Your Impact

Ready to Launch
HOLIDAY SHOWCASE®
Produced by af

PROGRAM GUIDE
12.17.19
Hyatt Regency Chicago

Your Organization

Your Career
Greetings!

We’re on the precipice of a new year, but it’s not just any year. 2020 has a nice ring to it. Everyone from science fiction writers to journalists to politicians have predicted what life might look like in the year 2020. In 1957, an article in Popular Mechanics predicted that by now, every road in America would be “replaced by a network of pneumatic tubes.” As recent as 1997, a writer for Wired magazine predicted 2020 to be the year humans made it to Mars. Well, we’re still driving on roads and Mars seems out of reach for decades...if not longer. But technology is still moving at breakneck speed and the world is more connected than anyone could have imagined even just 20 years ago.

So, are you ready to launch into the new year?

When we say “ready to launch,” we mean so much more than watching the clock strike midnight on New Year’s Eve. We’re talking about launching new initiatives, new career moves and new impacts felt around the world.

We hope you’ve brought your sharpest, most present self today because Holiday Showcase isn’t going to hold back (and neither should you!). We’re focusing on three pillars: impact, organization and career. You’ll find these pillars represented in our “Launch Zones” on the show floor. These areas will feature 20-minute small group discussions designed to facilitate idea sharing and brainstorming. You can choose your adventure and focus on one or all three of these pillars.

Association Forum is excited to launch into a new year with several initiatives of our own. Our magazine, FORUM, is getting a redesign; we’re launching a new internship program; and Holiday Showcase 2020 will see a transformed exhibit floor. We invite you to take some time to reflect on the projects your organization will launch in the new year and how you can help strengthen and grow these initiatives.

In a few weeks’ time, we’ll all be making (or breaking) resolutions. Let’s start now and resolve to bring our unique and authentic selves to the communities we serve. Association Forum supports you and all the things that make you unique. Be sure to visit our Welcoming Environment® Wall (next to registration) to adorn your badge with ribbons and stickers that help express you. We want our members to bring their full selves to this event, and we hope to spark conversations through ribbons!

Holiday Showcase has always been a festive celebration of the association industry. And we hope that the education and the connections you make can help launch you into 2020 with fresh perspectives and new ideas for the year to come.

Are you ready?

Michelle Mason, FASAE, CAE
President and CEO
Association Forum

Mitchell Dvorak, MS, CAE
Executive Director
International Association of Oral and Maxillofacial Surgeons
Chair, Association Forum 2019-2020

Schedule at a Glance

7:45 a.m. – 4:15 p.m.
Registration open

8:20 – 10:15 a.m.
CEOnly® Summit*

8:20 – 10:15 a.m.
General Education

10:30 a.m. – 12:30 p.m.
Keynote & Brunch

12:30 – 4:30 p.m.
Exhibit Hall

4:30 – 6 p.m.
Closing Reception

*The CEOnly Summit is reserved for current association CEOs only. Additional registration fees apply.

Pushing barriers both personally and physically is just a normal day in the office when you are one of the first women commissioned to fly Apache combat helicopters in the United States Armed Forces. Shannon Huffman Polson served on three continents and led two flight platoons and a line company. In the midst of her breakthrough role as a female helicopter pilot in the U.S. Army, Polson learned lessons on leadership, courage, teamwork, and above all the importance of GRIT – that personal dedication and strength which exists at the intersection of purpose and passion. Blending specific leadership strategies with gripping anecdotes, Polson leaves audiences inspired and empowered to harness their own personal strength, the GRIT within.

Keynote & Networking Brunch
Leading From Any Seat: Stories from the Cockpit & Lessons from the Grit Project


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**HOLIDAY SHOWCASE 2019 #WEareForum  #HS19  @ASSOCFORUM**

Shapiro Award and the 2019 Honors Gala Award Winners!

Featuring Association Forum’s Board Chair

**Save the Date: Honors Gala, June 18, 2020**

We are a Welcoming Environment®

- Grab a ribbon for your badge at our Welcome Wall.
- Spark a conversation with your fellow attendees.
- Use the hashtag #WEareForum on Twitter for the chance to win a Visa Gift Card.

Support the Foundation!

Specialty Holiday Showcase Cocktails

Order a Specialty Holiday Showcase Cocktail at Big Bar and 10% of all proceeds will go back to the Association Forum Foundation!
Room: Columbus A/B
Living in the Shadows: How Industry Professionals Can Join the Fight Against Human Trafficking
Speakers: Gary Schirmacher, James Davis, Noelle Yard and AJ Alejandro Stoele
At any given time, an estimated 40.3 million people worldwide are trapped in modern slavery, including 24.9 million in forced labor, according to the Geneva-based International Labor Organization. Associations host conferences and events regularly which gives us a prime opportunity to educate large groups of people on warning signs to look for. We will discuss the different forms of human trafficking and share statistics about the scope of this worldwide epidemic. Learn what YOU can do to make an impact and how to educate your event participants. Together we can help stop human trafficking.

Room: Columbus E/F
Become an Anticipatory Organization: Understanding Trends and Their Impact on Association Strategy
Speakers: Mike Nortier and Dorene Wilson, CAE
Becoming an anticipatory organization (AO) is a mindset. It’s also a model and method of shifting from reactive or even proactive planning to foresight. In this session, participants will explore together how the AO model can be applied in order to solve problems before they happen. Learn how to use this approach to engage staff and volunteer leaders in identifying predictable trends related to market demographics, technology and regulatory changes. The AO model is based on the book, “The Anticipatory Organization” by Daniel Burrus.

