

CEO UPDATE

THE SOURCE FOR ASSOCIATION NEWS AND EXECUTIVE CAREERS

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Changing the guard: How outgoing CEOs aided successors

Longtime leaders should make themselves accessible to incoming executives, but make sure staff knows that new CEO is in charge

By William Ehart

When Kelly Mariotti took the reins of the Association of Home Appliance Manufacturers last year, she followed CEO Joe McGuire, who had led the group for 23 years. Mike Copps, who became CEO of the Analytical, Life Science & Diagnostics Association at the dawn of the pandemic in 2020, was just the second chief executive in the association's 30-year history. Britt Wood didn't have the benefit of a predecessor CEO helping him at the National Association of Landscape Professionals—but he had existing staff to guide him.

When new CEOs arrive, there is a lot of buzz about the future—but history is still an indispensable subject, and associations typically have a lot of history. Who used to be on the board? Who merged with whom? Who fought what battles? What are these regulations all about and what changes

in their predecessors, who also had the wisdom and temperament to conceive and implement transition processes that would safely bridge past and future. But Copps also had to deal with the present in a big way: He started March 23, 2020, as the pandemic was

Mariotti and Copps found willing teachers

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CEO Update lists the best CEO and senior-level association jobs, including unadvertised searches handled by top executive recruiters.

Job highlights, page 20

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TV studios pay off for associations; NAFCU says facility is 'used nonstop'

Groups are building or expanding studios for videos, webinars, podcasts, use by others

By Melanie Kalmar

Some associations are building professional broadcast studios as another means of communicating and connecting with members and are using them on a regular basis.

They can immediately get the word out via video about new regulations or issues disrupting their industry, host podcasts featuring interviews with experts, and stream educational webinars. They can even teleconference with the news

media to bring attention to their field—all from their own studios.

The National Association of Federally-Insured Credit Unions built an approximately \$850,000 studio at its Arlington, Va., headquarters in 2021 to deliver its certification programs and conferences virtually during the pandemic. The 900-square foot studio has multiple sets, said NAFCU CEO Dan Berger.

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CEO UPDATE

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Eyles



Spellings

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ASSOCIATION ROUNDUP

A summary of recent news stories to keep you informed about what's happening at a range of groups

Trade associations are lined up on opposite sides over a California bill that would require social media companies to pay a “journalism usage fee” when they sell advertisements alongside news content generated by publishers and broadcasters.

The state Assembly overwhelmingly passed the California Journalism Preservation Act on June 2, by a vote of 46-6, just days after Meta, parent company of Facebook and Instagram, threatened to stop running news on those platforms. The bill is now awaiting action in the state Senate.

“If the Journalism Preservation Act passes, we will be forced to remove news from Facebook and Instagram rather than pay into a slush fund that primarily benefits big, out-of-state media companies under the guise of aiding California publishers,” Meta spokesman Andy Stone tweeted.

Among associations opposing the legislation are the **Computer & Communications Industry Association**, **TechNet**, **NetChoice** and the **Software & Information Industry Association**.

But media-related trade groups, including the **National Association of Broadcasters** and the **News/Media Alliance**, support the state bill, as they support similar efforts in Washington, D.C.

“We are extremely encouraged to see this progress at the state level, which shows that Americans understand the importance and value of journalism to keeping their communities safe and informed and holding those in power to account,” News/Media Alliance CEO Danielle Coffey said in a statement.

The **Information Technology Industry Council** has absorbed the **Space Enterprise Council**, a trade group formed in 2000 at the request of NASA and the U.S. Department of Commerce, ITI said in a statement. Council members now members of ITI include Aerojet Rocketdyne, L3 Harris, Lockheed Martin, Northrop Grumman, SAIC and Swedish Space Corporation.

“We are thrilled to welcome the Space Enterprise Council to ITI, expanding our global advocacy into a new era of policy leadership,” ITI CEO Jason Oxman said in a statement. “The demand for commercial space products and services is growing rapidly, and satellite-based services driven by data analytics and AI are helping to drive economic efficiencies around the world. The Space Enterprise Council is poised to significantly accelerate space policy discussions between the U.S. and its bilateral partners.

“As space policy requires consideration of key tech issues like cybersecurity and public sector modernization, and U.S. government agencies ramp up their space initiatives, ITI looks forward to proactively driving the future in the space policy arena.”

The **National Eating Disorders Association**, a public interest group, has disabled its AI-powered chatbot, named “Tessa,” after complaints that the bot gave “harmful” and “unrelated” advice, CNN reported. The news came about a week after NPR reported that NEDA had dismissed the employees who used to answer its telephone helpline after they voted to unionize. The helpline was replaced by the chatbot.

“It came to our attention last night that the current version of the Tessa Chatbot, running the Body Positive program, may have given information that was harmful and unrelated to the program,” the organization said in a statement posted to Instagram on May 30. “We are investigating this immediately and have taken down that program until further notice for a complete investigation.”

In an email to CNN, NEDA CEO Liz Thompson said that Tessa had a “quiet” launch in February 2022.

She blamed the apparent failure on inauthentic behavior from “bad actors” trying to trick Tessa, and said the bad advice was only sent to a fraction of users.

NPR reported that nearly 70,000 called the telephone helpline last year.

The **Association of periOperative Registered Nurses** has canceled its 2027 surgical conference and expo in Orlando, Fla., because of concerns over the policies of Gov. Ron DeSantis and the state legislature, said Katarina Dos Santos, a spokeswoman for the Orange County Convention Center, according to the Orlando Sentinel.

Linda Kanamine, a spokeswoman for the nursing group, would not confirm if political issues were the reason for moving out of Orlando, saying such contract change discussions are considered to be “confidential.”

The gathering draws about 7,000 nurses and exhibitors and will be held in Philadelphia in 2027, she said in an email to the Sentinel.

“The decision to move to Philadelphia was the right one for AORN for 2027,” Kanamine said.

The board of the **Security Industry Association** recently updated the association’s investment policy to establish a quasi-endowment fund, the association said in a statement. SIA encouraged members and committees to submit proposals for programs the fund might pay for.

“The SIA quasi-endowment fund is to serve as a long-term spending policy, derived from SIA investments, that would serve as a funding source each year for the following three specific purposes,” the statement said.

The purposes, according to SIA:

- Fund new, unbudgeted initiatives that will provide value to SIA members;
- Cover operating losses resulting from extraordinary events not anticipated in the budget;
- Return unneeded funds back into SIA reserves to continue to build the endowment.

The **National Drug and Alcohol Screening Association** (NDASA) said it merged with the **Drug and Alcohol Testing Industry Association** (DATIA).

As a result, all DATIA members, DATIA training programs and accreditations were to be transferred to and managed by NDASA effective June 1. DATIA was to no longer operate and all member benefits and services were to be provided by NDASA, according to the group’s statement.

“With this merger and the combining of our memberships and resources, our association’s ability to represent the interests of the Nation’s drug and alcohol testing industry has been greatly enhanced while NDASA’s mission of serving our members and industry stakeholders remains the same,” NDASA Chairman James A. Greer said in a statement.

A group of Black craft beer brewers has formed the **National Black Brewers Association**. The formation of the association was announced in Nashville, Tenn., last month during the Craft Brewers Conference.

“The launch ... will create a more inclusive and vibrant beer industry by providing black brewers access to the resources, mentorships, and networks needed to thrive,” said group founder Kevin Johnson, a former mayor of Sacramento, Calif., and co-owner of Oak Park Brewery.

Boston Beer Company, brewer of Sam Adams and other brands, announced last month it has donated \$225,000 to the group. ■

New survey shows advantages, challenges of remote work

Benchmarking report by nonprofit of virtual, hybrid group execs highlights lower office costs, better recruitment and retention

By William Ehart

The Virtual Association Network was founded in 2017, for executives at groups with remote employees before remote work was cool.

The 501(c)(3) organization has now released its fifth benchmarking survey. The first had less than two dozen respondents. The latest, more than 150, thanks to greater promotion, including by ASAE. Members of the all-volunteer group include executives of completely virtual associations, hybrid groups and those considering such options, as well those who provide services to virtual associations.

Among the findings:

Geographical diversity: Nearly a third of respondents said their associations employed workers from more than five different states;

Payday: Only 13% of respondents said their groups adjust salary levels based on where employees live;

Just get the job done: Nearly half of the respondents said they had no restrictions on workers caring for dependents during the day, as long as they are completing their work and meetings are not being disrupted. However, 43% reported they did have restrictions;

Office savings: Nearly 90% said their annual office-related expenses per remote employee are less than \$2,500. Half of respondents provide a stipend for office-related expenses ranging from \$500 to \$1,000 a year.

Recruitment and retention: All respondents

said staff retention was a key factor in evaluating the success of remote work. Ninety percent cited advantages in recruitment.

Three-quarters of survey respondents worked at associations with budgets below \$5 million, though a few associations had budgets over \$25 million. Eighty-three percent had 25 or fewer employees. Nearly 60% were completely remote, and 80% enabled staff to work at least three days a week remotely.

Culture concerns

Both VAN co-founder David Westman, CEO of Westman & Associates Consulting, and board member Andrej Suskavcevic, CEO of Financial Executives International, run completely remote associations with budgets of about \$6 million.

Suskavcevic presented the VAN findings at ASAE's Executive Leadership Forum this week in Vancouver. FEI went remote with its staff of 30 when the pandemic hit, and is not going back to an office setting, he said.

Among the greatest concerns cited by remote and hybrid organizations in the survey was the challenge of building culture and community.

But Suskavcevic said culture is not dependent on working in the same office.

"I don't think culture is necessarily defined by where you physically are," he told CEO Update. "Management's view on work/life balance is a big part of culture and expectations. I think it's forcing management to rethink what culture means to them."

Remote work also requires focusing on accountability rather than just responsibility, he said.

"We're trying to make as flat an organizational structure as possible, and really empowering people to own their own projects," Suskavcevic said. Without such ownership, employees may have many responsibilities, "but when it goes sideways, who's accountable?"

Better recruitment

Westman runs the American Society of Colon and Rectal Surgeons, which went fully virtual just before the pandemic.

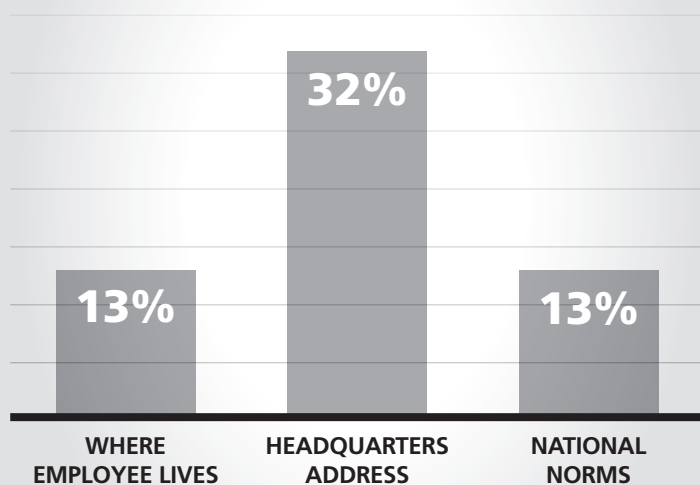
He says the arrangement is "a huge advantage" for recruitment and retention of highly qualified employees who value the remote experience.

"We have two in South Carolina and two in Pennsylvania," he said. "These are excellent people who we wouldn't otherwise get. I used to work with much larger organizations, ones that are three times the size I'm working with right now, and the caliber of people I have now, I'd put them against any of the ones I've been with previously. I attribute a lot of that to the remote situation that they have."

