Logo

Description automatically generated￼

**2025 WORKSHOP FOR SECTION, BRANCH, AND INSTITUTE LEADERS**

**SPONSORED BY THE LEADER TRAINING COMMITTEE**

**MEMPHIS, TN, JANUARY 31-FEBRUARY 1, 2025**

**FINAL AGENDA**

**Friday, January 31**

7:15-8:00 **Registration and Continental Breakfast** *(WSBIL/ERYMC/WSCL/PFATW)*

*Tennessee Grand Ballroom Foyer*

8:00-8:40 **Welcome** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee A & B*

Moderator: Kat Gurd, P.E., F.ASCE, Leader Training Committee

Presenters: Paul A. Young, Mayor of Memphis

Feniosky Pena-Mora, Sc.D, P.E., NAS, CCM, F.CIOB, NAC, Dist.M.ASCE,

ASCE President

Tom Smith, ENV SP, CAE, F.ASCE, Executive Director

8:40-9:40 **Global Geographic Resources** *(WSBIL/ERYMC) Tennessee A & B*

Moderator: Ashley Smith, P.E., PMP, M.ASCE, Region 4 Governor

Presenters: Nancy Berson, Aff.M.ASCE, Director, Global Geographic Services

Jennifer Lawrence, Aff.M.ASCE, Senior Manager, Global Geographic Services

9:40-10:00 **Networking Break** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee Grand Ballroom Foyer*

10:00-11:30 **Region 1, 2, 4, & 5 Breakouts** *(WSBIL/ERYMC/WSCL)*

Region 1: Brad Kubiak, P.E., M.ASCE, Society Director, Region 1, *Tennessee A*

Region 2: Carol Martsolf, P.E., CPTD, LEED AP, PMP, F.ASCE, Society Director, Region 2, *Tennessee D & E*

Region 4: Christina Ammens, P.E., M.ASCE, Society Director, Region 4,

*Southeast Ballroom*

Region 5: Sarah Matin, P.E., M.ASCE, Society Director, Region 5, *Tennessee C*

11:30-12:30 **Knowing Your Audience** (*WSBIL) Tennessee A*

Moderator: Shahin Ariaey-Nejad, P.E., M.ASCE, Region 1 Governor

Presenter: Rosanna La Plante, P.E., F.ASCE, Committee on Developing Leaders

12:30-1:00 **Networking Lunch** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee B & C*

Moderator: Michelle Madzelan, P.E., F.ASCE, Region 2 Governor

1:00-1:20 **How Alphabet Soup Got Me to Where I am Today** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee B & C*

Moderator: Brad Kubiak, P.E., M.ASCE, Society Director, Region 1

Presenter: Marsha Anderson Bomar, Ph.D., F.ITE, AICP, ENV SP, F.ASCE

1:20-1:30 **WSBIL Group Photo**

1:30-2:30 **Resource Roundtables** *(WSBIL) Tennessee A*

Moderator: Tzufit Boyle, P.E., F.ASCE, Region 5 Governor

• Membership: Robin Crews, Senior Manager, Membership, Marketing & Customer Service

• Government Relations: Josh Shumaker, Director, Policy Research and Industry Relations

• Thrive/Informz: Tirza Austin, Senior Manager, Online Community

• ASCE Foundation: Andrew O’Connell, Administrator, ASCE Foundation

• Pre-College Outreach: Eden Butler, Senior Manager, Student Programs &

Pre-College Outreach

2:30-3:00 **Networking Break** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee Grand Ballroom Foyer*

3:00-3:40 **Society Leaders Q&A** *(WSBIL/ERYMC)* *Tennessee A & B*

Moderator: Sarah Matin, P.E., M.ASCE, Society Director, Region 5

Presenters: Feniosky Pena-Mora, Sc.D, P.E., NAS, CCM, F.CIOB, NAC, Dist.M.ASCE,

ASCE President

Marsha Anderson Bomar, Ph.D., F.ITE, AICP, ENV SP, F.ASCE, President-Elect

Tom Smith, ENV SP, CAE, F.ASCE, Executive Director

3:40-4:00 **LTC Section and Branch Awards Presentation** *(WSBIL/ERYMC) Tennessee A & B*

Presenters: Lawren Pratt, P.E., LEED AP, M.ASCE, Leader Training Committee

Nancy Berson, Aff.M.ASCE, Director, Global Geographic Services

4:00-5:00 **Legal Issues for Sections and Branches** *(WSBIL)**Tennessee A & B*

Moderator: Jennifer Sharkey, P.E., M.ASCE, Region 4 Governor

Presenter: Tara Hoke, Esq, Managing Director, Board Operations & General Counsel

**Saturday, February 1**

7:30-8:00 **Networking Breakfast** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee A & B*