Room: Columbus C/D
Radical Re-Think: Key Considerations for Associations in the Throes of Digital Transformation
Speakers: Kelly Peacy, CAE, CMP and Rob Paterkiewicz, CAE, MBA, IOM
No matter what your association’s current level of maturity is on the technological scale, we know it’s here and it’s not slowing down—the digital transformation of society. If your association prepared to not only survive, but thrive in the what is being called the Fourth Industrial Revolution? From innovations in technology, to business and content, it’s all permeating every aspect of their lives influence what they expect from their association. Think super relevant benefits, hyper engaging experiences, a personalized mix of content, and support of their values. Attempting to meet these expectations can be overwhelming and it means evolving processes, teams, budgets and the member or customer experience itself. In this session, we’ll figure out where to start and what steps it takes to begin driving relevance as it relates to marketing and the member experience.

Room: Columbus G
Let’s Get Real: Evolving the Member and Customer Experience to Stay Relevant
Speaker: Adara Bowen
If you haven’t already had to face the reality of staying relevant in today’s environment, you will soon. The experiences our members and customers get in all other aspects of their lives influence what they expect from their association. Think super relevant benefits, hyper engaging experiences, a personalized mix of content, and support of their values. Attempting to meet these expectations can be overwhelming and it means evolving processes, teams, budgets and the member or customer experience itself. In this session, we’ll figure out where to start and what steps it takes to begin driving relevance as it relates to marketing and the member experience.

Room: Columbus H
Understanding Trends
Speaker: Annie Storey, CAE, MS
In today’s world of quick information and responses, from ordering fast food delivery to expecting a response in 24 hours, we too, as association leaders, need to act quickly to respond to our members needs and concerns. A council of volunteers moved from regularly scheduled webinars to acting fast when a clear need arose by providing education and training on the topic for a broader audience. We’ll review how to approach members’ needs with fast acting responses and discuss what real or perceived barriers might exist. Be ready to think fast and consider how you too can add “nimble” to your resume.

Room: Columbus I
Pop-Up Trainings - Being Nimble for Today’s Member
Speaker: Stephen Spruce and Evan Williams, CAE
Learn how the TRUSTFUL® Credential Process Score Card is used to rate the quality of a credential process from both a business and technical perspective. Two Chicago-based associations will share their candid assessment of how TRUSTFUL® their processes were prior to the project and their measure up to the TRUSTFUL® model. You’ll leave with Score Cards and guidelines to take home and make your own assessments.

Room: Columbus J
Let’s Get Real: Evolving the Member and Customer Experience to Stay Relevant
Speaker: Marc Engle, PASAE, CAE, DM
Let’s face it: governance structures were designed at a time when business moved much slower and the ability to engage was steeped in communication modes that no longer bind us. What has evolved in the space of good governance, and how can we up our game in advancing consequential decisions? Association Management Center Principal Mark Engle will outline seven key areas to advance organizational performance and hone in on the areas in which session participants are most interested. Join Engle to uncover insights on governance research that address barriers inhibiting wise and timely decisions.

Room: Columbus K/L
Make Wise Decisions that Meet 21st Century Demands?
Speaker: Marc Engle, PASAE, CAE, DM
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Room: Columbus A/B
The Anticipatory Organization (AO) Model: Let’s Go Somewhere New
Speaker: Mark Engle, PASAE, CAE, DM
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General Education Sessions

9:25-10:15 a.m.

Room: Columbus G
The Future of International Meetings and Events
Speakers: Carrie Johnson, DES
Meetings are not just about tables and chairs. They are about people. People have changed. How they work has changed. This session will provide an outside-in perspective and shed light on disruptive forces by exploring what Marriott International and PCMA have identified as macrorends that could change the face of the business events industry. Whether it be driven by generational differences in the workforce, technological advances, attitudes around food and wellness, or new forms of media and communication, these trends have the potential to disrupt the industry we as we know it.

Sponsor: Portland

Room: Columbus H
People Are Our Greatest Asset. Oh Really, How Is That Working For You?
Speaker: Lauri Alpern, PhD
“People are our greatest asset.” This phrase is heard frequently in associations, regardless of the industry. Its meaning is subject to a wide range of interpretations. Leaders cite people management, particularly those related to multi-generational differences, as their top organizational challenge. There is a talent imperative to create a stronger understanding of organizational practices and strategy around people & e., talent and multi-generational differences in the workplace. These differences contribute to conflict, miscommunication and stress. Leaders must tackle these challenges in order to accelerate their association’s impact and foster human-centered, inclusive workplaces. In this session we’ll clarify how to shape our mindsets and practices to realize this talent imperative.

Sponsor: Three City Collective

Room: Columbus I/J
Make the Most of Your Content Investments
Speaker: Hilary Marsh
Your association’s content is an investment in the present and the future. The organization invests in a LOT of content — webinars, conference sessions, magazine articles, press releases, research reports, clinical guidelines, industry standards and more. But is the organization making the most of its content investments? You can increase the return on your content investments? You can increase the return on your content investments by planning and creating it in a more collaborative fashion. Start thinking about how to repurpose it in new ways to reach a wider audiences. Whatever your role in the association, you can lead the way toward efficient, effective content creation and use.

