent pipeline requires associations to rethink how they engage members and support their careers. In this session, discover how career centers can go beyond job postings to become powerful tools for career growth and organizational impact. · Alexey Gutin will kick off with insights on current STEM employment trends and practical strategies for using career centers to bridge skill gaps and meet workforce needs. He'll highlight how associations are expanding career services with tools like career pathways, mock interviews, and mentoring to support members throughout their professional journeys. · Jeff Cohen will share a case study on INFORMS' career center, highlighting successful job fairs, innovative job talks, and tailored career services. He'll discuss how aligning career services with organizational goals creates value for members while driving revenue growth. · Jamila Harley, M.Ed., will share how ASHA's Career Portal drives non-dues revenue through collaborative sales, recruitment advertising, and thought leadership. She will share the impact of engaging diverse content contributors, hosting innovative hiring events, offering a career transitions mentorship program, and enhancing career readiness through a strong presence at annual meetings. Following the presentations, we'll invite audience participation for a dynamic panel discussion.
From Hunches-in-Bunches to Data-Driven-Decisions…	Ronald M Moen, CAE, Tobin Conley	Do you ever find yourself sitting in a Dr Seuss book? "Its awfully awfully awful when you can't make up your mind! Oh, you get so many hunches that you don't know ever quite if the right hunch is the wrong hunch? Then the wrong hunch might be right!" The commitment to move away from hunches to data-driven is fueled by intentional data strategy, data literacy, and data hygiene… and it is everyone in the organization's responsibility to contribute. To foster a 'how do we make meaningful and noticeable improvements?' consideration in our data-driven-decisions journey, our session will: • Discuss the foundation of people, process, and technology. • Consider the impact of change management methodology as catalyst. • Define the different variables in the success formula: (data governance, data literacy, data hygiene, data visualizations, and others). • Evaluate the positives and pitfalls of starting with governance, visualization, and/or both. • Facilitate sharing amongst peers – excellent and not-as-excellent experiences. • Highlight different key roles, including who is 'accountable' for success. • Assess with a four-pillar model: Collect, Connect, Protect, and Respect. • Ensure an ecumenical approach across the organization, collaborative across teams, inclusive of different levels of experience and perspective, and not "IT-only" or "Marketing-only". • Recap participant insights and takeaways for the benefit of all. We frame the session that our content leaders are "facilitators" for the learning and sharing. We are not the 'sage-on-the-stage' to lecture. The material that we use is designed as catalyst for conversation, questions, and sharing among the participants.
Amplifying STEM Societies Through Social Media: Strategies for Expanding Organizational and Global Impact	Kelly Florian	Discover how associations of all sizes can use social media to drive engagement, expand influence, and amplify their society's mission. This session will provide actionable strategies in three key areas: Expanding Organizational Impact – Strengthen member engagement with targeted campaigns and showcase achievements to attract new members and partners. Learn from ASNT's collaborations with AMPP, AWS, and others. Promoting Advocacy & Initiatives – Leverage social platforms to elevate STEM advancements, mobilize volunteers and influencers, and enhance advocacy efforts on a global scale. See how ASNT utilizes social media for awareness and engagement. Brand Positioning & Leadership – Enhance your organization's brand presence and position leaders as industry innovators. Explore ASNT's recent rebrand and how data-driven insights inform strategic decisions. This session will also highlight trends, real-world examples, and social media analytics from ASNT's channels. Learning Objectives: In this session, attendees will learn how to: • Use social media to boost engagement • Amplify advocacy efforts and increase visibility for key initiatives • Strengthen their brand and showcase their organization or leaders as industry experts through smart digital strategies

From Potential to Purpose: Redesigning Membership Value with Intentionality	Dana Otillio, Simon Seaton, Heidi Zimmerman	In today's fast-changing landscape, sustainable membership growth depends on an association's ability to lead with intention and focus. This session blends strategic frameworks with data-driven insights to help unlock the full value of membership. Learn how to align membership strategy with mission and financial goals, uncover what members truly value, and design programs that deliver measurable impact. Hear how leading associations are transforming member feedback into meaningful organizational change—and explore how your association can build high-impact membership models.
Rapid Expansion: Enhancing Content Programs for Global Partnerships	Toni Kervina, Jill Ross, Emily Stamm	Expand your horizons with a deep dive into how one international STEM association scaled its established content, training, and publications program to form dynamic international partnerships. This session, presented by Directors of Content, Education, and Publications, unpacks strategies and case studies that demonstrate rapid and innovative solutions to global collaboration challenges. AI-Driven Content Sharing: Discover how the association developed a custom-branded instance of its AI assistant for a Norwegian sister society. This initiative includes a tailored knowledge base, language adaptation, and a partner-specific interface, showcasing the potential of AI for personalized and scalable content solutions. Localized Publications for Global Partners: Gain insights into how the association created custom-branded editions of its magazine and a microsite to meet the unique needs of international audiences. The Director of Publications will share strategies for maintaining brand integrity while catering to diverse markets. AI-Enhanced Training Programs: Explore how the association rapidly developed a training program aligned with international standards. Learn how AI-driven automation was used to streamline content creation, ensuring a fast turnaround while maintaining quality and relevance.
