

EMPOWERING ASSOCIATION EXCELLENCE: THE SOURCE FOR PROFESSIONAL INSIGHT

INSIGHT

Magazine

QUARTER 3 | 2025

THE OFFICIAL PUBLICATION OF THE
MISSOURI SOCIETY OF ASSOCIATION

EXECUTIVES



**Stronger Together:
Highlights from the
2025 Missouri
Event Summit**

pg.6

INSIGHT

QUARTER 3 | 2025

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Board of Directors

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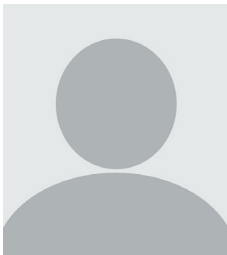
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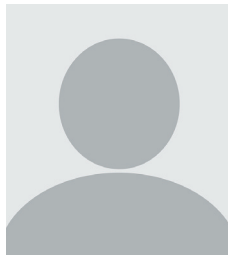
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FROM THE PRESIDENT



PRESIDENT
GARY GATES

MSAE Members,

Just like that, summer has passed in the blink of an eye. In my last message to the members my children were just starting summer break with thousands of items on the “to do” list. We did manage to keep the sunburns to a minimum and may have set a record for number of ice cream cones consumed by a family of four. Someone told me summer calories don’t count but I am not sure they were telling the truth.

Continuing with the Strategic Plan updates, we conclude the series with the goals and objectives for the Communications Committee for MSAE. As a professional organization, we are always looking for a variety of ways to reach the membership in a meaningful way across various platforms.

In a similar manner to the Education Committee, we wanted to examine the generational aspects to communication techniques and focus on areas of high return. We all are inundated daily with a constant barrage from social media, emails, podcast, radio spots, television, magazines, and newspapers. We took a look at how we can stand out in a world of non-stop information sharing.

The board agreed we needed an increase in social media presence which had waned in recent years. We were tasked with keeping MSAE in mind as we (the members of the board) came across useful nuggets which produced professional growth and encouraged to share those with others via social media. Although we may have met the established goal of increased postings by 15%, I firmly believe we can continue to share those tips, tricks, and tidbits of useful information with each other.

You may have noticed the return of a Member Spotlight in the magazine. This is an opportunity to share new hires, announce retirements, or any other exciting bits of news you would like to share. This helps other MSAE members know what’s going on and intentionally connect at the next MSAE event. If you have any spotlight information, please send that to us for inclusion in the next magazine.

Lastly, the magazine. How far we have come in such a short amount of time thanks to the talents of Heather Rice! I may be biased, but she has positively changed the look and layout of the magazine while keeping the contributors on task and on time. This is just one of those ways MSAE members can contribute their time and talents to elevate this association. Is Heather busy, yes, but she makes time to pitch in and make improvements to the organization. Imagine what MSAE could do if we all contributed like Heather does.

As I have mentioned each time I write you, instead of the quick “I’m too busy” response when you see that MSAE email or flyer, try the “Let me make the time for me and my professional growth” approach in 2025.

With gratitude for the opportunity to serve you,

MSAE COFFEE AND CONVERSATIONS

October 9, 2025 • 8:00 am

Missouri Head Start Association • 3337 Emerald Lane, Jefferson City, MO 65109

MISSOURI EVENT SUMMIT RECAP

Collaboration in Action at the 2025 Missouri Event Summit

One event + two organizations + 19 exhibitors + 28 meeting planners = a fantastic networking opportunity! That's right, this year's Missouri Event Summit was a success for all who participated. When our industry partners meet with a convention/meeting planner, it's more than just booking a block of rooms—it's about crafting a cohesive, memorable experience for MSAE members. These initial meetings allow an assessment of the full scope of the event, from breakout sessions to networking lounges and large-scale exhibitions. Planners, in turn, gain insight into the property's layout, lodging, food and beverages, tech infrastructure, and capabilities like AV support and high-speed connectivity. With this mutual clarity, both sides worked together to discuss their needs for a successful event or conference.