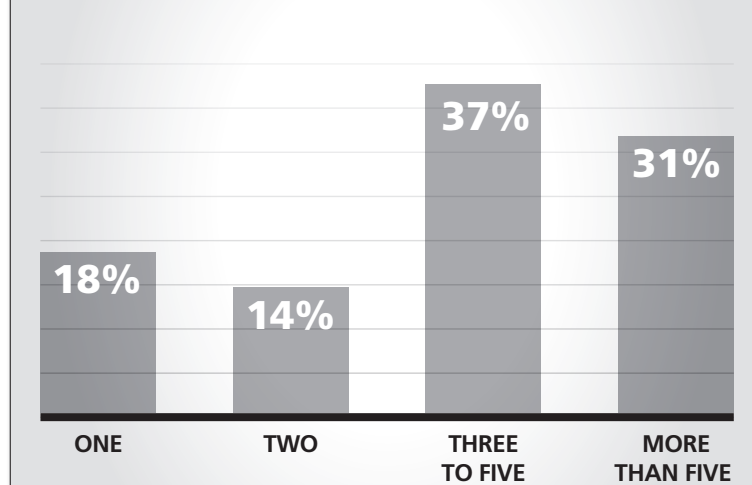
Relying on remote employees does require certain attributes in each. Employers are always looking for employees who are self-starters, but that quality is critical for those working from home.

"I just think it puts a premium on (that)," he said. "It's less likely you can get away with not having those skills." ■

Benchmark salary levels for remote employees based on:



Percent of employees living in different states



Graphics: CEO Update; source: Virtual Association Network

Easing the transition: How outgoing CEOs aided successors

(Continued from page 1)

forcing meeting cancellations. Here, the continued involvement of predecessor Mike Duff was invaluable. From Coppins' first day through June 30 of that year, they split the president and CEO roles, with Coppins being the CEO. (He assumed the president role, too, after the transition.)

"Mike had developed great relationships with the properties (including the Mandarin Oriental in Boston), so it was very helpful having him engaged in managing the contracts and all the clauses, and punting those events two years down the road," Coppins told CEO Update.

"Whereas if I had just come in, they might have been like, 'Yeah, no, we'll take the \$50,000 deposit and just hold on to that,'" Coppins said. "If I didn't have him there, I would have been spraying and praying a little bit."

Because of the pandemic, Coppins' planned listening tour of membership necessarily became a Zoom tour.

The desire for the best possible transition led Duff to retain executive search consultant Bill Hudson, of Heidrick and Struggles, who implemented a thoughtful transition process while outgoing CEO of the Global Cold Chain Alliance.

"The outgoing CEO wants respect for what they've done, for what they've built and what they've accomplished as they step out," Hudson said. "The incoming CEO wants recognition that he or she is now in that role."

Hudson said that during the transition, the outgoing CEO should make sure that all important conversations with board members include the incoming CEO. After the transition, the outgoing CEO should no longer talk business with board members. Maintaining existing personal relationships is fine, but otherwise "the outgoing CEO should cut it off."

"Any conversations (about association business) should stop when you walk out that door," he said. "It's not helpful to say, 'How's the organization doing? Are you keeping this going?' That's just not the conversation to have."

Overlap

Mariotti had a "scaled overlap" with McGuire, the longtime AHAM CEO and her predecessor. For six weeks after she became CEO in July 2022, McGuire was still working full time at the association. After that, he was retained as a consultant through year end. They had regular meetings.

But even before she started, McGuire shared nonsensitive documents, such as past board

books—which McGuire had used when briefing his volunteer leaders.

"In terms of what is the fastest way to understand how to communicate with your board and what are the critical priorities of the organization, reading the board books accomplishes that," Mariotti said.

While she had prior experience with industry and advocacy issues surrounding consumer products, as former CEO of JPMA:

Built for Baby, Mariotti lacked familiarity with the energy efficiency issues of the appliance industry.

"I needed to get a real working knowledge very quickly," she said.

"Joe and I had a lot of conversations about history and background," she said. In addition, she asked staff to regularly provide her with documentation on the issue, even if the information contained was more granular than she would need once she got established.

"I asked them to add me to anything that they read," she said.

McGuire also briefed Mariotti on AHAM's 100 members. "I found myself going back to those notes very frequently," she said.

"Because in a mature industry, understanding that company X used to be a different business or perhaps a business unit used to be owned by another member, or this is family owned or this is a public company or this company is based in Europe is helpful," Mariotti said.

Linking past and present

Not all incoming CEOs have longtime predecessors smoothing their way. But they can still benefit from transition help. Britt Wood came to NALP in 2019, six months after the departure of Sabeena Hickman, who had been CEO since 2009. But interim CEO Carol Keeling, who was at that time vice president of finance, and other



Wood



Coppins



Mariotti



Hudson

NALP staff proved key to Wood's success. (Wood later promoted Keeling to CFO.)

"Carol did a great job as interim in those six months, but wanted to be interim and that was it," Wood said. "She's the glue that holds the past and present together."

"I was ready to do everything my power to make the transition easy for (Britt)," Keeling told CEO Update. "Unfortunately, he started the week before our annual conference, which

was really mind boggling because he was going to see everything at once. It was like drinking out of a firehose, but we put together meetings for him, we put together an agenda, we put together a binder and made sure we got him to every place he needed to be," she said.

Wood also leaned on veteran lobbyist Andrew Bray and brought back Lisa Stryker, now vice president of marketing and communications, who had earlier been a consultant for NALP.

"By having Carol and then eventually bringing Lisa back helped get to know who the incredibly important people in the industry were, even if they aren't on the board right now. I would get guidance from them on, 'Hey, have you talked to so-and-so yet?'"

He also brought on board two executives he had worked with at previous associations

It was a complicated time for Wood to take over, as the association. On his seventh day on the job, the board voted to exit a meeting partnership and start a new show. "We knew we were going to have to build a new trade show, and we knew that we had to get membership headed in the right direction," Wood said.

"Having some folks with talent already there, bringing over the talent I knew I could count on, and then finding some additional talent along the way really made for a successful transition," he said. ■

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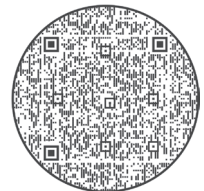
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TV studios paying off for associations

(Continued from page 1)

“The studio is used nonstop and has paid for itself,” Berger said. He noted that the association is saving a lot of money by not having to rent studio space daily.

He described net revenue from virtual conferences during the pandemic as “extraordinary” because the association didn’t have to pay for food, travel and lodging expenses.

“We didn’t miss a beat during the pandemic and that’s because of that studio,” he said. “We delivered compelling, robust education and content.”

NAFCU also uses the studio for video messaging. The association’s head lobbyist, Senior Vice President of Government Affairs Greg Mesack, sent a video message to members recently explaining the impact of Silicon Valley Bank’s failure from a legislative and regulatory standpoint.

“You can do a 10- to 15-minute update and it can be out the door in five minutes,” Berger said.

He noted several people within the association do video podcasts from the studio, such as NAFCU’s for-profit subsidiary NAFCU Services and partners such as MasterCard, CUNA Mutual and Allied Solutions.

“The partners appreciate it and our members appreciate it,” Berger said. “It’s worked out really well.”

NAFCU’s studio is run by Eric Bibbs, the association’s senior associate director of event production, along with another producer.

Investment pays off

The D.C. Bar, which licenses attorneys to practice law in the District of Columbia, has had a 600-square-foot studio in operation since

2018. COO Matt Butler said the association had originally considered a small one-seater studio for its new, custom-built headquarters in Washington, D.C. But Robert Spagnoletti, who became CEO in 2017, decided to go bigger, Butler said.

The studio was

equipped by a professional installation company with everything from lighting to green screens, cameras and tripods. It’s run by Eric Nicholas, owner of AE Productions in Easton, Md. Nicholas staffs the studio with camera operators and audio engineers and produces all of the content.

“Originally, we had a full-time person on staff but not enough consistent work to make it worthwhile,” Butler said. “Now we actually could add one (staffer) but the consultant model is working for us.”

D.C. Bar uses the studio for continuing education, podcasts, promotional videos, campaigns of members running for association office, instructional videos explaining employee benefits and virtual events.

While the studio was a significant investment, Butler said it’s generating revenue. Nicholas markets it to businesses in need of studio time. With the exception of two media training companies that use it to give students live studio experience, outside companies mostly produce commercials, public service announcements and video podcasts there. Depending on their needs, Butler said they can spend from \$2,000 to \$4,000 per day.

New headquarters, new beginning

Like the D.C. Bar, the American Trucking Associations incorporated a state-of-the-art



High tech: NACo’s Chief Public Affairs Officer Brian Namey is visible on screen amid a host of video controls.



Keep on truckin’: Bill Sullivan (left), ATA’s EVP of Advocacy, and Chris Spear, ATA’s President and CEO, conduct a webinar from the association’s studio.



Behind the scenes: NAFCU Digital Events Producer Nick Plum manages speakers and presentation slides in the association’s state-of-the-art studio during a recording for an on-demand conference.

broadcast studio in the design of its new headquarters. ATA moved last summer from Arlington, Va., to two floors that were added to the top of an existing building south of the U.S. Capitol in Washington, D.C.

“It’s a valuable asset for the association, to be able to create all sorts of content in new ways and reach many different audiences,” said Sue Hensley, ATA’s executive vice president of communications and public affairs.

In the previous space in Virginia, staff videographer SunJae Smith worked from an office modified into a makeshift studio, Hensley said. Now he has a professional studio with professional lighting, multiple backdrops, a control room, Wirecast software to livestream events and Zencast for podcasts. Shehab Moustafa, ATA’s vice president of IT, is also involved with the studio. ATA used National Technology Integrators in Gaithersburg, Md., to design and build it.

The association’s leadership and a host of policy experts use the studio for webinars, to livestream events and interact with members in real-time and teleconference with the media. ATA’s trade publication, *Transport Topics*, uses it to produce the weekly podcast *Transport Topics Radio* that airs on Road Dog Trucking Sirius XM Channel 146. *Transport Topics* also produces a *Newsmakers* program featuring video interviews with influencers like Secretary of Transportation Pete Buttigieg.

Advancing with technology

The National Association of Counties in Washington, D.C., recently upgraded its six-year-old studio from about 120 square feet to 200 square feet and added more digital capabilities.

“Our main priority is to engage our membership,” explained Brian Namey, chief public affairs officer of NACo. “We need to embrace cutting-edge communications to do that.”

The new studio is equipped with three wall-mounted 4K PTZ cameras, professional lighting, a fully designed set, sound absorbent wall tiling and a mixing board.

Namey said the studio looks like a newsroom with an anchor desk and can be reconfigured for soft seating and conversation areas. The background, style and colors can easily change as well.

Professionals advised NACo on designing and building the studio and the association’s small, in-house digital communications team operates it. Content includes short video updates for its members, interviews with its intergovernmental, private-sector and nonprofit partners and live presentations.

The studio is another tool to help the association achieve its goals, Namey said: “We have outstanding engagement [with members] because we are offering information, programs and services that are relevant to America’s county governments.” ■

EXPERT TIPS FOR BUILDING A BROADCAST STUDIO

Not every broadcast studio has to resemble that of a television network to produce content that looks professional. In fact, it doesn’t even have to be a studio. Content can be recorded anywhere, even in a break room, a closet or an extra office.

“The word studio is used loosely now because anywhere you can record content, video and audio, can be considered a studio,” said Eric Nicholas, owner of AE Productions in Easton, Md. To get started, associations need to answer several questions:

What content do you want to create?

