

# Joan Oefner

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## Executive Profile

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Accomplished Association Executive driven to manage costs and establish strategic, mutually beneficial alliances with all stakeholders as well as other organizations with allied missions. High-energy, results-oriented leader, with an entrepreneurial attitude and team spirit.

## Skill Highlights

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- Project management across multiple committees, staff, time-zones and nationalities
- Social media for community building & marketing
- Trade show management & corporate sponsorship partnerships
- Contracting & negotiating
- Leadership/communications
- Budgeting & Financial Management
- Quickbooks Online
- WordPress development & web design
- Technology budgeting, acquisition & implementation
- Creating strategic alliances to form mutually beneficial relationships
- Change management

## Core Accomplishments

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Successfully grew association management business through the growth of our client organizations, exceeding client expectations and building a highly motivated, well-trained team emphasizing professional development, integrity and transparency.

## Current Association Management Clients & Ongoing Projects

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**Managing Director:** *Since November 15, 2016, International Cytokine & Interferon Society (ICIS), formerly ISICR and ICS, [www.cytokinesociety.org](http://www.cytokinesociety.org). Appointed as the Managing Director during the October, 2016 Annual Meeting (Cytokines 2016). Began the transition to a **Virtual Office** on November 15, 2016, replacing the staff at the FASEB campus in Bethesda, MD which had managed the former ISICR and then the merged society since 1996. The *International Cytokine & Interferon Society* is a non-profit organization of over 1,000 scientists devoted to research in the fields of cytokine, interferon and chemokine cell biology, molecular biology, biochemistry and the clinical use of these biological response modifiers. Bringing together scientists across many different research disciplines, the *International Cytokine & Interferon Society* is the premier organization promoting the field of cytokine biology, impacting all aspects of medicine, from cancer to autoimmune disease to neural development and function. A common ground where scientists interested in all aspect of cytokine biology can join and work together to better human health.*

**Symposium Manager & Website Developer:** [www.cancermetastasis.org](http://www.cancermetastasis.org)

*Cancer Metastasis through the Lymphovascular System: Biology & Treatment, 7<sup>th</sup> International Symposium, April 20-22, 2017 in San Francisco. The conference drew 170 international participants to this biennial CME accredited program and was considered a great success even though there was a 5-hour blackout in San Francisco, including the hotel and conference space, on day 2 of the meeting. We managed to continue the program in the hotel's restaurant using emergency power from the Front Desk to power our projector and microphone and received many accolades from participants.*

**Website Developer & Association Management System Implementation:** *Since April, 2014, Cell Stress Society International ([www.cellstressresponses.org](http://www.cellstressresponses.org), <http://congress.cellstressresponses.org>, [www.oldtown.cellstressresponses.org](http://www.oldtown.cellstressresponses.org) and [www.bogota.cellstressresponses.org](http://www.bogota.cellstressresponses.org))*

## Past Projects

**Web Development:** *Rhema Association Management: <http://www.societymanagement.com>; World Molecular Imaging Society sites: [www.micareer.wmis.org](http://www.micareer.wmis.org), [www.vitualmeeting2014.wmis.org](http://www.vitualmeeting2014.wmis.org) & [www.momil.wmis.org](http://www.momil.wmis.org); International Dermatology Outcome Measures (IDEOM) [www.dermoutcomes.org](http://www.dermoutcomes.org); Eltern Rund Down Syndrom Regensburg <http://www.down-syndrom-regensburg.org>*

## Past Association Management Experience

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**Executive Director** August 2002 to December 2006

*Society for Molecular Imaging* - Redwood City, CA/Regensburg, Germany

Served as the founding Executive Director as the society's membership grew from 200 – 1,250 full, student & industry members and meeting attendance grew year on year from 650 to 1,250 participants. Organized their annual meetings in San Francisco, St. Louis, Cologne, Germany and the Big Island, Hawaii with each meeting drawing increased attendance, abstract submissions, support from industry and adding to the Society's financial reserves while becoming the "internationally renowned platform for reporting on the most important advances in molecular imaging" (Christopher Contag, PhD, President of SMI from 2002-2003). Managed the society with a Virtual Office, with both a German and Texas base, until the society began having joint meetings in 2007 with a clinically oriented affiliated society. As of 2011, the joint meeting became the merged World Molecular Imaging Society, WMIS. In 2014, I was contracted to design interest group web portals for the Early Stage Professionals in Molecular Imaging Sciences [www.micareer.wmis.org](http://www.micareer.wmis.org) (an online career portal) and the Managers of Molecular Imaging Laboratories (MOMIL) [www.momil.wmis.org](http://www.momil.wmis.org) as well as setting up a Virtual Meeting Web Portal [www.virtualmeeting2014.wmis.org](http://www.virtualmeeting2014.wmis.org).

