



MEET THE CANDIDATES FOR THE
2018 OSAE BOARD OF DIRECTORS

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OSAE Association Executives Candidates

- Bryan Humphreys
- Denise Ison-Miller, CAE
- Christina Zimmer, CAE

BRYAN HUMPHREYS



TITLE	Executive Vice President
ORGANIZATION	Ohio Pork Council
JOIN DATE	Oct. 14, 2017

BIOGRAPHY

While attending Iowa State University, I had the opportunity to work on multiple political efforts and develop a passion for politics. Upon graduating with political science degree in 2005, I moved to Minnesota to work as a grassroots organizer for a political party. During this time, I interacted with multiple campaigns and gained a true understanding of how political theory meets political reality. Shortly after the election, I returned to Iowa and began working as a field director for a presidential campaign gearing up for caucuses. Though there were several highs and lows over the two-year campaign, I was fortunate to remain with the same candidate until the election in 2008. In mid-2009 I joined the National Pork Producers Council as the Director of Grassroots. During my tenure with NPPC I became heavily involved in state government affairs, traveling across the country to help promote pork production on the legislative level. Having grown up around pork production, my role at NPPC was a perfect combination of my two passions: agriculture, and politics. Most recently, in 2014 I accepted the position as Executive Vice President of the Ohio Pork Council, where I remain today.

WHY I WISH TO RUN FOR OFFICE

As new members join the board of directors, they are introduced to the vastness of the organization for the first time. As a result, many new board members' priorities for the organization shift frequently in the first year. Recognizing this, I believe directors should remain open-minded in conversations with staff and fellow board members, and listen to all aspects of the discussion before reaching a conclusion. To this end, I strive to maintain a positive team atmosphere, while pushing conversations that challenge the status-quo and encourage new ideas. I fundamentally believe that not all board members should agree 100 percent of the time. Cordial disagreement and the subsequent discussions that follow often lead to advancements in the organization. The mentality "this is how we have always done it" rarely advances the team. For this approach to work, I hope to continue strengthening my relationships with the board of directors, as well as the OSAE membership.

DENISE ISON-MILLER, CAE



TITLE	Director of Member Relationships
ORGANIZATION	The Ohio Society of CPAs
JOIN DATE	May 23, 2008
OSAE INVOLVEMENT	Presenter at multiple Annual Conferences, long-time engagement on various OSAE committees

BIOGRAPHY

I am the director of member relationships for The Ohio Society of CPAs (OSCPA). OSCPA has 22,000 members and is the nation's fifth largest of the state organizations serving CPAs and related professionals. My role includes leadership of the member service and business development teams, and we are responsible for membership growth, engagement and retention. I have been associated with OSCPA since 2008 and lead strategic membership initiatives as part of the senior management team. Prior to joining OSCPA, I was director of membership for the Professional Insurance Agents Association of Ohio and had several leadership roles with the National Ground Water Association. I've enjoyed being a long-standing member, volunteer and presenter for the Ohio Society of Association Executives (OSAE), member of the American Society of Association Executives (ASAE) and earned the CAE certification in 2014.

WHY I WISH TO RUN FOR OFFICE

Like many, I stumbled upon associations by chance and quickly fell in love with what associations stand for and the admirable people who lead them. I've always found pride in sharing the story of why associations advance America, advance businesses and advance people. While 28 years in associations has been an amazing journey, it was when I became more actively involved in OSAE that the heart of that journey came to light. I take pride in belonging, sharing ideas, listening and collaborating with others on how we can improve our respective organizations and the organization we collectively serve, OSAE; eagerly seeing every OSAE member and prospective member as my peer and friend. Arriving at OSAE's Annual Conference this summer, the first words I spoke were "how did we do?" The "we" is what it is all about; that is what OSAE stands for. We are stronger together, we will be more knowledgeable by learning together, and we will advance our specific and collective missions together. I'd like to give back at an even greater level and truly would be honored to be elected to the board for the Ohio Society of Association Executives (OSAE).

CHRISTINA ZIMMER, CAE



TITLE	Communications Specialist
ORGANIZATION	ACT Ohio
JOIN DATE	April 5, 2010
OSAE INVOLVEMENT	Long-time engagement on various OSAE committees, including Chair of the PD Committee

BIOGRAPHY

Throughout my almost 20 years of association service, I have focused on communications and marketing. I have served large organizations (The Ohio Society of CPAs and ACT Ohio), mid-size associations (The Ohio Association of School Business Officials), and those still growing (Association of Residential Cleaning Services, International). With each step, I have added to my skills and responsibilities, focusing on new or unique ways to get the organization's message to the membership, partners, industry leaders and beyond.