Nicholas said associations need to have an idea of what they want to do and find the appropriate space, or make their ideas conform to the available space. A regular podcast just needs audio and can be produced in a small conference room, Nicholas said. If there’s a video element, it requires a much bigger space, because a camera, lighting and other equipment are needed.

Who will produce the content? If you don’t have the right people to create the videos or podcasts, Nicholas said it defeats the purpose of doing it.

“You cannot have a guy who fixes the copier come in and do audio,” he said. “You’ll end up with bad content.”

Will the productions be live, recorded or

both? The answer will dictate the equipment and who needs to operate it, said Nuwan Seneviratne, CEO of National Technology Integrators in Gaithersburg, Md. A live production leaves less margin

for error versus recorded footage to be edited later. It may also require a savvy operator who can alternate between multiple cameras.

Seneviratne designs systems that are one-touch—very basic with high quality but limited features—if he knows the end-user is not going to have technical skills or formal training.

If an association has a technical staff, he will put in a more complex system with the caveat that he train the staff. He said if you don’t have in-house capabilities, you can outsource the operations to a company that staffs studios. But if you use it all the time rather than sporadically, you’ll want to hire a full-time person.

What’s your budget? Seneviratne said typical corporate studios start at about \$30,000 and can exceed several hundred thousand



Bibbs



Seneviratne

dollars depending on the features.

“One fixed set, one area to shoot video with one to three participants will make it a lot more obtainable cost-wise,” he said, noting that’s considered a small studio. A larger studio, up

to 2,500 square feet, might have multiple sets, backdrops and furniture that requires storage and people to move it, pipe grid lighting in the ceiling that costs about \$100,000 (it requires special installation and hardware), a CYC wall (green screen that folds into the floor) and other features that increase costs.

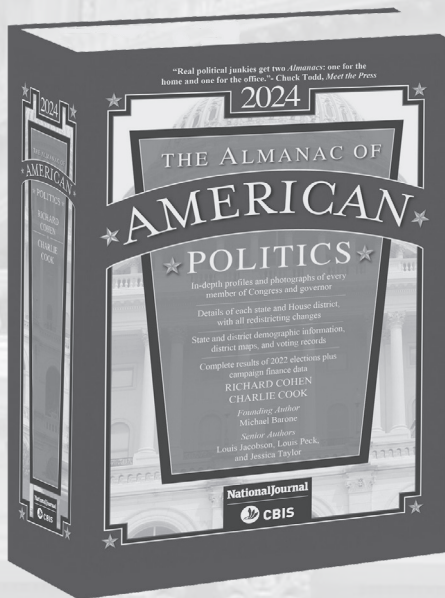
Eric Bibbs, senior associate director of event production at the National Association of Federally-Insured Credit Unions, suggests working with a company that has expertise in fabricating a studio.

“Consider soundproofing,” Bibbs said. “Make sure if the police drive by, you won’t hear it in the studio and it won’t get picked up by the microphone.”

—Melanie Kalmar

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SME creates new position to lead workforce development

Manufacturing group taps Jeannine Kunz to attract and retain new industry employees, build partnerships with other associations

By Hiram Reisner

Recruiting and training a viable workforce are critical components of business development, compelling associations and professional organizations to explore new ways for their members to maintain well-stocked talent pools.

Like many industries, manufacturing faces a mounting labor shortage, a skills gap that makes it difficult for workers to adopt innovative technologies and a need to attract and retain younger, more diverse employees with differing perspectives.

SME is a nonprofit that represents manufacturing engineers, practitioners, educators and researchers. The association, previously known as the Society of Manufacturing Engineers, has long focused on workforce training and development.

But recently SME shifted some of its focus and resources to helping members build employee pipelines as the industry recovers from a decades-long decline—due to offshoring and a lack of skilled new blood—with manufacturing returning to the U.S.

In 2022, the association, which has 15,000 members and approximately 50 partners, appointed longtime SME executive Jeannine Kunz to the new position of chief workforce development officer to address this imperative.

Shifting priorities

“We shifted because we were finding we were doing a great job in (employee) learning and development, but that’s just not enough right now,” Kunz said.

“Companies were saying they loved the training, but I was hearing ‘I just don’t have enough people, I can’t keep them, I can’t find them.’ So, that’s what led to the creation of the chief workforce development officer.

“In our industry for the last decade-plus we have been running short of labor to fill the jobs and we have attributed that to several factors,” she said. “The average age in our industry is closer to retirement than we would like... we have a lot of people exiting the industry and not enough on the other side coming in.”

Kunz has been with SME since 2000 and leads Tooling U-SME, the association’s ongoing education and training arm. It provides online classes, virtual reality labs and traditional instructor-led training.

Kunz is a recognized expert in employee learning and development and belongs to

several management boards. She is a founding member of the Skilled Trades Coalition, a consortium of over 20 associations that collaborate to improve awareness and perceptions of skilled trades.

The new chief workforce development officer has embraced her expanded role of helping members hire and retain new employees.

“We started hiring people, putting resources into seeking out a lot of different partners and organizations to look at who is doing some of this,” she said.

“Because sometimes you’ll find somebody who has a good program for vetting people, yet they might be in a whole different industry and we say, well ‘How do we get you into manufacturing?’”

Like-minded partners

Kunz said SME is “partnering around finding people, like literally finding people, and getting them into the pipeline and building that pipeline.”

“We are putting programs and ideas in motion that accelerate the process of finding people, vetting people, getting them the skills that are required to get them to start their jobs.”

SME wants to learn from associations whose members “have some really good models of how to place people in a job.”

“One of the organizations we are looking to partner with is using artificial intelligence to streamline the process of working with candidates to get them jobs,” she said. “It benefits both the candidates themselves as well as the employer.

Kunz also pointed to virtual and augmented realities as modern technologies that members’ human resources departments can use in recruitment and skill building.

She believes creating a well-stocked talent pool is not a problem exclusive to manufacturing.

“I think the topic of building and maintaining a workforce is plaguing many industries,” Kunz said. “I certainly know that (is true in) the medical industry, the restaurant industry, the construction industry—all those associations that are in several different verticals.”

Kunz points to SME’s newest plan as an effort that can be adopted by other associations and nonprofits. Manufacturing Imperative



Kunz

– Workforce Pipeline Challenge is aimed at increasing SME members’ talent pool—especially employee diversity.

The “grand challenge” is to partner with community colleges and trade schools to find people “atypical” to those who have been attracted to the manufacturing industry in the past and to create a more diversified pipeline.

“We are looking for dislocated workers, at-risk youth, veterans, second-chance citizens, minorities, those who have been incarcerated for minor offenses,”

Kunz said.

New approach

Starting this month, SME will work with 25 community and technical colleges to identify 1,000 potential employees at each. The program will continue for three years, helping the schools find 75,000 students for training.

“There is a lot of interest in this program among our members and the organizations we already partner with,” Kunz said, adding that the U.S. Education Department plans to make community and technical colleges aware of the program “as part of its own media outreach.”

For 2023, SME has invested \$24 million in workforce development and Kunz said that “pretty much what we bring in is what we spend.”

The figure is 10% percent more than 2022 and 20% more than 2021. The funds primarily come from training, education and certification fees and state appropriations and grants.

Kunz has advice for associations that don’t have that kind of budget, including looking for “government grants and initiatives on the state and federal levels.”

“Find partnerships with other associations to see how they can solve some of your members’ needs in a way that allows you to focus on what you do well with the resources you have,” she said.

“It’s not easy because it takes a lot of time and effort.”

She also has a warning: “If you take on the risk of investing in new development resources (make sure) the return is sufficient considering the investment.”

“Try to figure out what the market would bear and try to create products that the market would pay for.” ■

University planning group sees need to focus on own future

SCUP creates innovation hub to prepare for changes in what members want and to reach people 'who've never even heard of us'

By **Melanie Kalmar**

An association dedicated to helping educational institutions plan for the future is turning the lens upon itself.

The Society for College and University Planning in Ann Arbor, Mich., has launched an innovation hub headed by a recently hired staffer, accelerated its strategic plan and started to write a new one. The work SCUP is putting into the new initiative, referred to by SCUP leadership as “the entity,” will help the association prepare for change—the same thing it has done for members throughout its nearly 60-year history.

The association helps its 4,000 individual members, along with the corporations that support their work, prepare for change through what it calls integrated planning. Integrated planning provides the framework for educational institutions to bring together all their different departments, along with their external partners, to plan for the future, meet individual department goals with results that are measurable and work toward a common vision.

SCUP CEO Mike Moss said the association is primarily focused on helping members achieve the student outcomes that colleges and universities require, particularly for accreditation and an institution’s overall success: desirable graduation rates, relevant workforce development programs, vibrant career opportunities upon graduation, and equity and access in delivering them. However, the only way to achieve those desired results, Moss said, is through the “preparedness for change” that comes from integrated planning.

“Workforce development versus degree versus competencies are issues we have to address via planning,” Moss said. “We have to be responsive to whatever the universities and colleges ask.”

Roadmap for change

A question that begged to be answered, Moss said, was: “If we’re creating opportunities for preparedness for change for universities and colleges, shouldn’t the association be doing the same? That is what ‘the entity’ represents.”

Conceived in 2020, the innovation hub is intended to help SCUP figure out and provide what members want and need in this post-pandemic world and beyond. Moss said the hub will focus on three distinct components to

drive membership: scholarship and applied research, strategic industry partnerships and innovation.

“The speed of problem-solving and speed of ideation is the requirement our members have going forward and if we don’t meet that need someone else will,” Moss said. “It’s the reason we accelerated our strategic plan and the board is in the process of writing our new plan now.”

The board approved development of the hub in 2021 after a task group led by Moss, made up of SCUP staff, volunteer members and the board, worked on the concept. It was formally launched in December 2022 with the hiring of DJ Pepito, senior director of innovation. She came aboard to help shape the hub with assistance from those same volunteers—it’s been through different iterations based on trial and error—and to develop new research initiatives and strategic partnerships. Pepito comes with both on-campus and association leadership experience. She worked primarily within student services and auxiliary areas, such as the student union, at the University of California, Berkeley, and as chief learning officer at the National Association of College Auxiliary Services, which included conducting traditional research.

Planning for the future

In guiding the effort, Pepito is turning the board’s strategic conversations into measurable actions. “It’s an investment in thinking about where the organization needs to go and how to keep up with trends and changes, the rapid pace of challenges arising for higher education generally,” Pepito said. “This is really an organization approaching 60 years of existence that’s trying to generate unique scholarships and research for members to be able to leverage in different ways, emerging ways, innovative ways for their professional development and learning.”

SCUP will focus on personalized learning experiences based on individual interests and needs. This type of education is delivered in different forms, such as project-based learning,



Pepito



Moss

experiential learning and self-directed learning. With its members attuned to trends through this type of learning, Pepito said they can take part in problem-solving when it comes to addressing emergent and consistent issues within higher education.

At any given time, all types of resource allocation and planning are happening on college campuses, Pepito said, from the strategic plan of the campus to academic planning—choosing programs to provide students and figuring out what type of students to attract and retain in the future.

“We’re hoping to identify different approaches in which these planning processes can happen in the most effective ways possible and prove how it happens in terms of effectiveness and success,” Pepito said. “...Our hope is through research and applied scholarship, we can identify these more innovative and different approaches to prove how integrative planning works, why they are successful and how they are necessary for institutions to make change and move forward.”

She has contracted Campus Sonar, a market and brand research firm based in Madison, Wis., to find out who SCUP serves now and who the association will serve in the future. But her work will continue to evolve.

“We agree there are generational differences between long-time members and Generation Z,” Moss said. “We realize in the market we serve there are more people in all generations who’ve never even heard of us who would benefit from our services. We need to figure out who they are, what they need and whether or not we’re a service fit.”