Sponsor: Three City Collective

Room: Columbus E/F
The 10 Human Truths We’ve Learned from 3,400+ User Experience & Research Studies
Speaker: Sandy Marisco
User experience is not isolated to how a product or service looks. It is about the journey a customer takes and the moments of satisfaction they experience along the way. User research and usability testing (learning to see through users’ eyes) can be a game changer not only for members and customers, but also for the organizations serving them. From over 3,400 in-depth user interviews and usability studies, Sandstorm has distilled decades’ worth of research into 10 Human Truths from which every organization can learn and apply to their member and customer digital experiences.

Sponsor: Portland

Don’t miss the HeadShot Experience!

Sit for a professional makeup session and then get expertly photographed by the best portrait photographers in the country!

Booth 533

Presented in partnership with:

General Education Sessions

Earn up to 2.0 CAE/2.0 CMP hours!

Room: Columbus A/B
The Awkward Person’s Guide to UNProfessional Networking: How To Connect When Traditional Networking Is Not Working For You
Speaker: Gregory Tall
Let’s be honest, professional networking often kind of…well, sucks. What’s appalling about walking into a room full of strangers and repeatedly answering the same three questions about yourself for the next hour? If you get anxious just thinking about this crowded spaces, superficial banter and business card swapping, join me (as confessed awkward person) for an interactive experience that will humanize the practice of meeting people for the first time. Together, we will try some atypical approaches to start meaningful conversations and make authentic connections. Come prepared to meet new people and have fun doing it – even if you too are an awkward person!

Room: Columbus C/D
Welcoming Environment Round Table Discussion
Speakers: Kevin Hinton, Tyler Eble and Jannissa James, MBA
Creating a welcoming environment is top of mind for high performing associations both within their organization and PCMA have identified as macrorends that could change the face of the business events industry. Whether it be driven by generational differences in the workforce, technological advances, attitudes around food and wellness, or new forms of media and communication, these trends have the potential to disrupt the industry we as we know it.

Sponsor: Portland

Room: Columbus K/L
Fiascos - Coping, Surviving and Thriving When Things Go Wrong
Speaker: Kenneth Lewis, CAE
Even with the best of thoughtful and engaged planning, things go wrong. Fiascos are not celebrated, but they often are the events from which we learn our most important lessons. Mistakes can provide a pathway to innovations as well as safeguards for the future. In this session, participants will share some of their “fiascos” — things that went terribly wrong, what they learned and what others might try in order to avoid a similar fiasco. We’ll also look at how association executives can create a culture that has the agility to address risks. Bring your best “war stories” and a willingness to share your experiences with the support and encouragement of your colleagues.

Sponsor: Three City Collective

Earn up to 2.0 CAE/2.0 CMP hours!
Association Forum is a Welcoming Environment® that actively seeks to enhance the larger community by recognizing the whole is greater than the sum of its parts.

But what does that ultimately mean for our careers, our organizations, and our impact? Most importantly, how does this translate into quantifiable metrics that can be used to achieve growth and prosperity?

Those questions and more will be answered in this essential discussion, when we reveal preliminary findings from our major research study and chart a course with actionable next steps.

8:20 – 10:15 a.m.

**CEOnly® Summit**: Welcoming Environment: From Conversation to Action

Room: West Tower, Crystal C
Get more details in the app!
#HS19 @AssocForum

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**Keynote Speaker:**

Doug Harris
CEO
Kaleidoscope Group

**Moderator:**

Kimberly Masley, CAE, CPE
President
American Specialty Toy Retailing Association

**Guest Speakers:**

Joel Albizo, CAE, FASAE
President
American Planning Association

Jon Hackman, CAE, FASAE
Principal
McKinley Advisors

Christie Tarantino-Dean, CAE, FASAE
President and CEO
Institute of Food Technologists

**Corporate Social Responsibility Partners:**

**Title Partner**

**Supporting Partner**

**Experience Partner**

**Title Partner Supporting Partners Experience Partner**

**Thank You to Our Holiday Showcase CEOnly® Summit Partners:**

**Recharge & Refocus in our Calm Room**

Recharge, refocus and unwind in our quiet phone-free space. This mini-mindfulness retreat includes stress reducing music, aromas, and activities. Come for the quiet contemplation, stay for the free massage! The Calm Room is located in the Group Office across from the Columbus rooms.

*Source: Business Travel News

**Help Stop Human Trafficking!**

Those who work with and for the travel industry stand on the front lines in the fight against human trafficking.

A 2014 Urban Institute report showed that 71 percent of the labor trafficking victims it surveyed arrived in the U.S. via airplane before being trafficked. A 2018 Polaris report showed 75 percent of victims surveyed reported using hotels at some point during their trafficking.*

Place of Hope assists victims of Human Trafficking, and by making a purchase at Holiday Showcase, you will simultaneously be making a contribution to their organization. 10% of each purchase will go to Place of Hope in support of their mission.

There are two location you can visit to make a purchase:

Tourism Vancouver- Booth 109
Discover the Palm Beaches Pop-up Shoppe 561- Booth 819

*The CEOnly Summit is reserved for current association CEOs only. Additional registration fees apply.

