

# MOLLY SAUSAMAN, CSAE MEMBER SINCE 2009

### WHY ARE YOU A MEMBER OF CSAE?

I take comfort in knowing that, across the Colorado association management community, our workloads are uncannily similar regardless of the industry we serve. As such, I am a member of CSAE for the professional support it provides in offering a network of association managers who have tried-and-true approaches for addressing challenges and improving upon accomplishments. The willingness I feel to move beyond the "it's not broke" bubble after an afternoon with fellow CSAE members has been invaluable during my career.

### BACKGROUND AND EXPERIENCE

In college, I studied the psychology of information development and design. From there, I went to work with a husband-wife team of industrial/organizational psychologists who helped consumer products manufacturers write "useable" user manuals. I fell into association management when I joined the Geospatial Information & Technology Association in 2000 as its communications manager. Over the past 19 years, I've served local, regional, national and international associations and worn just about every hat imaginable.

### WHAT IS YOUR PASSION AND HOW DOES IT INSPIRE YOU IN YOUR WORK?

I have a passion for understanding where my members come from, both professionally and personally. I enjoy going out into their field of work and shadowing them from time to time. The

better I understand what makes my members tick, the better I can be at representing their interests as an Executive Director. I also love getting to know their families, which gives me a feeling of being invested in the success of their livelihood. Making my work about the people I support rather than just about the job I'm doing keeps me inspired.

### WHAT DO YOU DO FOR FUN?

I have an almost-six-year-old who defines fun. When I'm with my son, I'm having fun. I became a parent later in life, and my little dude has everything to do with keeping me young at heart. Swimming is probably my favorite pastime, even during the winter, thanks to the Trails indoor pool!

### WHAT IS SOMETHING PEOPLE MAY NOT KNOW ABOUT YOU?

Three years ago, I joined the staff of Meeting Expectations, a full-service meeting planning and association management company headquartered in Atlanta with offices in Denver, Chicago and Washington, D.C. My time with Meeting Expectations has been nothing short of thrilling, and my appointment to Executive Director of the American Beekeeping Federation has been career-changing. I am fortunate to go off to work every day for an organization that provides professional development much like CSAE, and between the two, my level of association management knowledge is soaring.



### WHAT DO YOU CONSIDER YOUR GREATEST ACCOMPLISHMENT?

Professionally to date, my greatest accomplishment has been revitalizing the International Practice Management Association—an association that came to Meeting Expectations seeking a complete overhaul. I served as the association's Executive Director for two years and reversed a decade's worth of waning membership benefits, dwindling revenue sources and a burned-out volunteer base. Today, the International Practice Management Association continues to thrive under the leadership of its current Executive Director (and my Meeting Expectations colleague) who previously led the association's operations and worked closely with me to ensure a seamless transition when I took over the American Beekeeping Federation. 🐝