

# Joan Oefner

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## Objectives

Most of my successes over the past 37 years of my career has been in starting up new ventures, whether opening a new conference center in Breckenridge, CO, starting my own Association Management Company in San Francisco or heading up new international non-profit scientific societies or reorganizing long existing ones looking for new management.

## Executive Profile

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.

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## Skill Highlights

- Project management across multiple committees, staff, time-zones and nationalities
- Budgeting & Financial Management
- Social media for community building & marketing
- Trade show management & corporate sponsorship
- Technology budgeting, acquisition & implementation
- Creating strategic alliances to form mutually beneficial partnerships
- Contracting & negotiating with vendor partners
- Leadership/communications
- Change management
- Quickbooks Online
- WordPress for web design & development (please see portfolio)
- Online Association Management systems, X-CD, internet4associations, membee, memberclicks, cvent

## Core Accomplishments

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Founded and grew an international association management business through the growth of client organizations, exceeding client expectations and building a highly motivated, well-trained team emphasizing professional development, integrity and transparency. Transitioned from bricks and mortar to a virtual office working with professional team members chosen according to the unique needs of our clients.

## Current Association Management Clients

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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), currently 1,120 members. Appointed as the Managing Director to transition the society to a **Virtual Office**, replacing the staff at the FASEB campus in Bethesda, MD which had managed the former ISICR and then the merged society since 1996. The Annual Meeting has grown to become one of the major meetings specifically focused on cytokine biology with an attendance of 650 - 1,050 international participants. It has a distinguished history of presenting cutting edge basic, clinical and translational research from internationally recognized speakers in the cytokine and interferon research fields. We partnered with LabRoots.com to produce the Society's first Virtual Meeting (<https://seattle.cytokinesociety.org>)*

**Managing Director:** *Since November 15, 2017, International Society for Developmental Psychobiology (ISDP), currently 300 members. Appointed as the Managing Director and transitioned the society from their previous management company in Texas to the current Virtual Office in New Jersey, USA and Regensburg, Germany. Please visit the website for more information: [www.isdp.org](http://www.isdp.org) The first order of business was to set up a new online association management system using [www.x-cd.com](http://www.x-cd.com) for membership, meeting registration, abstract submission, awards applications, online programming and video presentations, and to redesign the website. We are now using the online membership system to produce the Society's first Virtual Meeting (<https://isdp.org/isdp-2020-virtual-meeting>)*

## Scientific Conference Management Clients

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

8<sup>th</sup> International Congress on Cancer Metastasis, October 25-27, 2019 in San Francisco. Also managed the 7<sup>th</sup> International Congress, April 20-22, 2017 in San Francisco. The CME accredited conference drew 170 international participants and produced a Virtual Meeting for enduring educational material (see website).

**Conference Management:** [www.ksvirus.org](http://www.ksvirus.org)

22<sup>nd</sup> International Workshop on Kaposi's Sarcoma Herpesvirus (KSHV) and Related Agents, June 30 – July 3, 2019 in New York, NY, USA with the website and online registration and abstracts through [www.X-CD.com](http://www.X-CD.com). Currently assisting the organizers of KSHV 2020 in Tanzania (postponed to 2021).

**Conference Management:** [www.tularemia.org](http://www.tularemia.org)

10<sup>th</sup> International Conference on Tularemia, September 6-9, 2022 in Grenoble Alps, France. Also managed the 9<sup>th</sup> Conference: October 17-19, 2018 in Montreal, Canada

**Conference Management:** [www.ilc2020.org](http://www.ilc2020.org)

4<sup>th</sup> International Conference on Innate Lymphoid Cells (ILC4 2020), originally scheduled to take place October 16-18, 2020 at the Palace Hotel in San Francisco, CA, USA. Will be postponed due to the unprecedented COVID-19 pandemic to the fall of 2021. Dates, times and logistics will follow as we get a better handle on the status of the pandemic over the next months.

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## Past Association Management Experience with a staff of three full time employees and an office in San Francisco – 1993 – 2005

**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, to employ 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.

*"Our situation at CASSS was dire. Under Joan's leadership, Rhema took over and saved the society from almost certain bankruptcy. Joan's outgoing personality, wisdom and drive all combined to make the turn-around exciting and fun. Plus, we kept her two best employees when she relocated to Regensburg. They are with us still. I recommend Rhema and Joan for any society that needs competent, energetic management with a respectful soft touch and big smile. She will not let you down."* Robert Stevenson, CASSS Treasurer

**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.

### **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** 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.

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## **Hotel Management Experience**

### **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).

### **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](#).

## **Other Related Employment**

### **Town Clerk**, 1985-1990

Town of Blue River – Blue River, Colorado (near Breckenridge)

Part-time position organizing the monthly Town Council Meetings and working with the Town Zoning Board to facilitate the approval of building plans in this small town of 350 single-family homes with a private lake, just 3 miles from Breckenridge Ski Area.

## 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 has lapsed since moving to Germany.*

**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.

Languages: English (native); German (excellent)

Reference letters are available upon request.