Pepito said the innovation hub seeks to expand SCUP’s ability to understand the industry beyond the members it already has, conquer issues related to turnover at educational institutions and anticipate the needs of incoming generations. Overall, she believes the research will help SCUP be a better resource to existing members and folks coming into the community. ■



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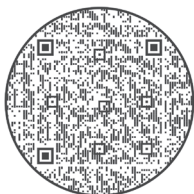
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ASK THE RECRUITER

Key differences between recruiter, search panel interviews

Search consultants want to gauge experience and enthusiasm for job; committees will seek examples of how you've achieved results

Question: Initial interviews with executive recruiters are different than interviews with an organization's search committee. How should candidates calibrate their approach for each?

David Martin
Managing Partner,
Sterling Martin
Associates



Initial interviews with a search firm are generally focused on whether you have the right qualifications and competencies for the position for which the firm is recruiting. The recruiter will also be verifying your career history and probing about career moves. Once the firm evaluates that you have the qualifications for the job, they assess soft skills—things like leadership, communications, teamwork, and adaptability. All your interactions with the search firm should be professional. Take advantage of these opportunities to make a positive impression and show your level of enthusiasm for the role.

Interviewing with a search committee is a little bit like meeting a board of directors. By then, committee members know you have the qualifications to perform the job because you

have been pre-qualified by the firm, and they have reviewed your credentials. The committee is assessing your “fit” with the organization. For example, do they see you interacting well with members at their annual conference? The committee will also drill down more specifically into your hard-skill qualifications. You should come prepared with specific examples of how you achieved results in the past and be able to explain how your past experience will enable you to guide their organization to fulfill its mission.

Tonya Muse
Co-Lead,
Association Practice,
Heidrick & Struggles



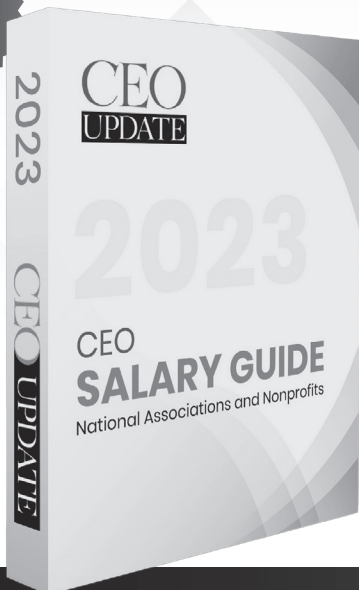
Initial interviews with search consultants are preliminary screens for our clients. We give an overview of the role, get to know the candidates, review their resume history, probe into their pivotal experience and

expertise, gauge their cultural alignment with our clients, and inquire about their motivation for pursuing the role. We also answer any initial questions candidates might have such as job location, in-office expectations, client priorities, the definition of success and any unique circumstances. An initial interview with search consultants is a time for candidates to gain an understanding of the role and decide if they want to continue to be considered for the position.

When candidates meet with a search committee, the committee explores deeper into the candidate's work experience, asks for specific examples of demonstrated experience in key areas, and asks why they are qualified for the position. Search committees want to gauge the candidate's passion for the role, understand their vision, hear their ideas, and understand how they manage people. Candidates need to make sure they have done their homework on the organization, have clarity on its mission and come to the interview with ideas on how they would be successful in the role. ■

CEO Update asks readers for questions to pass along to executive recruiters. If you have one you would like us to pose, email info@ceoupdate.com.

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CEO UPDATE

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GROUP'S NEW SPACE ATTRACTS REMOTE STAFF



The International Information System Security Certification Consortium wanted a collaboration space that reflected its employee-first culture and complemented its 2020 shift to remote work. They found it on the fourth and top floor of a building in Alexandria, Va.

But the freshly opened space is so appealing, many employees choose to come in and work.

"The beauty of having a remote workforce is you can hire the best talent wherever they are as opposed to hiring the best talent in the area you are," said Clar Rosso, CEO of (ISC)², the world's largest association of certified cybersecurity professionals. (ISC)² offers 10 different certifications, from entry-level to the premier certified information systems security professional designation. "CISSP is to cybersecurity what CPA is to accounting," Rosso said.

The 34-year-old association has approximately 425,000 global members, associates and candidates at the start of their careers. Revenue in 2022 was approximately \$79 million. The (ISC)² global staff of 275 employees works mostly remotely from Europe, Hong Kong, Singapore, the U.K. and U.S. But the association wanted a space for collaboration, training and meetings.

The board decided in October 2021 to base the association in the Washington, D.C., metro area. (ISC)² formerly had headquarters offices in Clearwater, Fla., and operated satellite offices in Alexandria, London and Hong Kong.

"All our leases came due in the past three years, and we have not renewed any of them," Rosso explained. "We created a new space instead."

The association chose Alexandria because its office space is more affordable than D.C. proper. On May 22, (ISC)² officially moved in and hosted its first executive meetings in the new office.

"People walked in and said, 'This really reflects who are as an

organization and how important our employees are to us,'" Rosso said.

Location: 625 N. Washington Street, Suite 400, in Alexandria, Va. Built in 2000, the building offers views of the Potomac River. Rosso said it was just supposed to be a space mainly for collaboration and meetings for the board and members. She herself mostly works from her home in Chapel Hill, N.C. But employees are choosing to work in the new space. They love the bright, open space and Old Town Alexandria's charming shops, restaurants and walking paths. "We easily have 100 to 150 people in here working at any time," Rosso said. "A small, core group of less than a dozen employees [the customer experience team] will be at the office regularly but it will ebb and flow."

Moving on: (ISC)² donated most of its office, coffee and breakroom supplies to a local school in Clearwater, Fla. The association's servers and other IT equipment relocated from Clearwater to the new office.

Length of lease: 11 years, 6 months.

Floorplan: (ISC)² gutted and completely renovated the new space. At 14,248 square-feet, the open-concept, modern office is nearly half the size of its former headquarters. Collaborative work areas feature high-top and low-top tables, round seating areas with sofas and chairs, benches, single and double booths. Electrical hookups and portable chargers are widely available. There are no assigned workstations or need to reserve space. The office can comfortably accommodate about 250 people. "There's no door for me," Rosso said. "I'm out in the open like everyone else."

The open kitchen and break area has a coffee maker, espresso machine, and built-in bins for recycling and trash. An ice maker, refrigerator and two dishwashers are concealed behind cabinet doors.

Enclosed spaces: A soundproof podcast room, relaxation room, two conference rooms (one large, one small) and a room outfitted with 12 sit-to-stand workstations all have doors.

Noises off: Spatial Softzone light fixtures, which have noise-reducing features, hang from the ceiling in the open collaboration area. Some walls are covered in fabric instead of paint to absorb sound. Double glass walls in the conference rooms act as sound barriers.

A place for everything: There are two sets of lockers, one specifically to store luggage.

Brand awareness: At the entrance, the (ISC)² logo appears on the front and back of a column. On the east and west sides of the office, the association's vision, "Inspiring a safe and secure cyber world," is written in white vinyl letters on blue columns. Ceramic mugs with the association's logo are displayed on a shelf in the kitchen.

Building amenities: Conveniences include a Trader Joe's, a Talbots women's clothing store, a fitness center and a first floor mail room. The third floor has two conference rooms and a collaboration/café area for tenant use. (ISC)² has direct access to balconies on the east and west sides of the building.

Interior Design: OTJ Architects.

Commercial Real Estate Specialists: Adam Collins of Transwestern and Matt Sultenfuss of the Avocat Group represented (ISC)².

Special touches: Snake plants add warmth to the large conference room. Abstract art ties together the modern theme. Touches of color—yellow, green, blue and maroon—create an inviting atmosphere.



Photos courtesy of (ISC)²

Has your association recently moved? Email editorial@ceupdate.com

—By Melanie Kalmar

DEPARTURES & ARRIVALS

CEO Departures

Eyles to depart health insurance group

America's Health Insurance Plans said CEO **Matt Eyles** will step down October 18 after leading the organization since July 2018. Eyles informed AHIP's board of directors of his decision to depart and the group will commence a national search for his successor.

"Leading AHIP has been the professional honor of a lifetime. I am eager to watch AHIP and our industry leaders continue to improve health coverage, care, and affordability for consumers, businesses, and our nation. Down the road, I look forward to working on new pathways and collaborations to make our health care system better for everyone," Eyles said in a press release.

Eyles joined AHIP in 2015 as EVP of policy and regulatory affairs and became senior EVP and COO in 2017. Previously, he was EVP at Avalere Health, a Washington, D.C. health care consulting firm. Before that, he was corporate vice president of public affairs and policy at Coventry Health Care, a health insurance company acquired by Aetna in 2013. Earlier in his career, he spent eight years at pharmaceutical company Wyeth.

"Matt has been a tireless advocate for policies to expand market-driven health coverage and improve affordability for all Americans. We are saddened to see him go but wish him all the best in his next chapter," AHIP board chair David Holmberg said in a statement.

Fiser to step down from geophysical group

The **American Geophysical Union** is seeking their next executive director and CEO as current leader **Randy Fiser** is set to depart after leading AGU the past three years. He succeeded Christine McEntee, who led the organization for 10 years before departing in 2020. Current EVP of strategic leadership and global outreach **Janice Lachance** has been named interim executive director and CEO.

Before joining AGU in 2020, Fiser was president and CEO of the American Society of Interior Designers for nearly nine years. Prior to that, he spent two years as VP of finance and operations at education reform non-profit Achieve, Inc. Earlier in his career, he held senior roles at consulting firm Booz Allen Hamilton, the Fannie Mae Foundation and Burson-Marsteller.

AGU said it will begin a formal search for Fiser's successor soon.

Mulhern to retire from milk producers group

Jim Mulhern will retire from the **National Milk Producers Federation** at year end after nearly a decade at the helm. He will be succeeded by **Gregg Doud**.

Doud was most recently VP of global situational awareness and chief economist at Aimpoint Research, an intelligence firm that specializes in agriculture and food. He was chief agricultural negotiator for the U.S. Office of the Trade Representative under former President Donald Trump.

Mulhern originally joined NMPF in 1985, working in government affairs. He later was chief of staff to former Sen. Herb Kohl (D-Wis.) before becoming a partner at communication firm Fleishman-Hillard and



Fiser



Leonetti

managing partner at Watson/Mulhern. He rejoined NMPF in 2013 as COO and became CEO in January 2014.

"Jim has been a leader, a visionary, and a friend to dairy, and through that, a leader in agriculture," board chair Randy Mooney said in a statement.

The group was to discuss succession plans at its board meeting this week.

Westhoff leaves philanthropy group

Elise Westhoff will step down as president and CEO of **Philanthropy Roundtable** after leading the organization for the past three years. Westhoff succeeded **Adam Meyerson** in 2020 when the latter departed following 19 years at the helm. Meyerson is now vice president of Arlington, Va.-based philanthropic organization Stand Together.

Before joining the Roundtable, Westhoff spent seven years at philanthropic fundraising company The Snider Foundation, and was most recently executive director. Prior to that, she was senior associate director, major gifts at the Indiana University School of Medicine.

Philanthropy Roundtable's board of directors will commence a national search for a new chief executive immediately. Starting June 1, Senior Vice President of Policy and Programs Christie Herrera will assume the role of Philanthropy Roundtable's interim president and CEO.

Herrera joined the Roundtable in 2019 and has served on the organization's executive team.

Digital media group seeks next leader

DiMA (The Digital Media Association) has announced the upcoming departure of CEO **Garrett Levin**.