**Earn 2.0 hours!**
Association Forum is Ready to Launch!

**Internship Program**
Stop by the Forum booth or Choose Chicago booth 201 to learn more!

**Updated Exhibit Hall for 2020**

Stop by the Forum booth or Freeman booth to learn more!

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Exhibit Hall Floor Launch Zone Education

New this year, our Impact, Organization and Career Launch Zones support the three main pillars of our “ready to launch” theme. Visit these zones on the show floor for small group facilitated discussions.

**Impact Zone Booth 308: How is your organization delivering on its social impact goals?**

Join the fight against Human Trafficking
2:00 - 2:20 p.m.
Facilitator: Gary Schirmacher, CMP, Experient A Maritz Global Event Company

**Community Impact Project Ideas**
3:00 - 3:20 p.m.
Facilitator: Stephen Legault, MSW, American College of Osteopathic Family Physicians

**Career Zone Booth 922: Ready to launch your career? Explore your potential career trajectory.**

Building the Brand of YOU
2:00 - 2:20 p.m.
Facilitators: Amy Thomasson, Congress of Neurological Surgeons and Jacqueline Price Osato, Water Quality Association

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Exhibit Hall Floor Education Hub in Booth 1125

Stop by the Education Hub on the tradeshow floor for the following educational opportunities included with your tradeshow floor admission:

**Network Like An Introvert: Valuable Tips for All Personality Styles**
1:30 - 1:50 p.m.
Presented by: Erich Kurschat
Owner
Harmony Insights

**“I Heard it in the Hallway” - The Opportunity in Microlearning**
2:00 - 2:20 p.m.
Presented by: Christina Rowe, MSOL
Leadership and Team Development Coach
The Collaborative LLC

**Know Thyself: The Art of Meaningful Connection**
4:00 - 4:20 p.m.
Presented by: Erich Kurschat

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**Site Inspections from the DMO Perspective**
2:30 - 2:50 p.m.
Presented by: Douglas Dvorak, Director of Sales – Midwest Region
Visit Fort Worth

**Don’t Let Expertise be the Enemy of Innovation**
3:00 - 3:20 p.m.
Presented by: Debra Zabloudil, CAE, FACHE, President and Founder
The Learning Studio, Inc.

**Site Inspections from the DMO Perspective**
2:30 - 2:50 p.m.
Presented by: Doug Dvorak, Director of Sales – Midwest Region
Visit Fort Worth

**The ABC’s of a More Inclusive and Diverse Environment**
3:30 - 3:50 p.m.
Presented by: Trice Turner, Manager, Business Development
Precast/Prestressed Concrete Institute

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Stop by the Association Forum booth and/or our partners booths to learn more about our new programs for 2020!
Thank You to Our Holiday Showcase Partners!

CEOOnly® Summit Partners
Supporting Partners
Experience Partner

CEOnly® Reception Partner
Opening Reception Partner
Closing Reception Partner

Brunch Partner
Brunch Keynote Partner
Brunch Experience Partners

Corporate Social Responsibility Partners
Title Partner Supporting Partner

Education Partners

Experience Partners

Association Forum and USAE weekly newspaper are pleased to congratulate the association community’s 40 most accomplished professionals under the age of 40 for 2019. These association and nonprofit professionals demonstrate high potential for success in leadership roles and exhibit a strong commitment to the association management and nonprofit industries.

Meet the 2019 Forty Under 40 Award recipients here at Holiday Showcase!
FORUM interviewed each of this year’s recipients to learn more about them, their personal and professional goals and their unique insights into the industry.

S’Neta Benefield
Director, State Association Management & Membership National Association of Professional Insurance Agents

What is your biggest professional goal for the coming year?
Rolling out a board and executive training/operation model for association components (affiliates) to further drive the mission of the organization as a whole.

How do you see the association industry evolving over the next 5-10 years?
Global based.

What is your favorite book, movie or podcast?
Daring To Lead, A Reliable Wife or The Rising Sun.

Jillian Rose Bernas, MPP, MEd
International Relations Manager American Association of Neurological Surgeons

What is your biggest professional goal for the coming year?
In the coming year, I plan to identify projects where I can learn new skills and develop competencies that will lead to a leadership position in the future.

How do you see the association industry evolving over the next 5-10 years?
In general, I am hopeful associations will get better at data collection and analysis to guide their leaders when making decisions. Among medical associations, I see a growing interest in working to increase the number of surgeons in certain regions of the world by sharing online and physical resources.

What are you looking forward to the most over the next year (personally or professionally)?
I am most looking forward to being a first-time mom. My husband Angel and I are expecting our firstborn in March, 2020.

Emily Besser
Manager of Advocacy and Practice Affairs American Society for Dermatologic Surgery Association

What is your biggest professional goal for the coming year?
ASDSA has recently introduced a new model bill to protect patients in medical spas and we have three states pledging to run it in the next year. Having any of these states pass this bill would be such an accomplishment not just for me, but for the entire ASDSA team.

How do you see the association industry evolving over the next 5-10 years?
I think as Generation Z enters the workforce, we’re going to see employees wanting to make meaningful impact.

What is your favorite book, movie or podcast?

Karin Best
Director American Osteopathic Association

How do you see the association industry evolving over the next 5-10 years?
I think the association industry is going to look drastically different in the next ten years. We really need to evaluate how we communicate and involve our members in our events. Online networking and events will be even more important than ever.

On a Sunday morning, you can usually find me…
Making pancakes and playing superhero with my son and daughter.