Collaboration breeds innovation. By connecting early and often, hotels can offer tailored solutions that elevate an event's impact—like branding opportunities within the hotel, customized food and beverage menus, and integrated transportation strategies. Organizers may negotiate perks



like early check-in for speakers, designated concierge services, or access to exclusive spaces for VIPs. These thoughtful touches create a sense of unity between the event and the venue, building an immersive atmosphere that lingers well beyond check-out.

This year's event included education sessions and a speakers' showcase. These dynamic and interactive sessions engaged experts and professional speakers with MSAE members. The education sessions provided the knowledge and expertise of other planners and hoteliers, who provided insight for planners to continue to create exceptional events.





Thank you to the following presenters at the speakers showcase:

- The R.E.A.L. Game Changer, Amy Tokos
- For the Love of Systems, Greg and Kristen Grimes
- Creativity Unscripted: Five Simple Words that Change Everything, Mary Messner
- Strategic Simplicity: The Leadership Edge You're Overlooking, Erin Fajen
- Greatest Hits of Launching Success Stories, Gus Wagner
- Driving Better Results by Improving People and Their Impact, Josh Buffington
- More than Burnout: What Your People Need Next, Whitney Kinne

We also offered attendees two breakout sessions to expand their knowledge and understanding of event planning. A roundtable session focused on sponsorships, using CVBs to your benefit, and streamlining planning processes.

Thank you to our presenters:

- Sponsorships, Bill Plank, CAE, Missouri Academy of Family Physicians
- Using CVBs to Your Benefit, Megan Baum, Columbia CVB
- Streamlining Planning Processes, April Underwood, Missouri Association of Insurance Agents

A panel discussion centered on the changing environment of meeting planning was led by:

- Lorie Jaegers, Courtyard Marriott Columbia
- Ann Walters, Margaritaville Lake Resort
- Tim Jacobsen, Camden on the Lake Resort
- Sara Newell, LHM Properties

Thank you to all who attended, helped plan this amazing event, and shared their expertise. Stay tuned for next year's date to be released in early 2026. ♦



REIMAGINING YOUR IDENTITY

FROM MLPA TO INFRA: A CASE STUDY IN ASSOCIATION REBRANDING

Dan Kleinsorge, INFRA | Executive Director, Dan@InfraMissouri.com

In early 2023, the Missouri Limestone Producers Association (MLPA) recognized that its identity no longer reflected the full scope of Missouri's growing aggregates industry. Our name and identity had served us well for decades, but as Missouri's construction aggregates industry evolved, it became clear that our organization needed to evolve as well. Most notably, sand producers—a vital part of the construction materials ecosystem—were not represented in our membership. In 2023, our board took bold steps to change that. What followed was an intensive, multi-year journey to reimagine who we are, what we stand for, and how we present ourselves. This is the story of how MLPA became Infra.

LAYING THE GROUNDWORK: A STRATEGIC RETREAT AND A BIG DECISION

The rebranding process officially began in February 2023 during a strategic planning retreat in Columbia, Mo. The MLPA Board of Directors recognized that Missouri was one of the last two states to exclude sand producers from membership. After extensive discussion, the board resolved to rebrand the association and expand our membership to include sand producers, aligning us with most of the country and strengthening our voice.

That spring, we began researching public relations firms that could help guide us through the rebranding process. After reviewing several proposals, we selected Vario, a firm with Missouri roots and a strong track record in the construction and infrastructure sectors. Their experience, combined with their clear understanding of our industry, made them the right fit.

RESEARCH-DRIVEN IDENTITY: THE DISCOVERY PHASE

By fall 2023, we entered the discovery phase—an intensive research effort led by Vario. This wasn't just a surface-level rebrand. Vario conducted interviews with key stakeholders, distributed a membership-wide survey, and conducted benchmarking research into how other associations and businesses in the construction industry present themselves.

The result was a 96-page research report filled with insights about our values, perceptions, and aspirations. It became clear that any successful rebrand would need to do more than look good; it would need to reflect the bedrock nature of our industry and emphasize our foundational role in construction.