Generating New Publishing Revenue in an AI Powered World	Darla P. Henderson, PhD, Rob Barnes, Chad Stewart, Roy Kaufman	The rise of Generative AI and Large Language Models (LLMs) is transforming the landscape of scholarly publishing. Today, societies and publishers are seeing the first steps of revenue diversification and new revenue growth opportunities. For many, publishing revenue and contributions form the backbone of the society's ability to sponsor mission-focused programs. This session seeks to position you quickly in the AI landscape by providing a combination of key foundational information with practical case studies and applications. This dynamic session brings together hands-on leaders and innovators to first introduce key foundational information such as an overall roadmap for societies, getting your data in order, and an introduction to the types of AI licensing for publishing. The next phase on the panel will move on to case studies of revenue-generating applications such as building new user interfaces and querying capabilities for interacting with scientific information, adopting AI licensing models, building new services - all designed to unlock powerful new ways to utilize decades of accumulated publications, research, and data that societies hold in their repositories. This session is essential for society leaders, publishers, and content strategists looking to navigate the evolving AI landscape, enhance their organization's competitive position, and secure long-term financial growth for publishing in an increasingly data-driven world. Learning Objectives: 1) Understand the AI landscape with respect to publications and the potential impact on revenues; 2) Gain a basic understanding of a foundational roadmap of steps that societies can take to quickly get up to speed on their AI journey, including Securing stakeholder buy-in Setting policies and visions Collecting data from across the organization Addressing data security and privacy needs Understanding the intersection of AI and intellectual property rights 3) Hear about practical revenue-generating case studies other societies have had success implementing
Enhancing Leadership Through Self-Awareness, Influence, and Trusted Relationships	Amanda Taylor	In an era of rapid change—driven by AI, economic shifts, and global uncertainty—leaders must cultivate self-awareness and strong relationships to maximize their impact. This interactive session introduces the Johari Window model, a powerful tool for expanding personal and professional influence. By understanding how others perceive us and how we manage our presence, we can enhance decision-making, build trust, and strengthen leadership effectiveness. Participants will engage in an interactive Johari Window exercise to identify blind spots, improve communication, and refine their executive presence. No matter your career stage, expanding your impact starts with knowing yourself—because leadership isn't just about making decisions; it's about fostering meaningful connections and inspiring others. Course Objectives: Apply the Johari Window model to enhance self-awareness and communication skills. Strengthen team dynamics and trust through effective feedback and relationship-building. Strengthen peer connections and feedback loops for better decision-making.
Finance is Everyone's Business: What Your CFO Wants You to Know About Your Role in Managing Association Finances	Julie Fortenberry	Financial management is not just the responsibility of the finance or accounting department — it's a responsibility that touches every area of a scientific society. Whether you're leading an important strategic initiative, planning a conference, managing a program, or overseeing member committees, your day-to-day choices and decisions often have a financial impact. This session aims to demystify core financial concepts and illustrate how every staff member plays a role in managing financial resources. This session will cover the basics of association and society finances, common sources of revenue and expenses, and the unique financial challenges faced by nonprofit societies. Attendees will gain an awareness of how their daily activities contribute to society's financial health and will be introduced to tools and approaches that support responsible financial decision-making. Whether you're responsible for a department budget or just want to better understand how your society's finances connect to your daily work, this session will provide you with the knowledge to participate more confidently in financial conversations—because finance truly is everyone's business.

Session	Presenter(s)	Description
Proven Strategies to Skyrocket Your Annual Event Attendance	Bill Zimmer	If your goals are to increase attendance and revenue at your next annual meeting or conference, you cannot miss this session. Join Bill Zimmer, VP of Strategy at 360 Live Media as he shares 20 years of experience driving results for organizations seeking to increase the impact of their events. 1. Increase the Pace: Amp Up Registration Urgency In today's crowded event landscape, simply offering a great event isn't enough. Learn how to create a sense of urgency and incentivize early registration. 2. Evolve Your Event: Think Like a Product Developer Imagine your B2B event as a premium product. By understanding your target audience's needs and crafting a compelling value proposition, you can drive registrations through the roof. 3. Activate Your Champions: Unleash the Power of Others Don't underestimate the power of word-of-mouth marketing. Learn how to leverage your existing network and turn attendees into active event advocates. 4. Craft Copy Like a Master: Write for Results The power of words is undeniable. Learn how to write compelling marketing executions, captivating landing page copy, and social media messages that resonate with your target audience and drive registrations. 5. Optimize Your Marketing Mix: Reach the Right Audience Not all marketing channels are created equal. Learn how to test the effectiveness of your current efforts and identify opportunities to reach a wider audience.