Moderator: David Meadows, P.E., P.S., F.ASCE, Region 4 Governor

8:00-8:45 **Coffee with the 2026 President-Elect Nominees** *Tennessee A & B*

Moderator: Rebecca Shelton, P.E., F.ASCE, Region 5 Governor

Presenters: Carol Haddock, P.E., F.ASCE, 2026 President-elect Nominee

Kenneth Rosenfield, P.E., ENV SP, F.ASCE, 2026 President-elect Nominee

8:50-9:20 **Mock Board Meeting** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee A & B*

Moderator: John Caperilla, AM.ASCE, Region 2 Governor

Facilitator: Tzufit Boyle, P.E., F.ASCE, Region 5 Governor

9:20-9:45 **Proposed Membership Grades** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee A & B*

Moderator: Brad Williams, P.E., M.ASCE, Region 5 Governor

Presenter*:* Brad Kubiak, P.E., M.ASCE, Society Director, Region 1

9:45-10:00 **Networking Break** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee Grand Ballroom Foyer*

10:00-11:00 **Putting the “Wow” Factor In Your Presentations** *(WSBIL) Tennessee A*

Moderator: Chas Webb, P.E., M.ASCE, Region 4 Governor

Presenter: Brock Barry, P.E., Ph.D., F.ASCE, Professor, Civil Engineering Division

United States Military Academy, West Point

11:00-12:30 **Best Practice Focus Sessions** (WSBIL)

Moderator: Rebecca Shelton, P.E., F.ASCE, Region 5 Governor

• **Engaging Institute Chapters in Section and Branch Activities** *Directors Row 2*

*Does your Section/Branch have one or more Institute Chapters or technical groups? Join this discussion to learn about new ways to engage and partner with these groups while improving your calendar of events, membership benefits, and more!*

Facilitator: Brad Williams, P.E., M.ASCE, Region 5 Governor

Presenter: Jesse Noel, P.E., M.ASCE, New Orleans Branch

• **Launching an Infrastructure Report Card** *Promenade 2*

*Is your state report card effort ramping up? Are you looking for ways to support the 2025 Report Card on America's Infrastructure? Join this conversation to share answers to these questions and more!*

Facilitator: Colette Easter, P.E., M.ASCE, Region 4 Governor

Presenter: Peter Merfeld, P.E., M.ASCE, Region 1 Governor

**• Engaging Student Members in Local ASCE Activities** *Directors Row 1*

*Does your Section/Branch have any nearby student chapters? Are you looking for ways to better engage this segment of your membership? Join this discussion to share activity, event, and program ideas with others!*

Facilitator: Brad Summerville, P.E., M.ASCE, Region 1 Governor

Presenter: Kevin Brown, P.E., M.ASCE, Philadelphia Section

• **Enhancing Your Communications with Informz** *Tennessee A*

*Are you looking for ways to improve your outreach and communication to your members? Join this discussion to learn about all of the innovative and easy-to-use features found on Informz!*

Facilitator:Ashley Smith, P.E., PMP, M.ASCE, Region 4 Governor

Presenter: Jeffrey Chiu, Esq., P.E., F.ASCE, Georgia Section

• **Retaining Student Members After Graduation** *Directors Row 3*

*Has your Section/Branch struggled to retain students as members when they graduate? Do you lose contact with these individuals because you only know their school email? Join this discussion to crowdsource methods to improve post-graduation retention for your Section/Branch*

Facilitator: Rafiq Chowdhury, P.E., M.ASCE, Region 1 Governor

Presenter: Dennis Wilson, P.E., M.ASCE, Philadelphia Section

12:30-12:50 **Leadership Lunch** *(WSBIL/ERYMC/WSCL/PFATW)* *Tennessee A & B*

Moderator: Christina Ammens, P.E., M.ASCE, Society Director, Region 4

12:50-1:50 **Difficult Conversations** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee A & B*

Moderator: Peter Merfeld, P.E., M.ASCE, Region 1 Governor

Presenter: Brock Barry, P.E., Ph.D., F.ASCE, Professor, Civil Engineering Division

United States Military Academy, West Point

2:00-3:00 **Professional Ethics** *(WSBIL)**Tennessee A & B*

Moderator: Greg Kuklinski, P.E., F.ASCE, Region 2 Governor

Presenter: Tara Hoke, Esq, Managing Director, Board Operations & General Counsel

3:00-3:15 **Summary & Evaluations** *(WSBIL)**Tennessee A & B*

Moderator: Lawren Pratt, P.E., LEED AP, M.ASCE (LP), Leader Training Committee

3:15 **Adjourn** *(WSBIL)*

-------------------------------------------------------------------------------------------------------------------------------------------------------

WSBIL Workshop for Section, Branch, and Institute Leaders

ERYMC Eastern Regional Younger Member Council

WSCL Workshop for Student Chapter Leaders

PFATW Practitioner and Faculty Advisor Training Workshop