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**

**DRAFT 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: Emily Harrell, P.E., M.ASCE, West Tennessee Branch President

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 E&D*

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 **President-Elect Speech** *(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

• Government Relations, Josh Shumaker

• Thrive/Informz, Tirza Austin

• ASCE Foundation, Andrew O’Connell

• Pre-College Outreach, Eden Butler

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*

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*

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

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

**Saturday, February 1**

7:30-7:50 **Networking Breakfast** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee B & C*

Moderator: Carol Martsolf, P.E., CPTD, LEED AP, PMP, F.ASCE, Society Director, Region 2

7:50-8:30 **Coffee with the 2026 President-Elect Nominees**

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

8:30-9:15 **Mock Board Meeting** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee B&C*

Moderator: Kevin Krick, P.E., F.ASCE, Region 3 Governor

Moderator: Jesse Gormley, P.E., ENV SP, M.ASCE, Leader Training Committee

9:15-9:45 **Proposed Membership Grades** *(WSBIL/ERYMC/WSCL/PFATW) Tennessee B & C*

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, Ph.D., P.E., 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** *Director’s 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!*

• **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!*

**• Engaging Student Members in Local ASCE Activities** *Director’s 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!*

• **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!*

• **Retaining Student Members After Graduation** *Director’s 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*.

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

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

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

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

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

United States Military Academy, West Point

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

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*

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