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Great Conferences Start Here
Welcome to the 2022 CESSE CEO Meeting!

I am excited to be here with so many dear friends and colleagues at The Westin Annapolis—an inspiring venue for a return to our in-person annual gathering! Our program co-chairs Nan Broadbent, Executive Director at Seismological Society of America, and Dr. Norman Fortenberry, Executive Director at American Society for Engineering Education, have worked diligently to develop a timely and highly relevant program for you.

As STEM society leaders, we have faced many challenges during this pandemic and more uncertainties lie ahead. I encourage you to use this time to actively engage in the sessions and conversations and to kindly share your insights and experiences with your peers. The more each of us participates, the more we will all fully benefit from this truly unique event.

I’d like to thank our generous and loyal partners for their support. Without them, this event would not have been possible. Their knowledge, materials, and provisions will enrich our opportunities to learn with and from one another. A special thank you goes to The Westin Annapolis for hosting our meeting.

Lastly, THANK YOU, my fellow CEO colleagues, for being here! Our CESSE CEO meeting is renowned for actionable learnings, unparalleled networking, and trusted relationships, and your presence is the essential factor in making this an inspiring experience. I look forward to connecting with each of you throughout our time together.

With gratitude and warm regards,

Bob Chalker, MBA CAE
CEO, Association for Materials Protection and Performance (AMPP)
Welcome to the 2022 CESSE CEO Meeting!

After two years, it’s wonderful to reconnect with old friends again while meeting new colleagues in person. During our next few days together, you will discover that the CESSE CEO Meeting is one of the most valuable experiences in your CEO journey.

As CEOs, we are committed to developing our own competencies so that we can influence productive change in our organizations. Throughout the program, we will focus on impactful ways to pursue meaningful social change in STEM societies. Our informed panelists will discuss their personal and professional experiences on pertinent topics including effective recruitment and training of Board members, managing financial reserves, and understanding your members’ needs. There will also be plenty of time to share fun, candid conversations about our experiences as CEOs!

You are now part of a close community made up of your STEM society peers who share their concerns in the comfort of a safe and supporting environment. We encourage you to share your ideas and experiences with others and use this time and space to reflect and grow as a leader. We look forward to having you participate in reinvigorating sessions, honest and open discussions, and exciting networking opportunities!

Thank you for joining us,

Nan Broadbent
Executive Director at Seismological Society of America

Dr. Norman Fortenberry
Executive Director at American Society for Engineering Education
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Meeting at a Glance

Sunday, January 23, 2022

8–8:30 am  CESSE Board of Directors Breakfast
8 am–3:30 pm  CESSE Board of Directors Meeting
Noon–1 pm  CESSE Board of Directors Luncheon
Noon–6 pm  Registration
4–5 pm  New to CESSE Session for CEOs
6–9 pm  Welcome Reception and Dinner (registered guests welcome)

Monday, January 24, 2022

7 am–4:30 pm  Registration
7:30–8:30 am  Breakfast (registered guests welcome)
8:30–10 am  Don't Gaslight Your Members: Pursuing Meaningful Social Change in STEM Societies
10–10:30 am  Morning Break
10:30 am–Noon  Bicycling with Your Board: Effective Recruitment and Training
Noon–1:30 pm  Lunch (registered guests welcome)
1:30–3 pm  Dull but Important: Effective Strategies for Managing Reserves
1:30–3 pm  Partners Circle (sponsoring partners only)
3–3:30 pm  Afternoon Break
3:30–5 pm  Making Lemonade Out of Lemons
6–9 pm  Open Evening
9–11 pm  Afterglow (registered guests welcome)

Complimentary WiFi is available to CESSE attendees courtesy of DelCor and Conference Direct. Select the network: CESSECEO and use password: CESSE22.
Meeting at a Glance

Tuesday, January 25, 2022

7 am–5 pm  
Registration

7:30–8:30 am  
Breakfast (registered guests welcome)

8:30–9:30 am  
Consumer is Boss: Understanding Member Needs as a Path to Growth & Sustainability

9:30–10 am  
Morning Break

10–11:30 am  
Back to Basics: Behavior, Ethics, and the Modern Board

11:30 am–12:30 pm  
CESSE Business Meeting (CEOs only)

12:30–1:30 pm  
Lunch (registered guests welcome)

1:30–3 pm  
Roundtable Discussions

3–3:30 pm  
Afternoon Break

3:30–5 pm  
Innovation in Three Chapters

6–9 pm  
Closing Reception and Dinner (registered guests welcome)

Wednesday, January 26, 2022

7:30–8:30 am  
Breakfast (registered guests welcome)

8:30–10:30 am  
The Money Chase

10:30–11 am  
Departing Break
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Meeting Details

