



OHIO SOCIETY OF
ASSOCIATION
PROFESSIONALS



**MEET THE CANDIDATES FOR THE
2024 OSAP BOARD OF DIRECTORS**

MEET THE SLATE OF BOARD CANDIDATES

OSAP Association Professionals Candidates:

Bradie Berry; Ohio Trucking Association
Cate Kurela Smith, JD, MPA; Precision Machined Products Association
Amanda Schroeder; Ohio Insurance Institute

OSAP CVB Candidate:

Lance Woodworth, Destination Toledo

OSAP Industry Partner Candidate:

Tim McNichols, LIG Solutions

BRADIE BERRY



TITLE	Vice President
ORGANIZATION	Ohio Trucking Association
JOIN DATE	April 2015

BIOGRAPHY:

Bradie Berry is an experienced association professional possessing more than 20 years of industry experience. In 2018, she joined the Ohio Trucking Association (OTA) as the Vice President of Meetings & Events. In 2022, she was promoted to Vice President. In this role, she is responsible for the high-level planning and execution of all meetings and events, growing the education programs portfolio, reboot of the Ohio Trucking Safety Council and manages the execution of the association's strategic plan by staff. Prior to joining OTA, Bradie worked for the Ohio Restaurant Association (ORA) for more than 15 years where she progressed through a series of promotions, culminating as the Director of Major Events, a role in which she oversaw the organization's Mid-America Restaurant Expo, a multi-day annual education and trade show exposition. She possesses a dual Bachelor of Arts in Public Relations and Organizational Communications from Otterbein University. Bradie resides in Marysville with her husband and their two children.

WHY I WISH TO WISH TO RUN FOR THE POSITION:

I believe that OSAP has enriched me as an association professional and can continue to offer a growing breadth of education that strengthens the field for anyone—no matter their title or position within the nonprofit or for-profit sector. As a long-time supporter of the organization, I want to focus on how we can better connect our existing members while also ensuring that prospective members see a reason to join and then become highly engaged once they do. The staff of OSAP is committed to growing the organization and making it stronger. But they cannot do it alone, which is why I want to continue to serve on the board of directors and help drive the organization's short- and long-term success. I appreciate having this opportunity to serve the organization for another term if the membership chooses to elect me.



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CATE KURELA SMITH, JD, MPA



TITLE	Executive Director
ORGANIZATION	Precision Machined Products Association
JOIN DATE	June 2011

BIOGRAPHY:

Cate Kurela Smith received her bachelor's degree from BGSU in 1991 in Sport Management with a concentration in Marketing, Information, & Promotions. After working one year, she went to law school, graduating from CSU College of Law in 1995. At both schools, Kurela Smith was involved in student organizations and remained so as an alumna. She practiced law until late 1997 when, out of the blue, she got the opportunity to get into association management and jumped at the chance to turn her passion into her profession. At each of the first two organizations, Delta Theta Phi Law Fraternity and Education Law Association, she worked with very small with equally small budgets and little or no staff. Those organizations were based on the membership of individuals. She had to increase the association's income while finding creative ways to meet the members' needs, heavily relying on volunteers. While working for ELA, Kurela Smith completed a Master's of Public Administration degree from the University of Dayton. Her JD and MPA could be useful for any lobbying efforts at the state or federal level, as it is sometimes helpful in getting a foot in the door of places that otherwise would be closed. Her current organization, the Precision Machined Products Association, is based on the membership of companies. Working for PMPA has expanded her understanding of the issues industry colleagues in larger associations face. PMPA, a c-6 trade association, has a staff of nine, plus a PAC, an educational foundation and a for-profit corporation. Her work history and prior service can offer a balance of knowledge and experience which will be helpful in her service to the OSAP Board of Directors. The PMPA office is located in Brecksville, between Akron and Cleveland, which is also advantageous for Kurela Smith to make an effort at personal outreach to associations in both those areas.

WHY I WISH TO WISH TO RUN FOR THE POSITION:

Throughout my life , I have been involved in extra-curricular activities like student government. At the time, I had no idea it could become my profession. I would not be where I am today without the support of the OSAP and my member-colleagues! The information, as well as the professional and personal support I've received from both, has been critical to my success. I want to be able to promote OSAP as a stellar organization, and the field of association management as a wonderful and viable profession for the next generation. Since the time of my board service in 2016-2018, I have tried to stay active and participate in OSAP whenever possible. I have also been in the position of Executive Director with a new organization since December 2019, and I have a larger staff and a board that provides me more professional support to allow me to be more involved. Thank you for allowing me to submit my nomination to serve again.



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AMANDA SCHROEDER



TITLE	Director of Membership and Administration
ORGANIZATION	Ohio Insurance Institute
JOIN DATE	July 2019

BIOGRAPHY:

Amanda Schroeder has been in the association industry for almost 6 years. She serves as Director of Membership and Administration with the Ohio Insurance Institute (OII). In her career, Schroeder has also worked in the hospitality and the nonprofit spaces. She currently serves on the OSAP Foundation Board and the OSAP Membership Committee. She is heavily involved in her church community, serving in areas of guest experience, as well as being on directional leadership teams for a large-scale fundraising campaign and large community events. She also has served weekly in the Stowe Mission afterschool program for the past three school years.