The CEO Leadership Pipeline: Advancing Your Career	Erika Shugart, David Martin, Mona Miller	Are you interested in being an Executive Director/CEO of an association? Wondering what steps you should take to become a stand-out candidate and what happens when you reach the top staff position? In this session hear the perspectives of two CEOs and an executive recruiter. Panelists will discuss their career paths, what differentiates the head of staff position from other senior association positions, and experience that can strengthen resumes.
Strategic Technology to Expand Impact	Rob Drover and Joe Ritchie	Join us for a dynamic session on how intelligent automation and AI can revolutionize your nonprofit's operations, improving efficiency, enhancing decision-making, and amplifying your impact. Discover how to leverage cutting-edge technologies while mitigating cybersecurity and compliance risks. We'll explore functions and processes within the nonprofit sector that are ideal for automation, helping you identify where to start. By comparing, contrasting, and connecting intelligence and automation, you'll gain a comprehensive understanding of these powerful tools and their potential use cases. We will also discuss key considerations, including limitations, concerns, and unknowns, that help ensure a mindful approach. Learn practical steps to advance your technology strategies from basic to cutting-edge, establishing your organization for the future. Learning Objectives: • Examine use cases for intelligent automation and AI • Assess risk and key considerations in adopting emerging technology • Determine essential steps to create an AI policy
Transforming Membership Strategies: Insights from a Freemium Model Case Study	Debbie Segor and Pat White	Membership decline is a challenge facing many associations. But what if we could change the paradigm? Join us as we share our experience with implementing a freemium membership model. We will share our experience implementing a freemium membership model, including securing board buy-in, aligning leadership, rallying volunteers, and addressing marketing and financial implications. Drawing on six months of hands-on experience, we'll share real-world successes and challenges, including lessons in navigating change, aligning marketing efforts, and building sustainable membership connections. Discover how a freemium membership model can leverage your association's strengths to drive engagement and attract new members.
Strategic Fundraising & Financial Synergy: Expanding Association Impact Through Philanthropy	Jennifer Scott, Phil Thakadiyil, Rebecca Lintow, David Coyne	Philanthropy and sponsorships are powerful tools for associations, providing critical funding for research, education, and workforce development. However, for sustainable success, fundraising efforts must align with financial strategy and long-term goals. This session explores how associations can build a strong philanthropic program while fostering collaboration between finance and fundraising teams to maximize impact.
Pathways to Professional Growth: Why Quality Credentialing Matters for Your Members	Melanie Diaz, Jessica Silwick, Matt Miller	As the demand for validated skills and lifelong learning grows, professional associations are uniquely positioned to offer high-impact credentialing opportunities that enhance member value, advance careers, and reinforce industry standards. This session explores how associations can design and deliver credentialing programs—such as microcredentials, certificates, and digital badges—that meet the evolving needs of professionals. We'll also discuss the critical role of quality assurance in maintaining trust, credibility, and alignment with workforce expectations. Learn how to leverage credentialing as a strategic asset while ensuring rigor, relevance, and recognition in your offerings. Learning Objectives: Enhance member engagement through credentials Recognize alternative revenue streams Learn why quality assurance of credentials matter
Turning vendors into partners: Cultivating a collaborative ecosystem	Joe Faulder, Joshua Weinberg, Josh Henry	In this session, Joe Faulder (Projection), Joshua Weinberg (American Geophysical Union), and Josh Henry (SPIE, the international society for optics and photonics) will discuss the pathway from vendor to partner, and how associations can re-design those relationships to seamlessly align on – and achieve – organizational goals. Every vendor can become a partner in amplifying an association's impact; it simply requires the right mindset, culture, and vision. Joe, Josh, and Josh will discuss how to cultivate those elements internally and externally in order to create a partner ecosystem that collaboratively moves the association closer to its goals. Objectives: • Redefining Vendor Relationships – Attendees will learn how to shift their perspective from transactional vendor management to strategic partnership building, aligning external collaborators with their organization's mission and goals. • Implementing a Collaborative Framework – Attendees will gain actionable strategies to establish clear communication, shared objectives, and accountability measures that foster long-term, mutually beneficial relationships with vendors. • Measuring Success and Impact – Attendees will explore key performance indicators (KPIs) and qualitative measures to assess the effectiveness of vendor partnerships, ensuring alignment with organizational priorities and continuous improvement.