"This summer, my family and I will be relocating to Geneva, Switzerland because of my wife's job. In conjunction with that relocation, I will be concluding my tenure as President and CEO of The Digital Media Association (DiMA)," Levin wrote in a LinkedIn post.

Levin joined the organization in 2019 from the National Association of Broadcasters, where he was SVP and deputy general counsel for intellectual property law and policy. He had his contract with DiMA extended for three years in February 2022. Previously, he was senior counsel to Senate Judiciary Committee Ranking Member Sen. Patrick Leahy (D-Vt.), an international and domestic copyright policy attorney at the U.S. Patent & Trademark Office, and a litigator in private practice.

DiMa represents streaming-services companies such as Apple Music, Amazon, Pandora, Spotify and YouTube.

Heidrick & Struggles is assisting with the search.

Strategic alliance professionals seek new CEO

The **Alliance of Strategic Alliance Professionals** is seeking its next President and CEO as **Michael Leonetti** has announced his plans to retire. Leonetti has led the organization since October 2013. Previously, he spent 15 years with pharmaceutical company Boehringer Ingelheim, most recently as executive director, healthcare partnerships, and was credited with founding the company's alliance management practice.

The association is currently searching for his successor.

CEO Arrivals

Former secretary of education joins policy group

Margaret Spellings has been named CEO of the **Bipartisan Policy Center**. She will succeed Jason Grumet who departed the organization in January to lead the American Clean Power Association.

Spellings was U.S. secretary of education from 2005 to 2009. Most recently, she was president and CEO of non-partisan think tank Texas 2036. Previously, she was president of the 17-institution University of North Carolina System from 2016 to 2019.

She has a bachelor's degree in political science from the University of Houston, where she also received an honorary doctorate in 2006.

Coffey promoted to top role at media group

The **News/Media Alliance** has named **Danielle Coffey** president and CEO. Coffey joined the organization in 2015 and was most recently EVP and general counsel. She succeeds David Chavern, who led the group from October 2015 to December 2022 before departing to lead the Consumer Brands Association.

Prior to joining the Alliance, Coffey spent 10 years at the Telecommunications Industry Association, where she was VP and general counsel. She is on the board of directors of the National Press Club Journalism Institute.

Coffey has a bachelor's degree in political science from San Diego State University and a law degree from the Catholic University of America Columbus School of Law.

Energy association taps Menezes to lead

The **United States Energy Association** has named **Mark Menezes** as president and CEO, effective June 15. He will succeed Acting Executive Director Sheila Hollis, who has been in the position since former leader Barry Worthington died unexpectedly in August 2020.

"Mark has over 30 years of experience in the energy sector including his work in the private sector and his service with Congress and in the Executive Branch," said Vicky Bailey, USEA board executive chair.

Previously, Menezes was Deputy Secretary of Energy from 2020-21. Before that, he was Under Secretary of Energy from 2017 to 2020. He was also chief counsel, energy and environment for the House Committee on Energy and Commerce from 2003-06. In the private sector, he has been a senior official with Berkshire Hathaway Energy and AEP and was a law partner at Hunton Andrews Kurth.

Spencer Stuart assisted in the search.

Financial services veteran to lead consumer data group

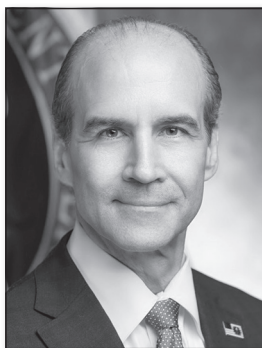
Dan Smith has been named president and CEO of the **Consumer Data Industry Association**, effective June 12. Smith will succeed **Francis Creighton**, who led the group for five years before departing in November 2022 to lead the Wine & Spirits Wholesalers of America.



Spellings



Coffey



Menezes

Smith will join CDIA from the Consumer Bankers Association, where he has worked since March 2020 and is currently EVP, head of regulatory affairs. Before CBA, Smith was SVP and executive director of the American Banker Association's Card Policy Council. Prior to ABA, Smith was the first assistant director for the Consumer Financial Protection Bureau's Office of Financial Institutions and Business Liaison.

Smith also held the position of director of industry and state relations for Freddie Mac.

Smith has a bachelor's degree in political science and an MBA from Mount St. Mary's University.

Spencer Stuart assisted in the search.

Dickison promoted to top role at nursing council

The **National Council of State Boards of Nursing** announced **Philip Dickison** will succeed **David Benton** as CEO, effective October 1. Benton will retire September 30 after eight years leading the group.

Dickison has been NCSBN's chief operating officer since 2017. Previously, he was the group's chief officer, examinations for seven years. Prior to joining the organization in 2010, Dickison was director of health professions at information analytics company Elsevier and associate director at the National Registry of Emergency Medical Technicians. Earlier in his career, he served as an EMT and medical service specialist in the United States Air Force for 11 years.

Korn Ferry assisted in the search.

Rental group names Smitherman CEO

The **Association of Progressive Rental Organizations**, known as APRO, has hired **Charles Smitherman** as its CEO. He is APRO's sixth leader in 43 years. Smitherman succeeds Jill McClure, who resigned in January 2023 to lead the Hearth, Patio & Barbecue Association. APRO represents the rent-to-own industry.

Smitherman joins the association from PTS Financial Services, a Calhoun, Ga.-based financial consultancy and member of APRO, where he has worked for the past eight years. During his time at PTS, he has held titles such as general counsel, VP and COO.

He also spent two years as general counsel and EVP at startup franchise company Opportunity Tax Service. Earlier in his career, he spent nine years practicing law at McCurry Law Firm in Dalton, Ga.

Smitherman has a law degree from the University of Georgia and both a master's degree and doctorate from the University of Oxford in England.

Stetter to lead Electronic Payments Coalition

The **Electronic Payments Coalition** has named **Aaron Stetter** CEO. Stetter currently is **EVP of advocacy and strategic engagement** at the Independent Community Bankers of America, where he has worked for the past 17 years. His previous titles include SVP of congressional relations and advocacy, vice president of congressional relations and grassroots outreach, director of congressional relations and grassroots outreach and director of state relations. He also was EPC's board chair in 2015-16.

DEPARTURES & ARRIVALS

Cummings joins mobility equipment dealers

Toby Cummings has been named CEO of the **National Mobility Equipment Dealers Association**, effective July 10. He will succeed Danny Langfield, who has led the group since December 2016. Langfield will become executive director of NMEDA's newly formed 501(c)(3) charitable subsidiary, the Auto Mobility Research & Education Foundation.

Cummings has been executive director of the public safety organization International Municipal Signal Association since June 2019. Previously, he was executive director of the National Association for Campus Activities for more than four years. Earlier in his career, he spent 17 years with Associated Builders and Contractors, where led various chapters of the group.

He has a bachelor's degree in education from Missouri Western State University.



Cummings

Wetzel tapped to lead ceramics association

Ken Wetzel has been named executive director of the **United States Advanced Ceramics Association**.

Wetzel has spent nearly nine years at Strategic Marketing Innovations and is currently COO. His previous roles include SVP and VP of the organization. Previously, he was an executive at defense contractor Northrop Grumman and a senior analyst at the Department of Defense. Earlier in his career, he also spent three years at the U.S. Army Armament Research, Development and Engineering Center as a project engineer.

He has a bachelor's degree in chemical engineering from Villanova University and a master's degree in chemical engineering from the Stevens Institute of Technology.



Bass

Grubbe given top role at concrete institute

Fred Grubbe will take leadership of the **American Concrete Institute** as executive vice president, effective August 10. Grubbe will succeed **Ronald G. Burg**, who has led the organization for the past 13 years.

Grubbe is currently CEO of the Carmel, Ind.-based National Precast Concrete Association, where he has worked since January 2020. Previously, he spent 10 years at the helm of the Appraisal Institute. Before that, he was CEO of the American Fraternal Alliance (formerly the National Fraternal Congress of America) for six years.

In addition to his non-profit experience, Grubbe worked at the U.S. Department of Transportation as a Special Assistant to the Secretary and White House Liaison, before being named Deputy Administrator of the National Highway Traffic Safety Administration. In 1992, President George H. W. Bush appointed Grubbe deputy director of the U.S. Office of Consumer Affairs in the White House.

He has a bachelor's degree in journalism from Northern Illinois University and a master's degree in business administration and management from Loyola University Chicago.

Russell Reynolds Associates assisted with the search.

DeLozier selected to lead carpet group

The **Carpet and Rug Institute** has hired **Russ DeLozier** as president. He succeeds Joe Yarbrough, who retired earlier this year after leading the organization for nine years.

DeLozier most recently ran his own sustainability consulting firm, Regenerate. Before that, he spent eight years at Dalton, Ga.-based carpet manufacturer Engineered Floors as director of sustainability. Previously, he spent six years as director of sustainability at J+J Flooring Group. He was also director of material reclamation at another carpet manufacturer, Shaw Industries. Earlier in his career, he spent 15 years at chemical company Dow, where he was plant manager and senior project engineer.

DeLozier has also been on CRI's extended producer responsibility panel for the past 12 years.

He has a bachelor's degree in chemical engineering from the Georgia Institute of Technology.

Bass named CEO at disability management group

The **Disability Management Employer Coalition** has named **Bryon Bass** CEO. He succeeds Terri Rhodes, who has led the organization since 2015. Rhodes help with the transition through year end.

Bass was most recently SVP of workforce absence and disability practice at insurance company Sedgwick, where he has spent the past seven years and was also SVP of absence management practices from 2006 to 2013. In between, he spent three years at the Pacific Gas and Electric Company as director of integrated disability management. Earlier in his career, he worked at health improvement company SHPS

(now Carewise Health) for three years and spent nine years at semiconductor manufacturer Intel.

Bass has been a DMEC member since 1996 and has been on the executive advisory board as well as the employer advisory council.

He has a bachelor's degree in business management from the University of Phoenix.

Staff Departures

American Society of Association Executives—ASAE Chief Marketing Officer **Robb Lee** will depart the organization July 31 after 18 years. Before joining ASAE in 2005, Lee was vice president of marketing communications at ICF in Toronto. Earlier in his career, he worked at public relations firm Ruder Finn and Marriott International.

Motion Picture Association—MPA announced **Vans Stevenson** has left the organization after 34 years. Stevenson was MPA's senior advisor of global government affairs and previously spent 25 years as SVP of state government affairs. Before joining MPA, Stevenson was a government affairs, public relations and marketing executive at Blockbuster Entertainment and Warner Cable Communications.

National Association of Wholesaler-Distributors—**Jade West** is retiring as chief government relations officer after more than 20 years with the organization. West joined NAW in 2002 after spending two decades as a Republican Senate staffer. She had planned to retire in 2020, just after longtime CEO Dirk Van Dongen retired, but ultimately delayed the decision.

Senate Minority Leader Mitch McConnell (R-Ky.) described West at

an industry award ceremony last summer as “one of the most essential behind-the-scenes players in Washington,” Politico Influence reported.

CEO Update named West its Association Lobbyist of the Year in 2015.

She will be succeeded by **Brian Wind**, a policy director at Washington, D.C. law firm Brownstein Hyatt Farber Schreck. Wind has also been an aide to current House Speaker Kevin McCarthy (R-Calif.) as well as former Speaker John Boehner (R-Ohio), former Vice President Dick Cheney and former Sen. Pat Toomey (R-Pa.).



McNutt

Staff Arrivals

American Council of Engineering Companies—ACEC announced several recent promotions.

Steve Hall has been promoted from VP of government affairs to **EVP**. Hall served in his previous role for the past 21 years. Previously, he was SVP for advocacy and external affairs at the organization. Earlier in his career, worked on Capitol Hill for the U.S. House of Representatives, where he was a staffer for four members over 14 years.