WHY I WISH TO WISH TO RUN FOR THE POSITION:

I am running for this position on the Ohio Society of Association Professionals in order to serve and learn alongside other association professionals and industry leaders who are committed to the success of OSAP and our industry. I believe my past work and volunteer experience has equipped me for this role. I love getting to know the association professionals and collaborating to make OSAP the best possible community it can be. I think this would be a great opportunity as I continue to advance in my career. I thank you for your consideration.



LANCE WOODWORTH



TITLE	President & CEO
ORGANIZATION	Destination Toledo
JOIN DATE	December 2018

BIOGRAPHY:

Lance Woodworth is a seasoned leader in the travel and tourism industry, currently serving as the President & CEO of Destination Toledo. His dedication to the industry is exemplified by his active involvement on the boards of several prominent organizations, including the Ohio Society of Association Professionals, the Ohio Travel Association, the Ohio Association of Convention and Visitors Bureaus and was recently appointed to the Tourism Ohio Advisory Board by Governor Mike DeWine. Prior to joining Destination Toledo in 2018, Woodworth held key positions, such as chairman of the board at the Lake Erie Shores & Islands Destination Marketing Organization and general manager at the Jet Express ferry boat line. A proud alumnus of Bowling Green State University and the Ohio Tourism Leadership Academy, Woodworth's education and experience have fueled his passion for promoting Northwest Ohio and the state, as a whole. This commitment is not only evident in his professional work but also in his personal life. Lance, his wife and four young children share a love for boating on Lake Erie and exploring the diverse and beautiful landscapes of Ohio and the greater Toledo region.

WHY I WISH TO WISH TO RUN FOR THE POSITION:

I wish to continue my service on the board of the Ohio Society of Association Professionals for several reasons. Over the past three years, my work in connecting with our membership, shaping strategy and guiding organizational success has been both rewarding and impactful. I am proud of our achievements, especially in enhancing member engagement and steering strategic initiatives. Looking ahead, I remain committed to furthering our goals and ensuring organizational success.

I believe my dedication and experience will be valuable in facing future challenges and opportunities. I am enthusiastic about contributing to the success of OSAP. Thank you for considering my application for another term.



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TIMOTHY MCNICHOLS



TITLE	Executive Director Partnerships
ORGANIZATION	LIG Solutions
JOIN DATE	October 2018

BIOGRAPHY:

Tim McNichols has been actively involved with associations for 30 years during his professional career, including working as an executive for organizations like ASM International (American Society of Metals) and the Heat Treating Society, as well as an industry partner with several leading companies that serve the association marketplace focusing on marketing, communications, events, publishing and membership. This has allowed him to work with countless associations in his career as both an executive and partner, which has given him a unique view of the association world and a complete understanding of the intricacies of what drives membership centric organizations at all levels. In 2018, McNichols joined LIG Solutions as the Executive Director, Partnership. He was tasked with launching a new business unit that built out and formalized what is now known as the LIG Association Health Program. This is a unique and exclusive benefits solution centered around health coverage options for members; today, this program includes more than 125 associations representing nearly 1.5 million members. His professional background includes working with the staff and boards of membership organizations of all sizes, including national, state, and chapter groups across the country. He is an active member of OSAP, ASAE, Association Forum, HRA Council and other industry groups.

WHY I WISH TO RUN FOR THE POSITION:

The reason I want to run for this position is that as an OSAP director, I feel I can help impact the overall organization's membership growth and show that OSAP is truly a statewide organization that serves members from all parts of the state and all levels of experience within the member-centric organizations we serve. The industry knowledge, skills and resources I have gained from having worked as both an association executive and an industry partner over the last 30 years have allowed me to gain valuable insight into what drives associations both from the viewpoint of the staff who manage the organizations and the boards who are there to help establish the structure and long term direction of any membership organization. Couple this with my deep understanding of the needs of the members and why they join an organization in the first place, and, more importantly, what it takes to keep them engaged as active members for years to come will allow me to help shape the future growth of OSAP as a member of the board.

My diverse background can also help bring some balance to association members, CVB members and industry partner members while showing that we all have more in common, including the desire for an organization like OSAP to grow and thrive. All three membership categories are valuable to the long-term health and growth potential of OSAP; I can be a strong voice to represent the interests of these three different but very interconnected groups of members.

Additionally, I have lived and worked in Northeast Ohio while being employed by organizations that are national in scope, and being a member of other "societies of association executives" has helped me see the potential that an organization like OSAP has to attract members from not only central Ohio but from all over the region. At the end of the day, I want to give back to the industry I serve, and I feel that being on the board of OSAP will help me do that. Thank you for your consideration.