Session	Speaker(s)	Description
Leadership that Inspires Great Teamwork, Organizational Culture, and Membership Experience	Karen Horting, CAE and Anne Collier	Learn an emotional-intelligence based framework and real-life examples of leading with emotional-intelligence, creating a culture in which all feel welcome, safe, and are doing their best work and are thriving. Learn how your actions – regardless of whether you are the leader or are a leader – affect culture and thus whether you are successful in creating a high performing culture for your team in which team members thrive, while providing engaging member service with enthusiasm and professionalism. Intrigued? Take this short-form free leadership assessment: https://www.atpfree.com/arudia/ Learning Objectives: 1. Participants learn an emotional-intelligence based leadership framework. 2. Partipants learn how their actions affect culture, team, and organizational performance. 3. Participants learn how to create a better member experience through resilience-based leadership actions.
Driving Governance Alignment and Developing Strategic Innovation, Through Courageous Leadership	Debbie Trueblood, MSW, FASAE, IOM, CAE	Strategic planning in a scientific society often requires new approaches to governance to stay relevant and drive future success. This session, is specifically tailored for scientific society leaders, including CEOs and professional staff, looking to align governance practices with organizational growth, sustainability, and inclusivity.
Mastering Member Journeys: How to Harness the Power of Service Blueprints	Courtney Dymowski	In today's interconnected world, delivering exceptional member experiences requires a deep understanding of how your association operates—not just at the surface level but across the entire ecosystem. This is where service blueprints become transformative. Unlike traditional customer journey maps that focus solely on who (or what) your audiences interact with, service blueprints provide a comprehensive view of the organization's hidden (internal) and visible (external) operations through the perspective of your primary audience. By incorporating these various perspectives, service blueprints can uncover inefficiencies, streamline operations, and align stakeholders—from board members to departmental teams—on a shared audience-centered approach to operations and service delivery. Join us for a dynamic session that dives into the essentials of service blueprints. You'll walk away knowing how service blueprints can empower your association to deliver more impactful, audience-centered experiences. Learning Objectives: 1. Discover how service blueprints go beyond traditional customer journeys to map the entire organizational ecosystem. 2. Understand how to identify inefficiencies, redundancies, and opportunities for improvement across both internal and external processes. 3. Learn a step-by-step process for creating your own service blueprint and aligning stakeholders to improve member services.
Maintaining Progress on Sustainable Development Amid Shifting Mandates	Dana Compton, Matt Giampoala, Jasper Simons, Victoria Forlini	Many STEM societies have missions and strategic goals focused on helping their members develop solutions to global challenges. The UN Sustainable Development Goals are one framework for directing and measuring progress on 17 goals that will improve human conditions around the world. While there has been meaningful progress in supporting these goals among coalition members, shifting policy priorities in the US and other developed nations could slow or stop these activities. This session focuses on tactics for continuing to achieve strategic goals within this dynamic political environment. We will discuss topics relevant to publications, conferences, and early career training.
Unlocking Member Engagement: 5 Key Strategies for STEM Association Success in 2025	Michael Jones, Devin Timbrook, Kyle Jordan	This session will explore how STEM associations can boost member engagement by leveraging mobile apps, websites, and AI to integrate content, community, events, and communication. Learn how to identify engagement gaps, increase participation, and apply real-world strategies to enhance value and strengthen connections.
Building Trust Through Ethical AI Practices	Erica Rench, Rick Bawcum, Julie Fortenberry	AI is transforming how associations engage, market, and serve their communities—but with great power comes great responsibility. Learn how transparency, data privacy, and fairness can become powerful differentiators in your member communications and campaigns. We'll cover strategies for using AI responsibly in personalization, data governance, content creation, and targeting, while reinforcing your organization's values and earning member trust. Whether you're leading marketing efforts or shaping AI strategy, you'll walk away with a playbook for ethical, trust-driven growth in the age of AI.
Bounce Back Stronger: Mastering Resilience through Adversity	Nhi Aronheim	When people strengthen their resilience muscle, they become healthier mentally and emotionally, which will enable them to expand their impact personally, organizationally, and globally. Resilient people often rise to challenges and do not give up while non-resilient people often avoid challenges for fear of failure, see criticism rather than constructive feedback, and are reluctant to engage in learning and self-improvement efforts. Speaker, Mediator, and Author Nhi Aronheim invites your audience to hear warm and personal stories about how she's expanded her impact as a refugee, as a STEM professional, and as a mediator, and how the audience can unravel the secrets of mastering resilience. The audience will leave with an inspiration to turn adversity and setbacks into their greatest strength! The audience will: 1. Discover the 3 practical strategies to navigate challenges with ease. 2. Learn to have more peace by embracing their adversity. 3. Know how to transform setbacks and adversity into their strength.