MEMBER-LED PROCESS: COMMITTEES AND COLLABORATION

In spring and summer 2024, Board President Chris Williams formed a special Membership Committee. This group became an essential sounding board for the work Vario was producing. The committee reviewed research findings, discussed possible names and visuals, and ensured member voices stayed central to the process. Throughout this stage, we were mindful of one important fact: our members had deep ties to the MLPA brand. We needed to move forward while respecting the past.

A NEW NAME WITH DEEP ROOTS

By summer 2024, we had narrowed down a shortlist of names. Some leaned literal, like "MO Aggregates Association." Others were more conceptual. Ultimately, the Membership Committee and Board agreed on a bold, meaningful choice: Infra.

Latin for "below," Infra speaks to the fundamental nature of our work and our role as the literal foundation of every construction project. It's a short, strong name that reflects the identity of both stone and sand producers and positions us to speak confidently to a broad range of stakeholders.

DESIGN IS HARD: LOGO DEVELOPMENT AND MEMBER FEEDBACK

Name selection was just the beginning. The hardest part of the process was the logo. Design is subjective, and people have strong opinions—especially when it comes to replacing a familiar and comforting symbol.

We went through two full rounds of design concepts. Feedback sessions involved many questions, passionate preferences, and much back-and-forth. In the end, we settled on a design that features a "stacker"—a piece of equipment standard to both sand and stone operations—and



a stylized "A" that resembles the ubiquitous aggregate piles of our member companies.

While it took time to get there, the final design was unveiled to a record-sized audience at our 2024 Annual Convention on December 5.

THE REVEAL: TURNING A CONVENTION INTO A CELEBRATION

The rebrand launch happened on the main stage of our 2024 convention, the last convention under the MLPA banner and the first as Infra (you can see the reveal at www.youtube.com/@InfraMissouri). But it wasn't just a presentation. It was an immersive experience.

Our team and Vario worked together to saturate the venue with the new brand: massive banners, handouts, and even an ice sculpture of the new logo. Volunteers placed branded items throughout the convention space, ensuring that the reveal had both impact and staying power. After the formal presentation, members flowed into a reception that celebrated our past and looked forward to our future.

LESSONS FOR OTHER ASSOCIATIONS

Rebranding an association is no small task. It requires time, trust, and an intentional focus on member engagement. Here are a few takeaways that may help other association executives considering a similar effort:

- **Establish a Budget.** This process can cost an afternoon of graphic design work or a year of extensive consulting and research. Your board needs to know which one they want before the process begins.
- **Start with strategy.** Our rebrand was rooted in a strategic planning retreat, not marketing whimsy. That foundation gave us direction.
- **Hire the right partner.** Vario's industry familiarity and member-focused process were key to our success.
- **Involve members early and often.** From interviews to committees to surveys, member voices were central.
- **Expect emotional investment.** Logos and names carry history. Respect it.
- **Celebrate the launch.** A reveal isn't just a formality—it's a chance to generate excitement and unity.

We're proud of what we've built with Infra. The name is new, but our mission remains the same: to serve Missouri's aggregates industry and the people who make it possible. I hope our experience can offer insight and inspiration to others navigating the rewarding, challenging, and ultimately transformational process of association rebranding. ♦



MLPA TO INFRA

1. FEBRUARY 2023

While engaging in a strategic planning retreat, the MLPA Board of Directors resolves to rebrand the association and expand membership to include sand producers - aligning Missouri with most of the nation as having one trade association for construction aggregates

2. SPRING/SUMMER 2023

RFPs are sent to several PR firms that the association and members are familiar with. Approaches among firms vary greatly in terms of scope and cost - the board ultimately chooses Vario, a firm with Missouri roots and experience rebranding in the construction industry.

3. FALL 2023

Step 1 of the formal rebrand is an extensive research effort by Vario - the "discovery" process involves interviews with key members, a membership-wide survey, and research into the look of other associations and businesses in the aggregates industry. Vario leadership also visit Missouri multiple times to meet members.

4. SPRING/SUMMER 2024

As communication increases, MLPA Board President Chris Williams establishes a Membership Committee of key members to review Vario work. A 96-page research document is presented to the board and design work on the rebrand begins. The deadline to reveal the new brand is the early December Annual Convention

5. SUMMER/FALL 2024

Name options are presented to the Membership Committee - inspiration for the name ranges from Ancient Egypt to "MO Aggregates Assn." The committee and board settle on Infra - Latin for "below" to reflect the bedrock nature of the industry and its critical first role in construction.

