



MEET THE CANDIDATES FOR THE
2019 OSAE BOARD OF DIRECTORS

MEET THE SLATE OF 2019 BOD CANDIDATES

OSAE Association Executives Candidates

- Heather Cowles, CAE
- Michael O'Toole, CAE
- Jeff Smith, JD, CAE
- Christina Zimmer, CAE

HEATHER COWLES, CAE



TITLE	Sr. Manager, Member Relations and Services
ORGANIZATION	American Society for Nondestructive Testing
JOIN DATE	Feb. 4, 2013

BIOGRAPHY

Heather Cowles is a skilled association professional and has worked for nonprofit organizations of varying size and reach from state to national to international levels for the past 15 years. She earned a Bachelor of Arts in Sociology and a Master of Arts in Organizational Communication from Ohio University in Athens, OH. She also completed coursework in media studies at Pennsylvania State University. Her experience spans the strategic, tactical, and operational spectrum of nonprofit management including; strategic planning, engagement programs, volunteer management, fundraising, program evaluation and assessment, digital and traditional media, and data-driven decision making. For the past eight years, Cowles has worked for the American Society for Nondestructive Testing. She is on the senior management team and is responsible for member relations and engagement. She is a member of OSAE and ASAE and has been active in both serving various committees over the years. She earned her Certified Association Executive (CAE) credential in 2016. She was profiled in OSAE's Executive News in 2017. Cowles is an avid volunteer in her community and is currently serving as a member of the Comprehensive Plan Steering Committee for the City of Delaware, OH, where she and her husband reside. Her objective is to advance the field of association management field by bringing more visibility to the profession and mentoring future association professionals.

WHY I WISH TO RUN FOR OFFICE

Having worked for different boards over the years I feel I understand and appreciate what a board's role is (setting/steering the direction of the organization, always acting in the interest of the organization and being good fiscal agents). I understand how the board and staff should work together on projects at hand and in the Society's best interest. I'm always professional, courteous and use good judgement. I am committed and persistent and never leave a task or project undone. I'm skilled in writing, analyzing data, building relationships and influencing others. I will use all my qualities and skills when serving. I want to keep growing as an association professional and am looking to be mentored as well as mentor others. I want to help grow the Society. The bigger and more diverse the Society grows, the bigger and more diverse my professional network grows. I think my experience, skills and qualities make me a solid director candidate. OSAE is celebrating 80 years, so it's easy for me to recognize that the Society has been doing things well for a long time, which is why I want to help support and further its mission as a board member.



MICHAEL O'TOOLE, CAE

**TITLE**

Executive Director

ORGANIZATION

The Columbus Dental Society

JOIN DATE

June 28, 2011

BIOGRAPHY

A Certified Association Executive (CAE) with more than 20 years' experience in association management, O'Toole focuses his commitment to excellence by targeting and reinforcing the value of leadership, education and meetings oversight. Prior to his role with the Columbus Dental Society, O'Toole worked for ASM International; The American Society for Nondestructive Testing; The American Ceramic Society; The Ohio Lumbermen's Association; and the American Immigration Lawyers Association. Before entering into the association world, he spent several years in hotel management.

WHY I WISH TO RUN FOR OFFICE

As a member of the OSAE board of directors, I will continue to strive to build a stronger network of professionals. I think it is critical that we create an environment that utilizes the expertise of the senior level managers to advise and guide younger association professionals. I believe that within our membership there is a terrific resource that can nurture and grow our professional community. It will require more contact, more openness and willing to share ideas. I will work hard with the board to create that environment.

JEFF SMITH, JD, CAE



TITLE	Chief Executive Officer
ORGANIZATION	Ohio Insurance Agents Association
JOIN DATE	Jan. 25, 2016

BIOGRAPHY

Jeffrey S. Smith, JD, CAE serves as chief executive officer for Ohio Insurance Agents Association (OIA). He is responsible for leading OIA's strategic initiatives and day to day operations. Prior to this, Smith served as OIA's director of government affairs and general counsel. He also served as director of government relations for the Ohio State Medical Association and Ohio Home Builders Association. Smith graduated with honors from Kent State University and Capital University Law School with a concentration in government relations. He is a licensed P&C insurance agent, attorney and Certified Association Executive. Smith is an active member of the Ohio Society of Association Executives, Ohio Lobbying Association, Ohio State Bar Association Insurance Committee and Grandview Baseball and Softball Association. On a personal note, Smith is an avid runner and has completed a marathon in all 50 states and the District of Columbia. He lives in Grandview Heights with his wife and two children. He enjoys coaching youth sports and outdoor adventures.

WHY I WISH TO RUN FOR OFFICE

I am committed to lifelong learning as I believe every association professional should be. With every position in my career, I have pursued additional learning opportunities to better represent the constituency I represent. For example, I earned my insurance agent's license within two years of working for OIA and am in the process of obtaining the Certified Insurance Counselor (CIC) designation. I was not an insurance professional prior to joining the OIA but believe in leadership by example and connecting with your constituency as much as possible. I am passionate about inspiring other people to achieve their peak performance. In this role, I would advocate for other association professionals to pursue the CAE designation and participate in ongoing learning initiatives to further their careers. I also enjoy solving problems and visioning the future of associations. I'd like to apply what I have learned in my 16-year career in associations to OSAE. I have relationships with many other state association executives. In every endeavor of my career, I've worked with local, state and national organizations so I think I will be able to understand the needs and structure of OSAE's members. I enjoy networking and developing relationships, which could be beneficial in promoting OSAE and our services to a broader community.

CHRISTINA ZIMMER, CAE



TITLE	Director, Member Relations
ORGANIZATION	Ohio State Medical Association
JOIN DATE	April 5, 2010

BIOGRAPHY

Throughout her nearly 20 years of association service, Zimmer has focused on communications and marketing. She has served large organizations (The Ohio Society of CPAs and ACT Ohio), mid-size associations (The Ohio Association of School Business Officials and The Ohio State Medical Association) and those still growing (Association of Residential Cleaning Services, International). With each step, Zimmer has added to her skills and responsibilities, focusing on new or unique ways to get the organization's message to the membership, partners, industry leaders and beyond. She considers herself to be an enthusiastic association professional who provides strategic direction and a unified voice for membership organizations. She is a high-energy author, editor, marketer, strategist and collaborator who is recognized for above and beyond member service. Zimmer says she is both deadline-obsessed and an Oxford comma fan.

WHY I WISH TO RUN FOR OFFICE

I am passionate about member connection - both for my own members and for the members of OSAE. Connecting to others in the same field offers many opportunities to both solve your own challenges, and help others address their pressing issues. To me, this is the ongoing value of OSAE and why I will never NOT be a member. I will continue to tirelessly promote OSAE, draw new members into the fold, and engage veteran members for the good of the profession.