What is your biggest professional goal for the coming year?
My organization is transitioning from being solely volunteer-operated to being staff-operated and we are currently working on expanding our team. My goal is to build a team and establish a positive and sustainable work culture that will continue within ACES for years to come.

How do you see the association industry evolving over the next 5-10 years?
I think we will see associations continue to find smarter ways to work. I think the work-from-home trend will continue to grow and help associations find new innovative ways to accomplish their goals.

What are you looking forward to the most over the next year (personally or professionally)?
I am definitely most excited to see the staff at my organization grow!

Kellie Braband
Account Executive Bosstrom

What is your biggest professional goal for the coming year?
In 2020, I plan to prioritize attending more courses/events that center on diversity, equity and inclusion training. Creating environments that are welcoming and inclusive is a passion of mine, and my goal is to grow that passion by expanding my network, experiences and professional development opportunities.

How do you see the association industry evolving over the next 5-10 years?
As much of the workforce trends toward more flexibility with telecommuting and self-employment, I see the need for meaningful connection with a professional association becoming increasingly important. I think we will see association members crave more ways to be virtually connected to their professional associations.

On a Sunday morning, you can usually find me…
Relaxing at home with a full pot of coffee.

Stefan Ryan Bradham, CAE
Senior Director, Marketing and Communications American Health Lawyers Association

What is your biggest professional goal for the coming year?
Rebranding AHLA. We have gone through many changes in the last couple of years, culminating in 2020: Forming a marketing department, governance overhaul, dues model restructuring, potential name change, new products/offerings, website migration and relaunch, and streamlining all member facing forms. It’s time to reintroduce ourselves to the health law community!

How do you see the association industry evolving over the next 5-10 years?
Leveraging technology that is now accessible and affordable to the association sector will be transformative in the industry. From a marketing perspective, this technology will tailor every experience which a member has with an association and make it personal, truly one-to-one marketing but at mass marketing efficiencies and costs.

What are you looking forward to the most over the next year (personally or professionally)?
Personally, I’m looking forward to planning a trip to Antarctica for 2020-21. Due to work and personal travel over the last eight years, I’ve been fortunate to visit six out of the seven continents. Although I have many more countries left, it’s time to check off the last continent next!
Jennifer Brydges
Account Executive
AMPED Association Management

On a Sunday morning, you can usually find me...

Sunday mornings are glorious and made for drinking coffee, planning a Target run with my 4-year-old, watching the Food Network and catching up with my husband.

What is your favorite book, movie or podcast?

I have to admit that I’m slightly addicted to true crime podcasts. Crime Junkie is my absolute favorite partially because they are amazing storytellers but also because they are really interested in helping to solve the unsolved.

What are you looking forward to the most over the next year (personally or professionally)?

I’m looking forward to developing new partnerships and programs for my clients and streamlining organizational processes. I’m lucky to have clients who are excited to grow and understand the need for streamlining and, I’m grateful to work with a super talented team who are always up to tackling new challenges together!

Angie Claypool, CAE
Senior Manager, Chapter Relations
Healthcare Information and Management Systems Society

What is your biggest professional goal for the coming year?

HIMSS local volunteers are making huge strides in improving the health ecosystem in their regions. I am beyond excited to take our chapter engagement initiative to a new level and enhance the support HIMSS provides its chapters. Our team is full of amazing ideas that we are eager to implement.

On a Sunday morning, you can usually find me...

Spending time with my family. Either at the pool or on a hike. If I could spend all my free time outside, I absolutely would. I love getting exercise with my dog and then spoiling it with ice cream after.

What are you looking forward to the most over the next year (personally or professionally)?

I just moved to a new city (from Chicago to Dallas). I am looking forward to exploring, trying new restaurants, meeting new people, experiencing the town’s festivals and activities, and connecting locally with volunteers. While I’m excited for the adventure, I will also miss my Midwest family and Chicago-based coworkers.

Sean Dolan, CAE
Director of Business Operations & Deputy General Counsel
Association for Supply Chain Management

How do you see the association industry evolving over the next 5-10 years?

The association industry will continue to leverage rapidly developing technology to connect new and diverse memberships in previously impossible ways. Traditional silos, such as geography and language, will crumble to afford the association industry even greater reach and influence.

On a Sunday morning, you can usually find me...

At a Chicago park with my wife and two young daughters.

What are you looking forward to the most over the next year (personally or professionally)?

My growing business operations role excites me professionally. I have recently worked on large international partnerships that should begin paying significant dividends over the next year. These partnerships have the opportunity to meaningfully impact our membership and industry, to which I am greatly looking forward.

Thank You to Our Association Forum Partners!

Thank You to Our AIMM, Healthcare Collaborative and Association Forum Foundation Partners!

Association Industry Meeting Metrics (AIMM) Partners

Founding Partners

Supporting Partners
Kimberly Eskew, MBA, CAE
Executive Director
SmithBucklin

How do you see the association industry evolving over the next 5-10 years?
I have seen a real change in the way members interact with our organizations. In the past, you could count on member loyalty and the general expectation that one should be part of their professional society. Now, as an association, you must prove your value and show how you add value to member’s personal and professional growth. I see this idea of allowing members to customize their membership experience, allowing them to determine where they place value, becoming the norm.