6. NOV/DEC 2024

Design was the hardest part by far - people have strong opinions and attachments to logos. We went through two full design phases to settle on our new logo. This logo includes a "stacker," one of the few pieces of machinery that is common to both sand and stone operations and the "A" in "Infra" reflects a pile of sand or stone. It took many meetings and discussions, but the final product was well received by a record-breaking crowd at our 2024 convention - the last MLPA convention and first Infra Convention.

7. THE REVEAL

While the reveal happened on our main stage, Vario staff and our volunteers placed new brand items across the convention and hundreds of our members left the reveal session to into a special reception celebrating the new brand. We had everything from 12 foot banners to an ice sculpture of the new logo to celebrate.



ELEVATING MEMBERSHIP VALUE

How to Improve Your Member Experience

Andrea Amorosi, Personify | Senior Marketing Manager • Original article has been shortened, see full article at <https://memberclicks.com/blog/member-experience/>

If you've ever had an amazing dinner at a restaurant, you'll understand how every micro-interaction impacts your impression of the night. When it comes to member experience, your association is similar.

What your members feel, think, and gain from your association can affect their involvement. And that can ladder up to your growth and revenue. If their experience is positive, that strong relationship can support your membership renewals and even lead to people championing your organization.

But remember: their experience isn't just their first or last touch with your organization. It's not just the appetizer! The repeated interactions, over time, are most important.

So what is member experience and why does it matter?

What is member experience?

Member experience is defined as how members feel about your association, how they interact with it, and then the value they attribute to it. A positive member experience promotes membership retention and expands your association's reach to new members, often via referrals. It directly impacts the success and revenue of your association.

Why does member experience matter?

Businesses like Netflix, Lyft, and Instacart thrive by prioritizing customer experience, with 86% of customers willing to pay more for it, according to Harvard Business Review. This customer-focused approach positively impacts organizations as well. The emotions your association evokes influence member perceptions and likelihood of renewal. Investing in member experience—whether through dedicated roles or volunteers—is crucial for enhancing retention.

How to Evaluate your Current Member Experience

You have to know what is broken before you can fix it. Evaluating your current member experience gives you a clear picture of what's working and where improvements are needed. By taking the time to assess every stage of the member journey, you can uncover pain points, streamline processes, and create a roadmap for meaningful change. This foundational step ensures your efforts are focused on the areas that will make the biggest impact.

1. DEFINE YOUR MEMBER EXPERIENCE GOALS

Before you can improve your member experience, you need to know what success looks like. Setting clear, actionable goals ensures your efforts align with your association's broader mission and helps you measure progress along the way.

Start by asking yourself key questions:

- What do you want your members to feel when they engage with your organization?
- What specific outcomes are you aiming for, such as higher retention rates, increased event attendance, or better survey scores?
- How does member experience support your long-term organizational goals?

Once you have answers, define goals that are both ambitious and achievable. For example:

- **Increase retention:** Aim to boost membership renewal rates by 10% over the next year.
- **Enhance engagement:** Grow participation in programs and events by 20%.
- **Improve satisfaction:** Raise member satisfaction scores by addressing common pain points.

These goals give you a roadmap for your efforts and a way to track whether the changes you make are working. Most importantly, they keep the focus where it belongs—on creating an experience that truly benefits your members.

2. MAP YOUR MEMBER JOURNEY

The member journey encompasses all interactions a member has with your association, starting from discovery through onboarding, engagement, renewal, and beyond. Each touchpoint represents an opportunity to connect or frustrate. Mapping this journey provides insight into member experiences and helps identify areas for improvement, leading to a seamless and satisfying member experience.

How to Map Your Member Journey

To understand your members' experiences, you need to break their journey into stages. Here's a typical flow:

- **Awareness:** How do potential members find you? Maybe it's through word of mouth, social media, or a Google search.
- **Onboarding:** What happens when someone decides to join? Are they greeted with a warm welcome, or left to figure things out on their own?
- **Engagement:** How do they interact with your events, programs, or benefits?
- **Retention:** Why do they choose to stay with your association?
- **Renewal or Exit:** How easy is it for them to renew? And if they leave, what's driving that decision?