Sandy Lynch has been hired as **SVP** of the recently combined **membership, member organization services and business resources & education department**. Lynch was most recently vice president of communications, marketing and member services at the Associated Builders and Contractors.

Daphne Bryant, who had been splitting her time as SVP of membership and member organization services and **executive director of the ACEC Research Institute**, will become executive director of the Research Institute full-time July 1. She has been with ACEC since October 2018. Previously, she was executive director and SVP of business development at the Global Business Travel Association Foundation, where she spent 18 years.

American Dental Education Association—Tom Quash has joined ADEA as **chief communications and marketing officer**, where he will lead a team of 12 across the organization’s marketing, membership and publications divisions. Most recently, Quash was chief marketing and program officer at end-of-life care nonprofit Compassion & Choices, where he spent the past four years. Before that, Quash was VP of marketing, communications and publications at the Association of Women’s Health, Obstetric and Neonatal Nurses from 2009 to 2018. Earlier in his career, he also held senior communications and marketing roles at the National Recreation and Park Association, Electronic Retailing Association, Women in Cable Telecommunications and the American Society of Association Executives.

Vetted Solutions assisted in the search.

American Petroleum Institute—API announced the promotion of **Dustin Meyer** from VP of natural gas markets to **SVP of policy, economics and regulatory affairs**. Before joining API in 2018, Meyer was lead analyst for LNG (liquefied natural gas) and renewable energy at Energy Ventures Analysis in Washington, D.C. He also held analytical positions at PFC Energy and IHS Energy. Meyer also worked at ICF International on the transportation policy team and for various NGOs.

BSA | The Software Alliance—Jessica Salmoiraghi has joined BSA in the newly created role of **senior director for IT modernization and procurement**. Previously, Salmoiraghi was acting EVP of growth and EVP of shared managed services at professional services firm Golden Key Group. Before that, she spent two years with the General Services Administration as chief acquisition officer and associate administrator in the office of government-wide policy. Earlier in her career, she spent three years with the American Council of Engineering Companies as director of federal agencies and international programs, as well as four years at the American Institute of Architects as director of federal relations and counsel.

Certified Financial Planner Board of Standards—CFP Board announced the hiring of **Lynn McNutt** as **director of executive communications**. She will provide strategic counsel, writing and editorial support for the CEO and elected leadership. The position is a new leadership role reporting to Managing Director of Marketing and Communications James Katsaounis and working closely with CEO Kevin Keller.

“Lynn’s extensive experience showcasing thought leadership and her deep understanding of associations uniquely qualify her for his role,” Keller said in a statement.

Most recently, McNutt was with ASAE, where she was vice president of workforce and career solutions. Previously, she spent more than two decades with CEO Update and was editor-in-chief from 2018-22.

Consumer Healthcare Products Association—Lisa Parks has been named SVP of regulatory and scientific affairs. She succeeds **Barbara Kochanowski**, who will retire in July after 14 years with the organization. Parks most recently worked at Greenleaf Health, an FDA regulatory consulting firm based in Washington, D.C. Previously, she spent seven years with the Association for Accessible Medicines as vice president of sciences and regulatory affairs. Prior to that, she worked in regulatory affairs at the Food and Drug Administration for six years.

Household and Commercial Products Association—HCPA has promoted **Mike Gruber** from SVP to **EVP of government relations and public policy**. Gruber joined the organization in March 2022 from the Consumer Brands Association where he was VP of public policy. Earlier, while the organization was known as the Grocery Manufacturers Association, he started as first VP of federal affairs in 2012 before becoming SVP of federal affairs.

HCPA also promoted two directors to senior directors. **Christopher Finarelli** is now **senior director of state government relations and public policy for the west region**, while **Michelle Kopa** is now **senior director of state government relations and public policy for the east region**.

Independent Community Bankers of America—ICBA has hired **Lance Noggle** as **SVP of operations and senior regulatory counsel**. Noggle was previously director of enterprise payments governance and oversight at Capital One. ICBA also hired **Scott Anchin** as **VP of senior operational risk and payments policy**. He recently founded his own consultancy, Precise Strategic Advisory. ■

Expected CEO searches

AHRA: The Association for Medical Imaging Management
American Alliance of Museums
American Geophysical Union

America's Health Insurance Plans
American Health Information Management Association
International Accreditors for Continuing Education & Training

National Auto Auction Association
Philanthropy Roundtable
Utilities Technology Council

Search firm CEO activity

BoardWalk Consulting

Foundation for the Mid South
Joint Center for Political and Economic Studies

Boyden Executive Search

CLOSED American Association of Motor Vehicle Administrators

Brewer Pratt Solutions

Illinois Retired Teachers Association

Campbell & Company

American Anthropological Association

EOS Transition Partners

Massachusetts Association of Community Development Corporations (MACDC)
NeighborWorks Community Partners

Ewald Consulting

NEW National Association of Productivity and Organizing Professionals

Glick Davis & Associates

NEW California Psychological Association

Heidrick & Struggles

Association for Digital Asset Markets
CLOSED Bipartisan Policy Center
NEW Digital Media Association
Equipment Leasing and Finance Association

Isaacson, Miller

American Board of Obstetrics and Gynecology
CLOSED Grantmakers for Education

Kittleman & Associates

Animal Legal Defense Fund
NEW Link House

Korn Ferry

American Bar Association
NEW American Society of Transplantation
Appraisal Institute
Association for Corporate Growth
NEW Biotechnology Innovation Organization
CLOSED California Bankers Association
CLOSED Children's Hospital Association
NEW Florida Bankers Association
Indy Chamber of Commerce
International Federation of Accountants
Institute of Transportation Engineers
CLOSED LiftFund, Inc.
CLOSED National Council of State Boards of Nursing
NEW Prosperity Now

Marcum LLP

Council of State Community Development Agencies

The Moran Company

NEW Feeding Pennsylvania
CLOSED Fuel True Independent Energy and Convenience Association

Nonprofit HR

Maryland Philanthropy Network

Russell Reynolds Associates

American Beverage Association
CLOSED American Pharmacists Association
CLOSED News/Media Alliance
NEW Radio Free Europe/Radio Liberty

SearchWide Global

International Association of Exhibitions and Events

Slesinger Management Services

Energy Solutions Center

Spencer Stuart

American Society of Anesthesiologists
CLOSED Consumer Data Industry Association
Edison Electric Institute
National Association of Professional Employer Organizations
United Network for Organ Sharing
CLOSED U.S. Energy Association

Staffing Advisors

American Society of Tropical Medicine and Hygiene
Industrial Designers Society of America
CLOSED National Association of Benefits and Insurance Professionals

Sterling Martin Associates

CLOSED American Academy of Orthotists and Prosthetists
CLOSED American Society for Metabolic and Bariatric Surgery
Association for Molecular Pathology
Construction Suppliers Association
National Association of the Remodeling Industry

Tuft & Associates

CLOSED American Medical Association Foundation

Vetted Solutions

CLOSED National Mobility Equipment Dealers Association
National Peanut Board
NEW North American Wholesale Lumber Association
NEW Society for Public Health Education
CLOSED Southern California Contractors Association

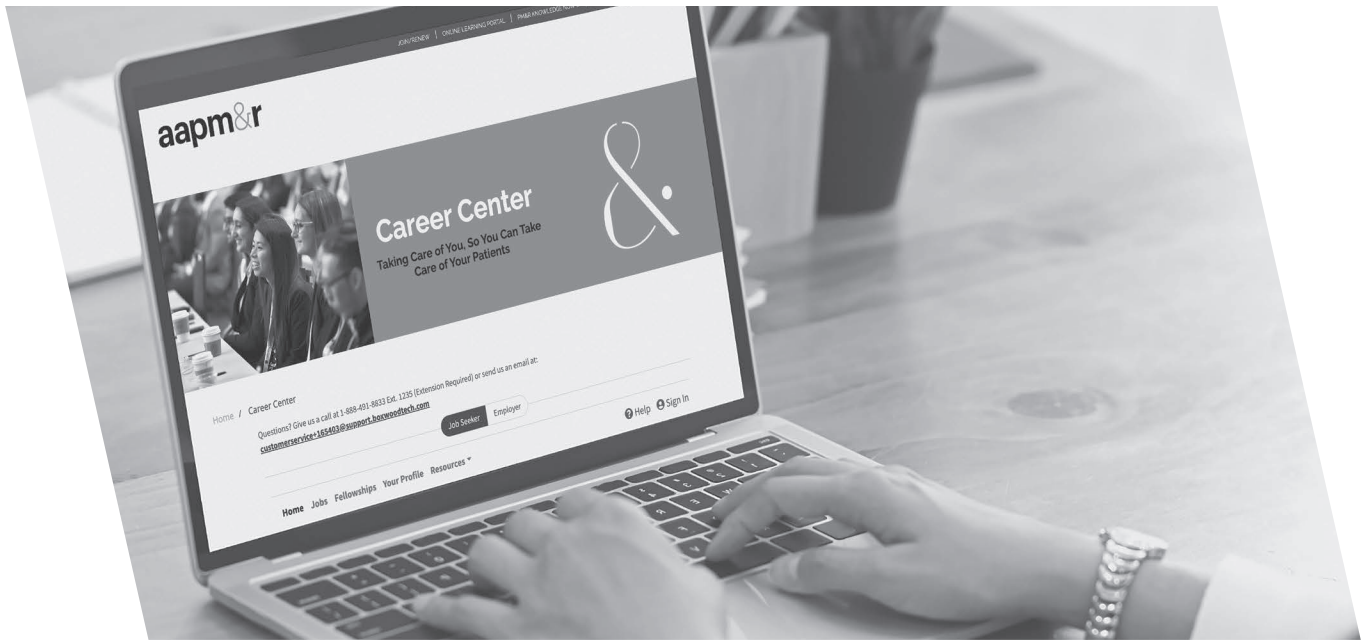
WittKieffer

American Nurses Association
American Osteopathic Association

NEW For details, see CEO Searches, beginning on page 22.

CLOSED Indicates searches for which the recruiter has communicated no new candidates are being accepted. It does not necessarily mean a final candidate has been selected.