What is your favorite book, movie or podcast?
Right now, my favorite book series is Harry Potter. I am reading the series aloud with my daughter and I love this special time we have together.

What are you looking forward to the most over the next year (personally or professionally)?
My husband and I love to travel. This next year we have a few vacations planned, one to Arizona and one to Europe.

Ethan Gray, CAE
Associate Division Director
Talley Management Group

What is your biggest professional goal for the coming year?
To develop innovation and profitability plans for individual clients to further both organizational missions and corporate plans for our AMC to client-partner success.

How do you see the association industry evolving over the next 5-10 years?
I see more global infrastructure; an expansion of the association model into countries that have yet to adopt it and an increase in virtual experiences. As the quality of virtual experiences improves in gaming and social media, this will eventually impact delivery of content and the general expectation that one should be part of their professional society.

Kamilah Greene
Senior Director, Annual Meeting
American College of Rheumatology

How do you see the association industry evolving over the next 5-10 years?
Associations must enter the big data ecosystem! Data will be essential for driving association business decisions. From predictive recommendations of your products/service to your members, inventory management, to segmented marketing based on member demographics, and personalized content based on personas will have direct impact on bottom line.

On a Sunday morning, you can usually catch me after a near death CrossFit WOD, you can typically find me walking down the aisles of Target with a tall vanilla sweet cream cold brew in hand.

What is your favorite book, movie or podcast?
Podcast: Up and Vanished. Totally riveting!

Emily Harris, MBA
Marketing Manager
Association of Nutrition & Foodservice Professionals

What is your biggest professional goal for the coming year?
I am very grateful to have accomplished the goal of receiving a Forty Under 40 award. In addition, I am currently studying to take the CAE exam. Fingers crossed!

What is your favorite book, movie or podcast?
I’m not sure that I could pick just one favorite movie. It would have to be between The Breakfast Club, West Side Story, or The Departed. All very different, but nevertheless great movies!

What are you looking forward to the most over the next year (personally or professionally)?
I am looking forward to getting to work and can’t wait to see the finished product.

Stephen Legault, MSW
Director of Knowledge, Learning & Assessment
American College of Osteopathic Family Physicians

What is your biggest professional goal for the coming year?
I am very grateful to have accomplished the goal of receiving a Forty Under 40 award. In addition, I am currently studying to take the CAE exam. Fingers crossed!

What is your favorite book, movie or podcast?
I’m really enjoying their data-driven commentary. I can barely keep track. I anticipate that remote working solutions, eLearning, and VR or Augmented Reality will have a very impactful effect on the association industry.

What are you looking forward to the most over the next year (personally or professionally)?
My husband and I just bought a historic 1894 house, so we are working on fixing it up and remodeling a few rooms. I’m really excited to get to work and can’t wait to see the finished product.

Matt Mantione, CAE
Vice President of Membership
Transportation Intermediaries Association

What is your biggest professional goal for the coming year?
Well this is not a sprint, but a marathon. So, for me, it’s bringing my A game to the staff, the organization and members I serve each day. When—not if—we are successful as an organization by accomplishing our strategic implementation goals together, while positively influencing our membership, then I would say we are successful and achieved our goal.

How do you see the association industry evolving over the next 5-10 years?
VR or Augmented Reality will have a very significant impact on the association industry and the way we do business. It looks outstanding because associations make the world better! But we cannot stop being strategic or innovative. We must continue to find new, more and different ways to engage members and provide relevant value within all that we do—whether that’s at an event, a conference or interpersonal communications we have daily. Exploring and creating solutions that are tailored to build relevant value, that result in an emotional attachment to the organization, will be critical with all the noise, competition and (free) available information out there.

What is your favorite book, movie or podcast?
Good to Great by Jim Collins.
How do you see the association industry evolving over the next 5-10 years?

It has been amazing to be part of our societal change these last 10 years that includes rapid expansion of tech, shifting workforce compositions, and finding/showing value in our work. I see a continued growth in the availability and use of tech, a redefinition of how we work in our associations, and discovering new WHYs for our members and partners. Millennials, Gen Z, and the emerging Gen Alpha constituents are big on finding community and purpose—and I see our industry redefining and refining how we align with cause-minded individuals.

What are you looking forward to the most over the next year (personally or professionally)?

Professionally, I am looking forward to serving with my peers on the ASAE Young Professionals Advisory Committee. Personally, I am working on my yoga teacher training certification (RYT-200) and enjoy applying my new yoga knowledge through practice and conversations.

Jennifer Martin, MBA
Executive Director
New York School Nutrition Association

What is your biggest professional goal for the coming year?

We just passed new bylaws this year, which includes a new governance structure. As this was in the works for several years now, my goal is to have a smooth transition as we bring in future leaders to fill the newly created positions.

How do you see the association industry evolving over the next 5-10 years?

The member demographics are changing and with that comes a change in values and perceived membership benefits. It will be more important than ever for associations to emphasize how significant advocacy and networking really is. Many people do not realize that when things happen it is usually due to associations working and lobbying behind the scenes.

On a Sunday morning, you can usually find me…

Making breakfast for my family, then going for a walk with my two-year old son.

Adriann Murawski
Director of Government Affairs
(Cook County)
National Association of REALTORS

What is your biggest professional goal for the coming year?

My professional goal is to expand my contact list of elected officials. I would like to have cell phone numbers for lawmakers in the Chicago and Cook County area.