Finally, create a visual journey map to outline each stage, touchpoint, and opportunity for improvement. Use these insights to refine processes, enhance

communications, and deliver a better experience overall.

Mapping your member journey doesn't need to be complex—it just needs to focus on making things easier and more enjoyable for your members.

3. COLLECT AND ANALYZE FEEDBACK

To truly understand your members' experiences, you need to hear directly from them. Collecting and analyzing feedback helps you identify what's working, what's not, and where you can improve.

How to Collect Feedback

Start by reaching out to members through multiple channels:

- Surveys
- Interviews or Focus Groups
- Feedback Forms

Once you've gathered feedback, categorize it by key areas. Using this information, you can pinpoint specific changes to improve the overall member experience. The better you understand your members, the better you can meet their needs.

4. ASSESS INTERNAL PROCESSES AND TOOLS

Your internal processes and tools play a

significant role in how smoothly members interact with your association. Assessing these elements helps you identify inefficiencies and opportunities for improvement.

Evaluate Your Processes: Consider the workflows members interact with most, such as onboarding, event registration, and communication. Are these processes straightforward and user-friendly, or do they create unnecessary friction?

Review Your Tools: Your technology should support your goals, not create roadblocks. Assess your membership management software, website, and other tools to ensure they're up to date and easy for members to use.

Ask for Staff Input: Your team often sees issues before members do. Ask them what processes or tools make their jobs harder or take too much time. Streamlining internal workflows benefits both your team and your members.

5. IDENTIFY KEY AREAS FOR IMPROVEMENT

Once you've assessed feedback, processes, and tools, it's time to identify where to focus your efforts. Pinpointing key areas for improvement ensures you prioritize the changes that will have the biggest impact.

Start with Member Pain Points: Look at common complaints or frustrations members have shared. These are often the best opportunities for quick wins.

Address Internal Bottlenecks: If certain processes or tools are slowing down your team, improving these areas can directly enhance member experience.

Focus on High-Impact Changes: Not all issues are equal. Start with changes that will affect the largest number of members or solve the most significant challenges.

14 IDEAS TO CREATE A BETTER MEMBER EXPERIENCE

To help you get started, here are 14 tips for improving your membership experience.

1. Understand your Members.

We can give you a ton of advice on general membership management. But what ultimately matters most is what your members want.

So...a great membership experience starts with a profile of your members. To build that profile, send out a survey that will help you understand the needs and pains of your membership base. This will serve as your compass for improving your member experience.



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ELEVATING MEMBERSHIP VALUE (CONT)

2. Improve Your Welcome Touchpoints During Member Onboarding.

First impressions matter, and member onboarding is your chance to set the tone for a positive, lasting relationship. Personalize and automate this process using membership management software to ensure consistency.

Keep communication active during the onboarding period. Regular newsletters, forums, and social media groups help new members stay informed and engaged.

Don't go silent after the initial welcome. If your association has slower seasons, prepare content that reflects on past achievements or builds excitement for future plans.

3. Personalize Your Communications.

No one likes to feel like a number. When crafting your messaging, don't go generic! Focus on personalized, thoughtful communication.

There's two ways to personalize: first, the contents themselves. Develop your brand identity, leverage a friendly approach, throw in humor (where appropriate, and if it suits your audience!), and provide content they care about.

Second, if you're using a central database for your members, you can personalize your messaging with names, behaviors, and their previous engagement.

4. Conduct Regular Member Satisfaction Surveys.

How strong is your membership program? The answer is with your members.

Regular member satisfaction surveys help you analyze member satisfaction levels. You can get feedback, define your successes, and identify room for improvement.

Even the process of giving feedback can make your members feel valued. But for them to really feel heard, your organization needs to apply that feedback to your daily operations and benefits development.

5. Keep your Calendar Active.

Give your members plenty to look forward to! Offer a variety of events that cater to the needs and interests of your members, while supporting your goals. Naturally, you'll have larger-scale events—such as conferences, panels, fundraisers—that may happen less frequently and require more planning. Balance these out with other ongoing events like networking opportunities and mentorship programs.