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American Society of Transplantation to Korn Ferry
Digital Media Association to Heidrick & Struggles
Society for Public Health Education to Vetted Solutions

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NEW CEO SEARCHES

Additional searches and daily updates at CEOupdate.com

American Society of Transplantation

Mt. Laurel, NJ

Search underway for Chief Executive Officer and Executive Director. Seek individual to set the mission and vision of the AST and define its strategic direction; ensure that resources are in place to accomplish important mission goals; recruit and retain staff; build the kind of culture which supports the Society's mission; develop a deep knowledge of field, core programs, operations, and business plans to ensure success across internal operating responsibilities; participate in the formulation, and oversee the implementation, of AST's mission and strategic plans; implement strategic plans, based on data-driven analytics, projections, and financials; oversee the management of AST's budget and ensure that it is a financially viable, sustainable organization with the resources to meet current and projected program growth; build a high-performing senior leadership team and play an active role in attracting, retaining, and developing a best-in-class staff; serve as an ambassador of AST, representing its vision and services through public presentations and by attending relevant events, conferences, and gatherings; maintain current knowledge of literature or other publications on trends in transplant medicine, association management, and other opportunities that will keep AST abreast of the industry; and identify and implement cost-effective ways to deliver state-of-the-art programs to members. Requires a bachelor's degree; a minimum of five years' experience in management of programs in senior and preferably nonprofit management positions; prior experience working with or reporting to a Board of Directors; ability to develop and sustain relationships with existing partners as well as new partners across the field of transplant medicine; demonstrated success in leading a scientific/medical or similar organization; and demonstrable commitment to diversity, equity, and inclusion. Search by Korn Ferry. Apply: Email resume and cover letter to ASTCEOED@KornFerry.com

Biotechnology Innovation Organization

Washington, DC

Search underway for President and CEO of the Biotechnology Innovation Organization (BIO). Former CEO Michelle McMurry-Heath stepped down in October. The interim CEO is previous board chair Rachel King, former CEO of GlycoMetrics. Search by Korn Ferry. Apply: Email resume and cover letter to Nels Olson, Nels.Olson@kornferry.com

California Psychological Association

Sacramento, CA

Search underway for Executive Officer. Seek individual to lead a longstanding organization committed to advocating for psychologists and mental health treatment; maintain, build, and create new relationships with divisions, chapters, members, and government leaders while serving as the public face of the organization and establishing consistent methods and processes for communication among all stakeholders; enhance CPA's advocacy efforts at the state level to protect and grow the practice of psychology across all specialties; communicate effectively with CPA leaders, Board members, and CPA membership about public policy developments; work with team members to create cohesive advocacy strategies to positively impact psychologists across the state; diversify revenue streams by analyzing, testing and/or launching new or expanded non-dues revenue sources; increase CPA's relevance to a diverse community of psychologists and allied members throughout California, to increase participation and grow membership; and facilitate a strategic planning process in collaboration with the board, staff, division leaders, chapters, and members to establish clearly defined goals and strategies. Requires an advanced degree in a relevant field such as psychology, law, business, public administration, or another similar field; successful track record working in an association and possession of an understanding of public policy advocacy, specifically with regards to psychology and its diverse specialties; entrepreneurial innovation and change management experience; extensive experience in legislative advocacy with the ability to communicate effectively with board, members, chapters, divisions, staff coalition partners and state government to build a team and improve on CPA's advocacy strategy; and a track record of innovating new revenue sources. The salary range is \$165K to 185K. Search by Glick Davis & Associates. Apply: Email cover letter and resume to: CPA@glickdavis.com

Digital Media Association

Washington DC / Baltimore Area Hybrid, DC

Search underway for CEO and President. Seek individual to manage all aspects of DiMA's advocacy efforts and perform the duties assigned by the Board of Directors; serve as spokesperson to the legislative and regulatory bodies, media and consumers to effectively represent, protect, and promote the streaming industry; recruit and retain member companies in accordance with the association's strategic goals; direct and implement the development of legislative, legal and regulatory agenda that advances the

industry and the association; oversee the development and implementation of the association's professional development program to ensure industry operational excellence; develop and manage the operating and capital budgets in accordance with association fiscal policies; drive the strategic direction and constant development and progress of the association, in co-operation with the Board of Directors; and develop and implement the association's annual business. Requires a bachelor's degree from an accredited institution; minimum of 10 years of experience dealing with complex and high-profile legislative and regulatory matters; strong political acumen and expertise in the political process at the federal level; keen understanding of the issue areas that affect the streaming industry, including music policy, technology policy, licensing and copyright issues; demonstrated ability to develop strategy and implement tactics for both proactive and reactive government relations; track record of successfully building, leading, training, and coaching teams; demonstrable experience partnering with diverse internal and external stakeholders to drive consensus on important policy positions and relevant strategies; ability to anticipate and interpret market changes, envisions the future, and decides strategic priorities; and a track record of building, developing, and leading high-performing and geographically dispersed teams. Search by Heidrick & Struggles. Apply: Email resume and cover letter to DiMACEO@heidrick.com

Florida Bankers Association Tallahassee, FL

Search underway for President and CEO. Seek individual to be responsible for effective leadership of a dynamic and diverse banking association; provide a voice for community banks, banks headquartered in Florida, national banks with business in Florida and international banks; provide leadership and effective stewardship of the organization's resources, operations, programs, and staff; exercise fiscal responsibility and provide oversight for all of FBA's assets and resources, ensuring long-term financial sustainability of the association's business model; measure performance against objectives and report the results to the Board of Directors; provide forward-thinking leadership that supports the development and execution of organizational strategy; communicate the association's objectives, value, and activities to the membership; provide opportunities for members to network with other members as well as with regulators and other relevant industry providers; develop relationships with national and international banking associations, peer associations and other partners to advocate on key issues surrounding the financial services industry before Congress and Regulators; provide regular communications to the FBA Board, keeping them informed of key activities, as well as the overall operational and financial health of FBA; and increase awareness and education of legislative advocacy value proposition and activity to members both internally and externally through the development of outreach programs. Requires a bachelor's degree; progressive executive leadership experience for an association, company, or a division within a large corporation, with complexity and scope similar to that of the FBA; record of developing, mentoring and managing staff performance and fostering an entrepreneurial customer-focused team; experience overseeing the development and implementation of an organization's strategic plan; and financial and business acumen to ensure the long-term fiscal health and sustainability of the FBA. Search by Korn Ferry. Apply: kfoopportunities.loop.jobs

Home Care Association of America Washington, DC

Search underway for CEO. Seek individual to oversee the strategic direction, operations, and growth of the association; work closely with the Board of Directors, industry stakeholders, government officials, and member agencies to champion the home care industry and drive positive change; develop and execute a clear vision and strategic plan for the association's

growth and impact; provide effective leadership, guidance, and support to the association's staff and volunteers; foster a culture of collaboration, innovation, and excellence within the organization; represent the association and its members to government entities, regulatory agencies, and industry stakeholders; advocate for policies and legislation that promote the growth and sustainability of the home care industry; build relationships and partnerships with key stakeholders to further the association's mission; ensure the association's financial sustainability through effective budgeting, financial planning, and fundraising efforts; identify and pursue funding opportunities, sponsorships, and partnerships to support the association's programs and initiatives; oversee the development and execution of fundraising campaigns and grant applications; develop and implement initiatives to enhance member engagement and satisfaction; and foster strong relationships with member agencies, addressing their needs, and providing resources and support. Requires a bachelor's degree in a relevant field; proven experience in a leadership role, preferably within a healthcare association or trade association; demonstrated ability to build and maintain effective relationships with diverse stakeholders; strong knowledge of the home care industry, including its regulations, challenges, and emerging trends; and a track record of developing and implementing successful strategies. Apply: Email resume and cover letter to HCAOACEOsearch@outlook.com.

National Association of Educational Procurement Remote, US

Search underway for CEO. Seek individual to work closely with the NAEP Chair and Board of Directors to advance the mission and define the strategic direction of the Association; set the course to actualize the Association's strategic plan and assure NAEP's success and sustainability; ensure that Procurement professionals have strategic input in the ongoing discussion of important issues in education; represent NAEP at allied professional activities and assumes leadership for increasing awareness of NAEP throughout the procurement profession and builds bonds and strategic relationships with the leaders of other closely related associations and organizations; identify and provide insight into innovative and effective professional advancements that could be incorporated into the Association's strategic plans and push the procurement profession forward; provide counsel and advises the NAEP Board Chair in the performance of duties including planning meeting agendas and developing background materials for meetings of the Board of Directors and all pertinent work groups; and provide leadership to the Association's professional staff through knowledge of issues and matters of importance to procurement professionals including topics related to education, society at large, governmental policies, trends in business and other related fields. Requires a bachelor's degree; demonstrated progressive leadership experience in a multifaceted management setting, preferably in educational procurement; ability to synthesize issues and ideas and convincingly present them to constituent groups and others; strong non-profit financial and budget experience; and expertise in translating membership priorities into programs and services. Apply: Email resume and cover letter to acanada@worwic.

National Association of Productivity and Organizing Professionals (NAPO) Minneapolis, MN

Search underway for Executive Director. Seek individual to provide leadership and direction to the organization; collaborate with the Board of Directors to ensure the consistent achievement of NAPO's mission and financial objectives; manage the day-to-day operations of the organization; collaborate with the Board of Directors to ensure consistent achievement of NAPO's mission and strategic financial objectives; maintain sound and transparent financial practices and procedures; identify additional revenue-generating opportunities; hire and manage NAPO employees; and generate NAPO's annual budget. Requires a bachelor's degree; history of executive-level leadership in

a professional or business organization; five or more years of senior nonprofit management experience who understands the productivity and organizing industry; ability to develop and manage teams, influence others, and drive decisions on key issues; ability to communicate association strategies, priorities, and direction to internal and external audiences; strong organizational and project management abilities; and the ability to negotiate among the demands of multiple competing stakeholder groups. Search by Ewald Consulting. Apply: ewald.bamboohr.com/careers

North American Wholesale Lumber Association (NAWLA) Chicago, IL

Search underway for Executive Director. Seek individual to provide NAWLA with both strategic thinking and centralized and accountable operational leadership; build upon NAWLA's commitment to the industry, its focus on helping member companies to grow, and for convening the leaders and partners across the industry to advance thought leadership, innovation and to build relationships; identify and build a valuable and financially sustainable portfolio of services and resources that will attract an expanded set of membership segments and provide overall value creation for the industry; provide high-value, targeted educational content through a variety of platforms to drive member growth and increase engagement; engage the appropriate resources to support NAWLA's portfolio of products and services, and direct the work of a matrixed NAWLA team of experienced and talented functional specialists at Smithbucklin; and partner with the Board of Directors and be responsible for strategic leadership, program and services planning and execution, member services and operations, and the financial and general business management functions of the organization. Requires an undergraduate degree; a minimum of 10 years of experience in a leadership and/or management role; experience as senior-level executive, COO, chief of staff or the top P&L leader of an organization; demonstrated passion for the mission of his/her organization, professional community and cultivating a continuous learning culture with the client team; skills to cultivate and maintain engagement with member organizations, sponsor partners and volunteers; and experience with trade associations that represent some aspect of the supply chain (wholesalers, manufacturers and distributors) a plus. Search by Vetted Solutions on behalf of Smithbucklin. Apply: Email resume and cover letter to SBNAWLASearch@vettedolutions.com

Ohio Association of Physician Assistants Columbus, OH

Search underway for Executive Director. Seek individual to provide administrative and strategic support for Association activities including, but not limited to, membership, elections, conferences, website and social media oversight, legislative advocacy, fundraising, public relations and financial accounting; ensure services and contracts with other persons or entities including, but not limited to, association management companies, lobbying firms, law firms, software companies and accounting firms are robust enough to meet or exceed strategic goals and objectives; maintain Association business documents, emails, phone calls and facilitates all communication to OAPA members through the OAPA office; develop and lead annual budget reviews, monthly and quarterly reviews and periodic forecast updates with the Board of Directors; support financial goals of the Board of Directors which may include fundraising and diversification of revenue streams; collaborate with lobbyists and government affairs committee on matters related to PA practice in Ohio; assist the membership committee chair with establishing strategic growth goals and objectives; send out membership renewal notices; verify membership requirements; and collect and deposit membership dues. Requires a bachelor's degree or higher in a related field; at least three to five years of management experience; demonstrated leadership and management skills; ability to prioritize tasks and to delegate them when appropriate; strong

analytical and problem-solving skills; ability to function well in a high-paced and at times stressful environment; excellent time management skills with a proven ability to meet deadlines; and experience in legislative advocacy and/or healthcare-related association management. Apply: Email resume and cover letter to Michell McDiffett, immediate past president, OAPA BOD at michellmcdiffett@gmail.com