On a Sunday morning, you can usually find me…

Drinking green tea and watching CBS Sunday Morning.

What is your favorite book, movie or podcast?

“Game Changers” by Dave Asprey. I read this book earlier this year and learned about getting rejected. I started seeking rejection and to my surprise I end up getting what I’m asking for. Assumed rejection can be very self-limiting.

Delia Murphy, PMP
Account Executive
Kellen Company

What is your biggest professional goal for the coming year?

The National Pasta Association is beginning a new strategic plan in 2020. As executive director, my goal is to effectively implement the plan moving forward to strengthen NPA’s mission and vital role in our industry.

How do you see the association industry evolving over the next 5-10 years?

With new technologies developing every day, I see the association industry evolving and expanding to provide more opportunities for community, education and connections. Associations will need to continue to innovate to provide value and exclusive benefits for their membership.

What is your favorite book, movie or podcast?

This is such a hard question! I have several favorite books, but I just reread All the Light We Cannot See by Anthony Doerr and really enjoyed it.

Sarah Murphy, CAE, MNA
Manager, Membership Development
Academy of General Dentistry

What is your biggest professional goal for the coming year?

I graduated with a Master of Nonprofit Administration degree from North Park University in December 2018, so my goal for this year is to use the skills I learned in this program to grow membership and improve my organization—and to enjoy some free time now that I’m not writing papers and going to class every day!

How do you see the association industry evolving over the next 5-10 years?

The association industry has evolved so much in the last 10 years. With the current generational shift, now is the time for associations to utilize new, innovative technologies to help members learn new skills and network with each other. I’m excited to see where the industry will be in the next 10 years!

On a Sunday morning, you can usually find me…

At the farmers market or on the couch with a magazine and a big cup of coffee!

Patrick Murray
Senior Specialist, Marketing and Communications
American Hospital Association

What is your biggest professional goal for the coming year?

Become a master at marketing automation. I want to integrate our marketing platform with our website and produce better segmented and better-personalized campaigns.

How do you see the association industry evolving over the next 5-10 years?

The demographic shift that we’ve been in the middle of for a while now will finally be complete. Associations will have to adjust their business model to better meet the professional needs of Millennials and adapt to the next major technological change.

On a Sunday morning, you can usually find me…

Taking a long stroll through the neighborhood with my son Nolan and my dog Beesy.

Alexa Newman
Portfolio Director, Event Services
SmithBucklin

What is your favorite book, movie or podcast?

Oh, this is tough. I’ve always gravitated toward smaller indie films and coming-of-age stories. The Perks of Being a Wallflower and Juno are two of my favorites in this category. One of my most re-watched movies is Silver Linings Playbook. But my all-time favorite movie would have to be Shawshank Redemption.

What are you looking forward to the most over the next year (personally or professionally)?

Taking more time for self-care and reflection. I’m planning to explore some of my passions and translate them into some new hobbies or an opportunity to do more volunteer work.
Hazel Oreluk, MA, CADS
Research Director
American Orthopaedic Foot & Ankle Society

What is your biggest professional goal for the coming year?
Meet and learn from fellow “Forty Under 40” awardees, attend more Association Forum webinars and lectures, hope to take the CAE exam in 2020 and keep encouraging women/minorities/young professionals to excel in their association careers.

On a Sunday morning, you can usually find me…
At church with family, gardening in the backyard and making cupcakes in the kitchen.

What are you looking forward to the most over the next year (personally or professionally)?
Having baby #2 in our family (at the hospital right now about to give birth as I answer this), getting my CAE hopefully, giving back to Association Forum members and taking a vacation with the family.

Alexis Redmond, JD, MA
Director, Career Management Resources
American Speech-Language-Hearing Association

What is your biggest professional goal for the coming year?
My biggest professional goal for the coming year is passing the December 2019 CAE exam.

How do you see the association industry evolving over the next 5-10 years?
Over the next 5-10 years, I see a shift in the workforce and the work performed by the industries we represent. I believe there will be a change in office environments and the industries we represent. I believe there will be a change in office environments and the industries we represent. I believe there will be a change in office environments and the industries we represent.

How do you see the association industry evolving over the next 5-10 years?
More of a real-time, on-demand type industry that better leverages two-way communications and big data to improve member experiences and relationships. Re-imagining how to create, sustain, and evaluate meaningful programs to offer current and future younger members a reason to believe in a time when we are competing with so many others for their valuable time and attention.

On a Sunday morning, you can usually find me…
Reading a book, spending time with my family, couponing, cleaning.

Lauren Riley
Communications Manager
American Academy of Orthopaedic Surgeons

What is your biggest professional goal for the coming year?
My biggest professional goal for the coming year is to continue introducing/improving benefits for our members that enhance the value of their membership.

How do you see the association industry evolving over the next 5-10 years?
The association industry will evolve over the next 5-10 years to focus further on member value. Expectations of members are growing. They want to know the value they receive for their yearly dues. Members will demand multiple channels of content acquisition, a shift towards video, and the ability to easily and immediately communicate with their organization (via social media, chat, text messaging, etc.).

What are you looking forward to the most over the next year (personally or professionally)?
Over the next year I look forward to time spent with my growing family, challenging myself and my organization to provide the best value for our members that we can, and giving back to the association industry through volunteering.

Mona Redmond, MBA
Manager of Member Care
Chicago Association of REALTORS

What is your biggest professional goal for the coming year?
To complete the CAE designation.