One last tip: Keep up the hype! Continue to engage your members after events. Acknowledge their attendance and get

them excited about what's next on your calendar.

6. Provide Opportunities to Connect.

Your network is a huge plus for your members. Make connecting easy for them, whether it's through networking events, mentorship programs, access to discussion forums, or a membership directory. They'll build new relationships with one another, access their community, and create a space where ideas and growth can be naturally fostered.

7. Create Partnerships with Other Nonprofits, Organizations, or Corporations.

Securing corporate sponsorships can give your events and programs a boost. With the extra funding or donated goods and services, you can engage members in fun activities or offer incentives for participation. You can also partner with volunteer organizations and programs to provide new avenues of growth for members motivated by giving back.

Don't be afraid to look beyond your organization for inspiration and resources. These are relationships that everyone benefits from—your association, your partners, and your members.

8. Give your Members Ironclad Career Progression.

Your members are looking for opportunities: opportunities to grow, and opportunities for their careers.

Creating courses for your members can give them the skills they need to become more competitive in the job market. Expand your offerings to include educational resources and enhance your online learning system so it's easy to access and use.

9. Create a Central Hub of Information.

There are so many moving parts to your organization: you'll need a central place your members can go to find key information.



Your members are looking for opportunities to grow for their careers.

Turn your membership website into a hub for all the ways people can get involved: events, social media channels, forums, learning, and professional development.

10. Create Member Spotlights

Showcasing individual members is an excellent way to make them feel valued and to strengthen your community. Consider featuring a “Member of the Month” in your newsletter, on social media, or on your website. Share their accomplishments, contributions to the organization, or how they’ve benefited from membership.

11. Develop a Member Mentor Program

A member mentor program can transform the onboarding experience for new members while engaging more seasoned ones. Pair new members with long-standing or experienced members who can guide them through the benefits, events, and resources your organization offers.

12. Provide Professional Development Resources

Adding professional development

opportunities to your member benefits can significantly enhance their experience. Offer certifications, online courses, or exclusive webinars designed to help members advance their skills and careers.

You can partner with educational platforms or industry leaders to provide valuable content tailored to their needs. For example, you might host a webinar on emerging trends, provide free access to industry reports, or facilitate skill-building workshops. By focusing on growth and learning, you position your association as a resource for professional success, giving members a tangible reason to stay engaged and renew their memberships.

13. Provide Advocacy Updates

If your association is involved in advocacy work, keeping members informed about your efforts is essential. Regularly share updates on the causes you’re championing, legislative wins, or challenges you’re tackling on behalf of your members. Show them the direct impact of their membership by highlighting how their dues and participation support these initiatives.

14. Conduct Peer-Led Training Sessions

Leverage the expertise within your membership by organizing peer-led training sessions or webinars. This approach allows members to share their unique knowledge and experiences, creating a rich environment for learning and collaboration. For example, a seasoned member might lead a session on best practices in the field, innovative strategies, or lessons learned from their own career.

Their Good Experience is Your Good Experience

Putting care into every interaction is key to creating a positive member experience that affects your retention metrics. But remember: your association (and membership!) is a living, breathing organism that will go through changes and shifts. Continue to improve the member experience at your organization by keeping your finger on the pulse of what your members want, and adjusting accordingly. ♦



MSAE CAREER CENTER

Member benefit

The MSAE career center is a complimentary service for members to post job vacancies at their association or organization, and for those looking for new career opportunities.

LISTINGS WILL BE AVAILABLE
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NO COST TO MEMBERS TO POST
OR TO LOOK FOR OPPORTUNITIES



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FUNDING YOUR PROFESSIONAL GROWTH

CAE/CMP Reimbursement Program Launches

The MSAE Foundation has launched a program to reimburse Association and meeting planning professionals for continuing education to promote and develop a qualified workforce of professionals in the Missouri non-profit sector.

The Certified Association Executive (CAE) or Certified Meeting Professional (CMP) Reimbursement program will provide financial assistance to support MSAE members pursuing the CAE or CMP credential.

