



## NAW Association Executives Council 2025 Winter Meeting

Wednesday, January 29<sup>th</sup>

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**6:00 PM**                      **Welcome Reception & Dinner**  
**Sfoglina**  
**1099 New York Avenue NW, Washington, DC 20001**

Thursday, January 30<sup>th</sup> - NAW Headquarters, 1325 G Street NW, Suite 1000, Washington, DC 22003

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**8:00 AM**                      **Breakfast**

**8:30 AM – 8:45 AM**        **Welcome Remarks**

**8:45 – 9:30 AM**            **Membership Models of the Future: From Subscriptions to Value-Based Models**

**Bob Weidner**, *President & CEO, Metals Service Center Institute*

**Melinda Sposari**, *Vice President, Membership, The Fertilizer Institute*

**Elizabeth Johnson**, *Executive VP, Consulting, Big Red M*

*Facilitated by* **Dan Schuberth**, *Chief Revenue Officer, NAW*

- Explore evolving membership models, including tiered, value-based, and subscription models. The focus will be on how associations can remain relevant by offering members new value propositions and aligning membership models with modern needs.

**9:30 – 10:15 AM**

**Monetizing Content: Building Non-Dues Revenue Streams**

**Wes Smith**, *President & CEO, National Association of Electrical Distributors*

**Tish Drake**, *Senior Vice President, MDM Portfolio, NAW*

*Facilitated by* **Adam Isenberg**, *Senior Vice President of Strategic Partnerships, NAW*

- Uncover strategies for generating non-dues revenue through monetized content such as online courses, publications, webinars, and other digital resources. The discussion will highlight best practices for leveraging content to create sustainable revenue streams.

**10:15 – 10:30 AM**        **BREAK**

**10:30 AM – 11:15 AM**    **Strategic Partnerships: Leveraging Alliances for Growth**

**Corey Rosenbusch**, *President & CEO, The Fertilizer Institute*

**Dan Varroney**, *President and CEO, Potomac Core Association Consulting*

- This session will focus on building strategic partnerships with other associations, industry stakeholders, and educational institutions. Panelists will discuss leveraging alliances to grow revenue and member engagement.

**11:15 AM – 11:45 AM**    **Open Roundtable Discussion and Key Takeaways**

**11:45 AM – 12:30 PM**    **Lunch**

**12:30 – 1:15 PM**

**Optimizing Member Recruitment**

**Brendan Breen**, *CEO, Industrial Supply Association*

**Dan Gingiss**, *The Experience Maker*

*Facilitated by Edward Kuo, Executive Director, Commercial Vehicle Solutions Network*

- A focused session on data-driven strategies to attract new members in today's competitive environment. Panelists will discuss techniques for personalizing outreach, leveraging digital tools, and differentiating their value propositions to stand out

**1:15 – 2:00 PM**

**Optimizing Member Retention**

**Nancy Cueroni**, *Executive Director, NMDA & OPEESA*

**Dan Gingiss**, *The Experience Maker*

*Facilitated by Edward Kuo, Executive Director, Commercial Vehicle Solutions Network*

- A strategic look into methods for retaining and engaging current members. Panelists will share approaches for using data to create personalized member experiences, build community, and implement digital tools that drive loyalty and long-term engagement.

**2:00 – 2:15 PM**

**BREAK**

**2:15 – 4:30 PM**

**Capitol Hill for Advocacy and Coalitions Strategy in the 119<sup>th</sup> Congress**

**Karen Harned**, *Director of Litigation and Legal Policy, NAW*

**Joe Jaso**, *Policy Director, Brownstein Hyatt Farber Schreck*

*More to be announced...*

- Join NAW's Government Relations Team on Capitol Hill to discuss coalitions, current policy updates, and working together to expand the lobbying and legal powers of our community. Congressional staff will join to brief us on the plans for the 119<sup>th</sup> Congress and issues that impact the wholesale distribution industry and be available for questions.

**6:30 PM**

**Murder Mystery Dinner – A Night at the Masquerade**

**Agora**

**1527 17<sup>th</sup> Street NW, Washington, DC 20036**

**Friday, January 31<sup>st</sup> - NAW Headquarters, 1325 G Street NW, Suite 1000, Washington, DC 22003**

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**8:00 AM**

**Optional Networking Breakfast and Coalition Meetings at NAW**

- Utilize this extra time to meet with NAW leaders and AEC colleagues to advance your organization's strategic objectives.

**10:00 AM**

**Conclusion**

**Thank you to our event sponsor!**