Sunday, January 23, 2022

8–8:30 am  CESSE Board of Directors Breakfast
Caucus
*Hosted by Marcum LLP*

8 am–3:30 pm  CESSE Board of Directors Meeting
Caucus

Noon–1 pm  CESSE Board of Directors Luncheon
Park Place
*Hosted by Visit Seattle*

Noon–6 pm  Registration
Capitol Foyer

4–5 pm  New to CESSE Session for CEOs
Annapolis Ballroom

6–9 pm  Welcome Reception and Dinner (Registered Guests Welcome)
Reception: Capitol Foyer
Dinner: Capitol Ballroom
*Hosted by Visit Detroit*

Monday, January 24, 2022

7 am–4:30 pm  Registration
Capitol Foyer

7:30–8:30 am  Breakfast (Registered Guests Welcome)
Annapolis Ballroom
*Hosted by Hawaii Convention Center/Meet Hawaii*

8:30–10 am  Don’t Gaslight Your Members: Pursuing Meaningful Social Change in STEM Societies
Capitol Ballroom
*Supporting partner The Beaches of Ft. Myers and Sanibel*

Panelists
Arthur Evans Jr., PhD, American Psychological Association
Catherine Roberts, American Mathematical Society
Scott Steen, FASAE CAE, American Physiological Society

Moderator
J. Michael Pearson, PhD, Mathematical Association of America

Complimentary WiFi is available to CESSE attendees courtesy of DelCor and Conference Direct. Select the network: CESSECEO and use password: CESSE22.
This session will focus on several facets of social justice and how they interface with the work and missions of STEM societies. Organizational missions both impact and are impacted by broader social issues and movements. Throughout this session, we will discuss communications, society history and mission, and venue selection. How and when should societies take a stand on social justice issues? How do organizations move beyond pro forma statements and into meaningful action? STEM society CEOs will share their experiences through case studies.

10–10:30 am Morning Break
Capitol Foyer
Hosted by Tourism Calgary

10:30 am–Noon Bicycling with Your Board: Effective Recruitment and Training
Capitol Ballroom and Training
Supporting partner Towneley Capital Management, Inc.

Panelists
Randy Fiser, American Geophysical Union
Catherine O’Riordan, PhD, The Ecological Society of America
Dave Schmidt, AOAC INTERNATIONAL

Moderator
Lawrence D. Sloan, MBA FASAE CAE, American Industrial Hygiene Association

Learn to empower your board to stay laser-focused on strategic versus operational issues. Explore ways to funnel and develop top-performing directors and officers. Enhance the governance competency of board members through nomination and onboarding case studies shared by organizations of various sizes and stages of implementation.

Noon–1:30 pm Lunch (Registered Guests Welcome)
Annapolis Ballroom
Hosted by Tourism Vancouver

1:30–3 pm Dull but Important: Effective Strategies for Managing Reserves
Capitol Ballroom
Supporting partner Visit Omaha

Panelists
Karen Horting, MBA CAE, Society of Women Engineers
Chris Jannuzzi, The Electrochemical Society
Tracy Kuntz, MBA CFP, Towneley Capital Management, Inc.
Barbara Lange, former Executive Director of SMPTE, Society of Motion Picture and Television Engineers
Monday, January 24, 2022 continued

Moderator
Matt Loeb, CGEIT FASAE CAE, Optimal Performance Seekers

Associations use various approaches to managing their reserves. This session will provide case studies on several approaches while addressing questions such as:
• How much in reserve is enough?
• What adjustments to managing reserves had to be made in response to the pandemic?
• Are there different strategies to managing reserves based on organizational size?
• How can a CEO manage a Board reluctant to save, spend and/or invest reserves?

Session speakers include an external expert and CESSE CEOs from small, mid-sized, and large associations. This important presentation will include a moderated panel discussion that will integrate audience participation following brief presentations.

1:30–3 pm Partners Circle (Sponsoring Partners Only)
Annapolis Ballroom

3–3:30 pm Afternoon Break
Hosted by Travel Portland
Capitol Foyer

3:30–5 pm Making Lemonade Out of Lemons
Supporting partner Multiview
Capitol Ballroom

Panelists
Bob Chalker, MBA CAE, Association for Materials Protection and Performance (AMPP)
Lydia Middleton, MBA CAE, Association for Information Science and Technology
Mark Rubin, Society of Petroleum Engineers, Inc.
Chris Stelzig, CAE, Entomological Society of America

Moderator
Frank Krause, MBA CAE, Federation of American Societies for Experimental Biology

Learn how CEOs address unique challenges to help you navigate the interesting, fun, and sometimes difficult road of being an association CEO. Panelists will share tales ranging from starting from the ground and working up to bizarre governance challenges and everything in between. With this
positive spin, you will walk away having discussed tangible solutions from their experiences. This session will not be recorded.