How do you see the association industry evolving over the next 5-10 years?
I see more diversity within the association industry. More companies are realizing how important it is that all groups are represented and included. I am so excited to see this industry evolve!

On a Sunday morning, you can usually find me…
Drinking coffee and catching up on the week with my husband and our active and adorable toddler, Ava.

What are you looking forward to the most over the next year (personally or professionally)?
Personally, watching my daughter explore and discover the world around her is fascinating and so fun. Professionally, I’m looking forward to all the networking and learning that I will be able to participate in because of this Forty Under 40 recognition.

Bradley Rysz, CAE, MBA
Director of Marketing & Communications
Association of Nutrition & Foodservice Professionals

What is your biggest professional goal for the coming year?
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Kathleen Schroeder
Director of Professional Membership
Association for Supply Chain Management

What is your biggest professional goal for the coming year?
I am leading a new initiative being implemented in 2020 to take our online education and engagement to the next level—I’m really excited to see how this takes shape and supports our profession’s career advancement and their journey with ASCM.

How do you see the association industry evolving over the next 5-10 years?
The traditional model of joining an association, networking at a local event and staying a lifelong member is changing. Associations need to evolve in giving members content, tools and resources that they value by saving them time, money and giving exclusive access. We also need to ensure this value is dynamic and fits all demographics to surprise and delight them on a regular basis.

What is your favorite book, movie or podcast?
“The Power of Moments” by Chip Heath and Dan Heath is one of my current favorites. Not only is this book prompting new ideas on how to provide my members with impactful moments but it’s also giving me guidance on how I can be a better team leader.
Associations will need to find ways to really want is more human interaction. I think we’re going to find that while we’re evolving over the next 5-10 years? 

How do you see the association industry evolving over the next 5-10 years? I do believe Millennials and Gen Z will calculate ROI from association memberships differently than those before them and associations will need to adapt accordingly.

On a Sunday morning, you can usually find me… Eating breakfast and spending quality time with my wife and two children and getting in some snuggles with our infant daughter.

What is your biggest professional goal for the coming year? Our goal is that in two years, they are more prepared to lead chapters this spring and identified what our chapter vice presidents need to know before becoming chapter presidents.

What is your favorite book, movie or podcast? My favorite book as a child was “Matilda” by Roald Dahl. I loved the idea of Matilda’s genius as her superpower, standing up to the adult bullies in her life and defending the underdog.

On a Sunday morning, you can usually find me… Sleeping in and then reading or catching up on the last week of shows that have collected in my DVR.

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On a Sunday morning, you can usually find me… Heading out the door with my family. My husband and I love to take our girls on adventures around the Chicago area.

Melissa Swartz, CAE Sr. Manager, Volunteer Engagement Information Systems Audit and Control Association

How do you see the association industry evolving over the next 5-10 years? Professional connections and access to education will continue to be important, but we’ll continue to see an evolution in how members choose to network and learn. In volunteer management, we’re seeing more interest in microvolunteerism, flexible engagement, and being mission-driven in how their contributions are positively impacting the association and its community.

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Amanda Camp, CAE Sr. Manager, Volunteer Engagement Information Systems Audit and Control Association

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Jessica Weglarz, MBA
Director of Operations
National Association for Healthcare Quality

What is your biggest professional goal for the coming year?

My biggest professional development goal for the coming year is to develop a career development program for my organization. I want to build a program where staff have an understanding of how they can grow with the association, and have proactive input on where/how they would like to see their career develop with us.

On a Sunday morning, you can usually find me…

Spending time with my family! My husband and I have 3 little girls ages 5, 2 and a newborn.

What is your favorite book, movie or podcast?

My most recent favorite book is "Girl, Stop Apologizing" by Rachel Hollis. It is an empowering book that encourages women to stop apologizing for who they are and what they want, and to go out and achieve their dreams.

James Weinland, CAE
Director, Membership Services
MCI USA

What is your biggest professional goal for the coming year?

Building my membership team at MCI Chicago.

How do you see the association industry evolving over the next 5-10 years?

As trust in the internet declines, associations will find renewed value in their ability to serve the public as a verified source of information, vetted/ethical members, and position statements.

On a Sunday morning, you can usually find me…

Singing barbershop music with my chorus, finding a good brunch place, or playing golf.

The following Forty Under 40 Award recipient was unavailable for comment:

Jonathan Paine, CAE
Executive Director
SmithBucklin

Sara Wood, MBA, CAE
Account Executive
MSP, Inc.

What is your biggest professional goal for the coming year?

I really want to take a deep dive into organizational development. I am eternally fascinated with how the entire ecosystem of association management fits together, and I want to explore that more in the coming year.

How do you see the association industry evolving over the next 5-10 years?

The way people work is changing, and the way that people want to interact with organizations is changing. Our traditional models of how we deliver value have to be given a critical look if we are going to stay competitive within the for-profit market. Associations that are accessible, continue to differentiate themselves, and create a space to continually disrupt will thrive into the future.

On a Sunday morning, you can usually find me…

Dancing laundry and watching the Cleveland Browns.

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• Setup and troubleshooting (if required)
• Management of guest registration with building security

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American Craft Kitchen & Bar
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Featuring music by

Cloud of Shame

The Closing Reception is presented in partnership with:

See you next year!

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