**Executive Director** July 1993 to August 2005

*North American Society for Cardiovascular Imaging* - Redwood City, CA

Became NASCI's first Executive Director as the society went through a reorganization and undertook the revitalization of the field of Cardiovascular Imaging by taking the initiative in cardiovascular MRI and CT. From 1993 – 2001 the society held their meetings with other larger meetings such as AHA, ISMRM and the STR as well as holding CME courses on advanced cardiovascular imaging. Beginning in 2001, the society began holding an Annual CME Meeting independently with unprecedented growth, especially as the meeting moved from downtown venues to the **Ritz-Carlton Amelia Island**. *The venue change as well as translational advances that were being made in cardiovascular CT and MRI, helped to increase attendance and membership to 550 participants by 2005, largely due to an increase in clinician participation.*

**Executive Director** March 1993 to June 2001

*SW Chapter, Society for Nuclear Medicine* - San Francisco, CA

The trick with this society was to keep up the industry support and meeting attendance when the society met in unpopular cities within the Chapter, or in a city that was far away from the membership base in Texas. Annual CME Meetings in Houston, San Antonio, Austin, and to a lesser extent, Dallas, were always successful, but every other year the Annual CME Meeting had to be in one of the other states in the Chapter. We managed to have successful programs in Albuquerque, New Orleans, and Santa Fe, by negotiating really good rates at excellent venues, emphasizing the unique aspects of those venues in all marketing materials. Our key employee, Charles Metzger, who moved first to Santa Rosa, CA, then to Texas, is still managing the society, which is now the SW Chapter of the Society of Nuclear Medicine and Molecular Imaging.

**Executive Director** January 1996 to June 2001

*California Separation Science Society, CaSSS* - Emeryville, CA

The growth of this society, from what was once known as the California Separation Science Society (CaSSS), to their current standing as CASSS, an International Separation Science Society, is what fueled the growth of Rhema Association Management, enabling me to hire three full-time employees, including a CMP and a CPA who are still working for the Society, which we transitioned to a freestanding management model in 2001. Since moving to Germany, I have had the pleasure of planning CASSS's first three European meetings in Brussels, Paris and Dublin. They are now holding meetings all over the world in support of their mission to enable a global community of industry, academic and regulatory professionals to work together to resolve scientific challenges in the field of biopharmaceutical development and regulation.

**Executive Director** July 2002 to August 2005

*San Francisco Neurological Society* - Redwood City, CA

Registered their domain, set up first website and administered CME accreditation recertification. Attracted new members by increasing the awards to young investigators, making the meetings more family friendly and providing more networking during the year at local dinner meetings. Added a one-day hot-topic educational program on the Friday before the Annual Meeting weekend, which drew more attendees from other parts of the western USA and southern California. Membership retention and new memberships increased substantially by converting the society's database to an online association management system. Continued to help them with their online communications, website and online membership renewals and onsite meeting registration upon request of my successor, Amanda Pacia, through 2012.

## Hotel Management Experience

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**Director of Conference Services** July 1983 to March 1990

**Beaver Run Resort & Conference Center** – Breckenridge, CO

Upon graduation from CU, Boulder, moved to this beautiful ski town and began a career in Hotel Management working my way up from Front Desk Clerk to Conference Services Coordinator, Group Sales Manager and finally to the Director of Conference Services. In this position, as a member of the executive management team, I oversaw three conference coordinators, a conference center concierge and an administrative assistant as well as capital improvements to the 30,000 square foot conference center, a 9,600 square foot tent we erected in the parking lot for outdoor summer functions, (an idea I championed which is still in use today), and was responsible for a \$475,000 budget as well coordinating the largest conferences.

**Senior Sales Manager**, 1990 - 1992

**Clarion Hotel San Francisco Airport**, Millbrae, CA, *now the [Aloft San Francisco Airport](#)*

Specialized in the State Association, CA State, and Federal Government conference markets. Resigned from this position to start [Rhema Association Management](#).

## Education

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**Bachelor of Arts, Psychology**, 1982

**University of Colorado, Boulder** - Boulder, CO, USA

**Institute for Organization Management**, 1993, obtained CAE designation in November 1998. Attended this intensive, 40 hours *Institute for Organization Management* course at Stanford University in July, 1993, sponsored by the US Chamber of Commerce. Continued to attend CE programs as well as volunteered on committees of the *American Society of Association Executives*, the *Northern California Society of Association Executives* and the *California Society of Association Executives*. Designated with the Certified Association Executive (CAE) credential in November 1998 by the *American Society of Association Executives* (ASAE). *The CAE credential is currently lapsed. I plan to renew this as soon as possible.*

**Grundstufe I, II and III \* Mittelstufe I (levels A1, A2 and B1, B2): Volkshochschule (VHS)** - Regensburg, Germany. Completed eight months of intensive German language courses, four hours per day, five days a week, between 2007 - 2009.

Reference letters are available upon request.