CAE is the professional designation for the association executive professional, who has demonstrated a wide range of knowledge essential to managing an association in today's challenging environment. The American Society of Association Executives administers the CAE designation and exam.

CMP is a professional designation for meeting and event professionals, who has demonstrated knowledge and expertise in the field of meeting management. The Events Industry Council administers the CMP designation and exam.

Each recipient will receive a reimbursement award of up to \$1,000, which can be applied to the application fee or used for exam preparation, including, but not limited to, study guides, reading materials, or prep courses. Expenses will be submitted to



MSAE, and MSAE will reimburse recipients.

The Program will be limited to two (2) recipients, and can be chosen from one category or both. Each applicant must meet the following eligibility criteria:

- Must be an MSAE Member
- Submit the Reimbursement program application
- Submit a professional letter of support
- Eligible for the CAE/CMP exam and complete and pass the exam within 12 months of the application
- Complete an essay response with their intention and vision of a career in association management or meeting planner, and exam study preparation plan
- Commitment to writing an article for the MSAE Insights Magazine

"MSAE is excited to bring this continuing education opportunity to our members

through the CAE/CMP Reimbursement Program," says Matt Amick, Program Chair. "The funds will give new career growth opportunities for two individuals and enhance our Association community in Missouri."

You can download the application at <https://www.msae.net/cae-cmp> or contact info@msae.net.

Applications will be accepted electronically throughout the year by completing the online form at <https://mosae.memberclicks.net/scholarship-cae-cmp>. Recipients will be announced annually at the Holiday Funfest and Annual Meeting in December.

For more information on MSAE's CAE/CMP Reimbursement program or the CAE and CMP programs in general, visit www.msae.net. For questions, contact MSAE at (573) 659-8898 or email info@msae.net. ♦

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MEMBER NEWS AND UPDATES

Missouri Soybeans Welcomes New Executive Director & CEO



The Missouri Soybean Association and Missouri Soybean Merchandising Council are proud to announce the selection of **Casey Wasser** as the organization's next executive director and CEO, effective immediately.

Wasser brings more than a decade of experience with Missouri Soybeans, most recently serving as chief operating officer and senior policy director. In his expanded role, he will lead all strategic, administrative and operational functions of Missouri Soybeans, oversee policy and advocacy efforts, and strengthen the organization's engagement with growers and industry stakeholders.

Wasser has played a pivotal role in advancing Missouri Soybeans' legislative priorities, expanding partnerships and guiding the organization through multiple phases of growth and strategic planning. He has been a key architect of the organization's policy initiatives at the state and federal levels and helped position Missouri as an industry leader. His selection marks a new chapter

for the organization as it continues to invest in innovation, advocacy and market growth.

"We're excited to welcome Casey into this role and continue building on the momentum we've seen in research, demand creation and grower engagement," said Mark Lehenbauer, chairman of the Missouri Soybean Merchandising Council. "His vision and leadership are a natural fit for where we're headed."

Renee Fordyce, president of the Missouri Soybean Association, added: "Missouri Soybeans is strengthened by leaders who understand our farmers. Casey's commitment to our growers and knowledge of industry priorities make him an outstanding choice to lead us forward."

Wasser said he is honored to accept the position and looks forward to continuing Missouri Soybeans' mission on behalf of soybean producers across the state.

"I am incredibly grateful and eager to lead an organization I've been proud to serve for many years," Wasser said. "Missouri Soybeans has a strong legacy, built by our farmers, and an even stronger future. I'm excited to work alongside our boards, staff and partners to serve soybean farmers and strengthen our role in the agriculture industry."

Lead with Purpose



TIME: 8:00 - 11:30 AM

**LOCATION: CENTER FOR SOY INNOVATION
734 S. COUNTRY CLUB DRIVE, JEFFERSON CITY**

SPEAKERS:

- FARRAH FITE, MISSOURI HOSPITAL ASSOCIATION
- REBECCA GORDON, NON-PROFIT EXECUTIVE CONSULTANT

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Our Mission

The mission of MSAE is to promote and support excellence and professionalism among association staff and to work diligently to increase the effectiveness, the image, and the impact of associations as they serve their members and society.



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