Prosperity Now Washington, DC

Search underway for President and Chief Executive Officer. Seek individual to guide a dynamic, multi-faceted institution to its next level of impact; refine and implement strategic initiatives so that both internal and external stakeholders can galvanize around unified priorities and goals; ensure that the organization is fiscally sound through new revenue strategies; set the tone for an inclusive culture and invest in current and future human capital; diversify funding and continue to seek and engage both relevant individual and institutional partners to help develop resources; refine fundamental identity questions, critically assessing the value of Prosperity Now's primary strategies – research, public policy, community practice, and private market interventions; forge relationships of transparency, trust, and collaboration with the board, senior leadership, and staff that continue to bring forth their best efforts and talents; develop and operationalize objective metrics for evaluating success and measuring impact; and rebuild culture, grounded in diversity, equity, and inclusion that supports the agency and productivity of all staff; conduct a deep assessment of Prosperity Now's current business and financial models. Requires experience leading and managing an entity of a scale, function, and/or complexity similar to that of Prosperity Now, with commensurate fiscal responsibility; subject-matter expertise in one or more fields supporting financial empowerment and wealth building for low-income individuals and/or families; demonstrated leadership of balancing stakeholders with issues of race at the intersection of a range of justice, societal, political and economic dynamics; experience as a strong spokesperson with a range of constituents, including media; strong written and oral communications skills; and working knowledge of relevant legislation and regulations, ideally at the federal level and in multiple states and/or regions. The salary range is \$320K to \$370K. Search by Korn Ferry. Apply: Email resume and request applications materials to ProsperityNowCEO@kornferry.com

Radio Free Europe/Radio Liberty Washington, DC

Search underway for President and CEO of Radio Free Europe/Radio Liberty, a nonprofit 501(c)3 organization funded by grants from the U.S. Congress. The service provides information in 27 languages in 23 countries in Eastern Europe, the Caucasus, Central Asia and the Middle East. Search by Russell Reynolds Associates. Apply: Email resume and cover letter to Stephanie Tomasso, Stephanie.Tomasso@russellreynolds.com

Society for Public Health Education Washington, DC

Search underway for Chief Executive Officer. Seek individual to serve as a partner to the President and Executive Committee of the Board of Trustees, providing both the strategic mindset and managerial expertise needed to meet the expanding needs and expectations of members; promote higher visibility of SOPHE and the profession of public health education with the public, government officials, academic institutions, related industry, thought leaders and other stakeholder organizations; represent SOPHE and the public health education profession to key stakeholders to build SOPHE's public image; interact with the national members, state or regional chapter members, and key stakeholders to understand their needs, maximize engagement, and promote member satisfaction; cultivate relationships with key

organizations, alliances, partnerships that share a common set of objectives; ensure the development of an annual advocacy agenda to promote awareness and the work of public health educators; support the staff in the development, implementation, monitoring and adjustment of strategic and business plans; engage and work in collaboration with the Board of Trustees on matters of governance, mission, vision, and strategy; direct the operational activities of the Association with sole and exclusive authority over staff and staff issues; and create and implement strategic business plans for successful association

infrastructure in areas of staffing, technology, and marketing. Requires a minimum of five to 10 years of broad-based executive management experience, equivalent to serving as a nonprofit chief executive or chief operating officer; demonstrated track record of building an organization at the national or regional level; capacity to navigate through organizations changes due to unexpected circumstances; and demonstrated knowledge of nonprofit business and financial management. Search by Vetted Solutions. Apply: Email resume and cover letter to SOPHECEOSearch@vettedsolutions.com

CEO searches

For details, visit CEOupdate.com

ADISA (Alternative & Direct Investment Securities Association)

AHRA: The Association for Medical Imaging Management

America's Health Insurance Plans

American Alliance of Museums

American Bar Association

American Bar Endowment

American Beverage Association

American Board of Obstetrics and Gynecology

American Council on Renewable Energy

American Geophysical Union

American Health Information Management Association

American Nurses Association

American Osteopathic Association

American Society of Anesthesiologists

American Society of Animal Science

American Society of Transplantation

American Society of Tropical Medicine and Hygiene

American Wood Protection Association

Animal Legal Defense Fund

Appraisal Institute

Aquidneck Land Trust (ALT)

Aspire

Association for Athletic Training Education (AATE)

Association for Corporate Growth

Association for Digital Asset Markets

Association for Molecular Pathology

Association of Florida Colleges

Association of Strategic Alliance Professionals

Biotechnology Innovation Organization

California Psychological Association

Capital Area Dental Society

Catholic Charities

Center for Food Action

Construction Suppliers Association

Council of State Community Development Agencies (COSCDA)

Digital Media Association

Edison Electric Institute

Energy Solutions Center

Equipment Leasing and Finance Association

Feeding Pennsylvania

Florida Bankers Association

Foundation for America's Public Lands

Foundation for the Mid South

Global Alliance for Surgical, Obstetric, Trauma, and Anesthesia Care (G4 Alliance)

Home Builders Association of Greater Dallas

Home Care Association of America

Idaho State Dental Association

Illinois Retired Teachers Association

Indiana Osteopathic Association

Industrial Designers Society of America

Indy Chamber of Commerce

Institute of Transportation Engineers

International Accreditors for Continuing Education & Training

International Federation of Accountants

Jane's Due Process

Joint Center for Political and Economic Studies

Kellen Company

Laser Institute of America

Link House

Maryland Philanthropy Network

Massachusetts Association of Community Development Corporations (MACDC)

Michigan Economic Developers Association

National Association of Educational Procurement

National Association of Productivity and Organizing Professionals (NAPO)

National Association of Professional Employer Organizations

National Association of the Remodeling Industry

National Auto Auction Association

National Kidney Foundation

National Organization on Disability

National Peanut Board

Native American Connections

NeighborWorks Community Partners

New Hope Housing

North American Wholesale Lumber Association (NAWLA)

Ohio Association of Physician Assistants

Optometric Physicians of Washington (OPW)

PHCC Educational Foundation

Phi Delta Kappa International

Piedmont Park Conservancy

Private Directors Association

Progress Missouri

Prosperity Now

Radio Free Europe/Radio Liberty

Society for Industrial and Organizational Psychology

Society for Public Health Education

Society of American Military Engineers

Society of Tribologists and Lubrication Engineers (STLE)

Steps to Success

Trilogy Behavioral Healthcare

United Network for Organ Sharing

Utilities Technology Council

Verland

Virginia Recreation and Park Society

Water and Wastewater Equipment Manufacturers Association

SENIOR STAFF SEARCHES

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Aerospace Industries Association

Arlington
Vice President for Civil Aviation
Vice President, Digital Connectivity and Life Cycle Operations

Aircraft Owners and Pilots Association

Washington
Senior Director, Regulatory Affairs

Alzheimer's Association

Chicago
Chief Financial Officer
Senior Director, Planned Giving

AMDA – The Society for Post-Acute and Long-Term Care Medicine

Remote
Director, Corporate Relations

America's Health Insurance Plans

Washington
Vice President, Federal Affairs
Vice President, Technology, Interoperability, & Privacy

American Academy of Pediatrics

Itasca
Senior Vice President, Quality

American Association of Physicists in Medicine

Alexandria
Executive Director

American Bankers Association

Washington
Vice President and Senior Counsel, (Regulatory Compliance and Policy)

American Chemical Society

Washington
Vice President, Membership & Strategic Engagement

American College of Foot and Ankle Surgeons

Chicago
Chief Learning Officer

American Council on Education

Washington
Vice President of Finance, Chief Financial Officer

American Council on Renewable Energy

Washington
Director, Employee Relations

American Dental Association

Chicago
Senior Director, Continuing Education

American Gaming Association

Washington
Director, Events

American Gas Association

Washington
Senior Director, Finance & Accounting

American Hotel and Lodging Association

Washington
Director, Executive Communications
Senior Director, Media Relations

American Institute of Architects

Washington
Director, Component Leadership Programs

American Institute of Certified Public Accountants

Washington
Director - Congressional & Political Affairs
Vice President - Tax Policy & Advocacy

American Institutes for Research

Arlington
Vice President, Education Systems & Policy - Human Services Division

American Library Association

Chicago
Director of Communications, Marketing, and Media Relations

American Mathematical Society

Providence
Executive Director

American Pharmacists Association

Washington
Senior Director, People and Culture

American Physical Therapy Association

Alexandria
Director, Research

American Public Power Association

Arlington
Director, Policy Analysis & Reliability Standards
Government Relations Director

American Public Transportation Association

Washington
Director, Workforce Development

American Society of Association Executives (ASAE)

Washington
Senior Director, Financial and Business Solutions
Vice President, Marketing

American Society of Safety Professionals

Park Ridge
Chief Financial Officer

Association for the Advancement of Blood and Biotherapies (AABB)

Bethesda
Vice President, Talent and Human Resources

Community Associations Institute

Falls Church
Vice President, Communications and Marketing

Home Care Association of America

Washington
Marketing and Communications Director

Institute of Scrap Recycling Industries

Washington
Assistant Vice President/Vice President of Advocacy

Mathematical Association of America

Washington
Senior Director for Membership and Marketing

Mortgage Bankers Association

Washington
Vice President, Legislative Affairs

National Association of Chain Drug Stores

Alexandria
Vice President, Human Resources & Administration

National Association of Community Health Centers

Alexandria
Deputy Director, State Policy

National Business Aviation Association

Washington
Senior Director, Membership & Member Services

National Employment Lawyers Association

Washington
Director of Advocacy

Pharmaceutical Research and Manufacturers of America

Washington
Director - Science and Regulatory Advocacy

Share Our Strength

Washington
Chief Operating Officer

Society for Human Resource Management

Alexandria
Director of Corporate Partnerships (DCP)

Society for Science and the Public

Washington
Chief Financial Officer
Director of Events & Operations

Society of Petroleum Engineers

Houston
Director, Multimedia and Publishing

Solar Energy Industries Association

Washington
Senior Vice President, Supply Chain & Trade

Solid Waste Association of North America

Silver Spring
Director of Meetings and Events

Sustainable Forestry Initiative

Washington
Vice President, Education

The Optical Society

Washington
Chief Financial Officer

U.S. Chamber of Commerce

Washington
Vice President, Communications
Vice President of New Business Development

U.S. Green Building Council

Washington
Vice President, Education & Events

U.S. Pharmacopeial Convention

Rockville
Director, (People Operations, Technology & Analytics)
Director, Product Management

Union of Concerned Scientists

Cambridge
Chief Financial & Administration Officer (CFAO)

USTelecom

Washington
Director of Government Affairs

CEO UPDATE

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1530 Wilson Boulevard, Suite 400
Arlington, VA 22209

EVENTS OF NOTE

Marketing, Membership & Communications Conference

June 21-22

mmcc.asaecenter.org

Association Forum Honors Gala

June 22

associationforum.org/events

Diversity, Equity & Inclusion Summit

June 27-28

wgr.org/page/events

ACCESSE Leadership Conference (Detroit, MI)

July 11-13

cesse.org/accesse-leadership-conference

AAMSE Annual Conference (Scottsdale, AZ)

July 19-21

aamse.org

2023 ASAE Annual Meeting & Exposition (Atlanta, GA)

August 5-8

asaecenter.org/programs/events

CEO Update LIVE: Advocacy

August 23

live.ceoupdate.com

CEO Update Association COO Roundtable

August 30

ceoupdate.com/peer-groups

TSAE New Ideas Annual Conference (Fort Worth, TX)

September 24-26

tsae.org

VSAE Fall Conference (Richmond, VA)

October 4-5

vsae.org/fall

CEO Update Women's Roundtable

October 11

ceoupdate.com

ASAE CEO Issues Forum

October 12

asaecenter.org/programs/events

CEO Update Association COO Roundtable

November 1

ceoupdate.com/peer-groups

AMS Fest (Washington, D.C.)

November 6-8

amsfest.com/dc

CEO Update LIVE: Emerging Technology

December 13

live.ceoupdate.com

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