6–9 pm  Open Evening

9–11 pm  Afterglow (Registered Guests Welcome)
  Hosted by Tourism Montreal

Tuesday, January 25, 2022

7 am–5 pm  Registration
  Capitol Foyer

7:30–8:30 am  Breakfast (Registered Guests Welcome)
  Hosted by Quebec City

8:30–9:30 am  Consumer is Boss: Understanding Member Needs as a Path to Growth & Sustainability
  Supporting partner Destination Madison

  Presenters
  Uday Sheth, Executive Advisor, SASE; Retired VP of R&D, Procter & Gamble
  Khánh Vũ, Society of Asian Scientists & Engineers (SASE)

  During these challenging times, it is as important as ever to ensure the precious resources of your Society are directed towards creating effective value for the constituency(s) you serve. In this session, learn about better understanding the needs of your key stakeholders, in order to drive higher levels of engagement and support. Hear about the value of user understanding, and explore some typical methods & approaches used in the Consumer Products industry, and how these can be applied in the non-profit sector. We will use the experiences of SASE (Society of Asian Scientists & Engineers) as a case study, and also include time for Q&A.

9:30–10 am  Morning Break
  Hosted by HelmsBriscoe

10–11:30 am  Back to Basics: Behavior, Ethics, and the Modern Board
  Supporting partner Visit Mobile

  Panelists
  Neal Couture, CAE, American Society for Nondestructive Testing, Inc.
Robert Gropp, PhD, Association for Psychological Science
Charity Quick, MBA CAE, Biomedical Engineering Society
Sandy Robert, CAE, ASM International

Moderator
Jackie O’Brien, Engineers Without Borders - USA

In our role as society CEOs, we see our fair share and are subject to challenging ethical situations, including duty of loyalty, fiduciary duties, social justice, transparency, and codes of conduct. Learn from this panel on ways to reinforce the distinct roles of the board and the CEO to leverage and influence the board to make thoughtful and effective decisions regarding the future of the society. Walk away from the session, hearing lessons learned from the panelists and their personal experiences.

11:30 am–12:30 pm CESSE Business Meeting (CEOs Only)
Annapolis Ballroom

12:30–1:30 pm Lunch (Registered Guests Welcome)
Hosted by Destination Toronto

1:30–3 pm Roundtable Discussions
Supporting partner Salt Lake City

The Roundtable Discussions are intended to provide you with direct access to the hard-won wisdom and experience of your peer CEOs. Roundtable participants will take turns raising an issue for discussion, gathering input from those at the table, and offering their own advice to others. We ask that you take notes so that the questions posed and advice offered can be shared later with the larger group.

3–3:30 pm Afternoon Break
Hosted by McKinley Advisors

3:30–5 pm Innovation in Three Chapters
Supporting partner Visit Milwaukee

Panelists
Stephano Bertuzzi, PhD, American Society for Microbiology
Shawn Boynes, FASAE CAE, American Association for Anatomy
Jody Glidden, Co-founder, CEO and President, Introhive (brought to you by our Premier Partner, Destination Canada)
Wanda Johnson, CMP CAE FACEHP, American Society for Parenteral and Enteral Nutrition
This informative session will focus on innovation and how it is shaping STEM societies. Join Jody Glidden, co-founder, CEO, and President of Introhive, as he explains the uses of an AI-powered platform to support Introhive’s customers in building better business relationships and accelerating revenue through automation, data cleansing, machine learning, and more. This portion of the session is brought to you by our Premier Partner, Destination Canada.

Followed by three CEOs on recent innovations within their societies and their thoughts on how to build an innovative staff team. The session will end with a Fishbowl activity that will actively engage the entire CEO and Partner community in sharing ideas, best practices, and opportunities.

6–9 pm
Annapolis Ballroom

Closing Reception and Dinner (Registered Guests Welcome)
Hosted by Marriott International

Wednesday, January 26, 2022

7:30–8:30 am
Annapolis Ballroom

Breakfast (Registered Guests Welcome)
Hosted by OpenWater

8:30–10:30 am
Capitol Ballroom

Money Chase
Supporting partner Visit Anchorage

Panelists
Alicia J. Knoedler, PhD, Office Head of Office of Integrative Activities, National Science Foundation
Jamie Vernon, PhD, Sigma Xi, The Scientific Research Honor Society, Inc.
Douglas E. Melton, PhD, Program Director, The Kern Family

Moderator
Marla Dalton, PE IOM CAE, National Foundation for Infectious Diseases

Soliciting funds from federal agencies, private foundations, or corporations can be notoriously difficult requiring knowledge of sometimes arcane guidelines as well as specific processes and personalities. Join us for our closing session to learn from various funders about their funding priorities and how best to partner with them.

10:30–11 am
Capitol Foyer

Departing Break
Hosted by MCI USA
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We look forward to seeing you at ACESSE in July!

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