WHY I WISH TO RUN FOR OFFICE

I have been an active OSAE member for most of my career and a member and chair of the Professional Development Committee. I want to ensure that those who "do" have a voice on the Board. I have never been an Executive Director, nor is it my goal to become one, but I think it is incredibly important that early- and mid-career association executives have a voice on this Board. I am passionate about promoting OSAE and its benefits to potential members and potential vendors/partners. If we're not growing, we're remaining stagnant, and stagnation means death to any company or organization. Because of the diverse membership I have served, I am able to talk to and understand members at any level. That is a skill and a passion I want to bring to the Board. I am passionate about this organization and want to bring my passion to a leadership position.

MEET THE CANDIDATES

OSAE Affiliate Candidate

- Mary Ciesa

MARY CIESA



TITLE	Senior Account Executive
ORGANIZATION	Marriot International
JOIN DATE	July 3, 2012
OSAE INVOLVEMENT	Current OSAE Board Member; long-time engagement on various OSAE committees

BIOGRAPHY

I was bitten by the “Hotel bug” 30 years ago, working in Hotels in Texas, Missouri and ultimately in Ohio. I started my Ohio career in 2000 at the Dayton Marriott as a sales manager. I was promoted through Marriott area sales, until I reached my current position of Senior Account Executive. I am responsible for Marriott’s relationship with over #100 national, regional, and state associations in Ohio and Michigan. My mission is to partner with association meeting planners and understand their meeting purposes to find the best Hotel for them. I have been proven successful, and I credit my relationship building, strategic partnership planning, and leadership skills for that. I am grateful for the relationships I have developed within my career, especially those of my fellow OSAE members. I recently celebrated my 22h Anniversary with Marriott. I’m honored to represent such an extensive portfolio of brands as well as the level of customer service Marriott prides itself on. When not working, I most enjoy being with my family and friends. I am a proud resident of Kettering, Ohio, along with my husband of 29 years. We have two grown children. I’m also “MiMi” to two beautiful little girls.

WHY I WISH TO RUN FOR OFFICE

I believe that a strong OSAE advocate should be able to build and bridge relationships, aid in conflict resolution, and show solid planning and organization skills. Relationship-building is key to what I do on a daily basis as a Sr. Account Executive and is what I enjoy most about my job. I truly love getting to know people and uncovering how I can help them. I believe that a member-focused approach to the director role will help convince people to become more involved in OSAE and hopefully drive more membership.

OSAE has been instrumental in my personal and professional development. I believe OSAE’s greatest member benefit is its educational opportunities, networking, & community support. I am passionate about all three of these areas as well. In working with so many Ohio state associations, it is necessary that I am on top of the current trends of the market. I would love to help bring this passion to others and help all of our OSAE members grow. I feel strongly that networking is the foundation of strong association. All members need to show a return on investment for their membership, and networking is a big part of that. Networking also leads to new relationships and building partnerships. I’m also passionate about providing community support. Not only does outreach gives more visibility to the organization – it strengthens us all. It would be a privilege to be the affiliate advocate and serve those to whom I’ve grown close to. I believe my customer focus, understanding of the hospitality industry, community involvement, and enthusiasm for this industry would help me be an impactful voice in OSAE.



MEET THE CANDIDATES

OSAE CVB Candidate

- Tony Vetter, CDME

TONY VETTER, CDME



TITLE	Director of Sales
ORGANIZATION	Destination Toledo Convention & Visitors Bureau
JOIN DATE	April 1, 1997

BIOGRAPHY

I've been a participating member of OSAE since the 1990's and during this time I've spent 20 years in the hotel/hospitality business in Toledo and more than six years at Destination Toledo Convention & Visitor Bureau.

The slogan of Together Everyone Achieves More is true. This is a TEAM effort. From the DMO, to the hotel sales manager and all the people in between. My success would not have been possible without everyone working together. Leadership skills are also needed to keep a project focused and moving forward. Strategic planning, developing marketing plans, budgets and funding initiatives are skill sets that I also bring to the table. The thesis I researched and developed to obtain my CDME certification was based on strategic planning for a Destination Marketing Organization.

WHY I WISH TO RUN FOR OFFICE

The ability to solve problems and make constructive choices. I've been asked many times to do more with less and succeeded where other teams have failed. One can't survive 6 years at one hotel and 12 at another with either a different General Manager, Owner or Management Company every 6-8 months without being able to solve problems and being able to adapt. The ability to establish and maintain healthy and rewarding relationships with diverse individuals and groups is essential. The ability to communicate clearly, listen well, cooperate with others, negotiate conflict constructively, and seek and offer help when needed builds a strong team. My success has been picking the right people, working with their diverse skill sets and helping them exceed their goals. The ability to take the perspective of and empathize with others, including those from diverse backgrounds and cultures. The ability to understand social and ethical norms for behavior and to recognize family, school, and community resources and supports. Respecting others has helped me grow as a person and given me a wider perspective which has helped me throughout my career.

In today's world, advocacy is essential for the growth of any board or business...to communicate the value and impact of OSAE to their stakeholders and community. I've seen a lot of good come from OSAE over the years and it would be an honor to help in any way I can to continue that success.