

Growth Means Changes in Infrastructure

3:15 – 4:30 PM



Elizabeth Sherrill serves as a Senior Consultant with Cooper Consulting, Inc. Ms. Sherrill has over 20 years of consulting experience. For the past 14 years she has focused exclusively on the not for profit association industry. Ms. Sherrill has extensive experience with requirements analysis, Association Management System (AMS) selection, business process redesign, and complex project management. She has assisted numerous associations with selecting and implementing their new AMS. Prior to joining Cooper Consulting, Inc., Ms. Sherrill was a Manager with Booz Allen Hamilton in the Association Practice. Previous to Booz Allen Ms. Sherrill was a Senior Consultant with Ernst & Young where she specialized in National Security and Emergency Preparedness. Ms. Sherrill began her career as a manager with a telecommunications trade association.



Loretta M. DeLuca is the founder and CEO of DelCor Technology Solutions, Inc., an independent technology management and network systems consulting firm serving the association and nonprofit community since 1984. Loretta has served on the board of the American Society of Association Executives (ASAE) and was also selected as an ASAE Fellow, a recognition of leadership and contribution to the association community. She was also a board member of the Make-A-Wish Foundation of the Mid-Atlantic. Loretta is past Chair of ASAE & The Center's Technology Council and a member of the ASAE Consultants Council and of the ASAE Writers' Resource Pool. Loretta regularly presents education sessions, on a variety of technology related topics, at special interest groups and industry conferences and has also written articles for ASAE's Associations Now and Association Forum of Chicagoland's Forum magazines, and co-authored a chapter entitled "Records Management and Database Issues" in Membership Operations, a book published by ASAE. Ms. DeLuca is a summa cum laude graduate of the University of Maryland with a degree in Business Management.



George Breeden is the Senior Director of Product Marketing for TMA Resources, where he helps guide the product roadmap for the company, acting as the "voice of the customer". George has 25 years in technology and operations management. Almost 20 years of that experience is working with and for nonprofits, helping them understand how to most effectively leverage technology and implement efficient business processes. George is a Certified Association Executive and has a Master's degree in Nonprofit Management.



Thad Lurie is the Chief Information Officer at the American Wind Energy Association (AWEA). He is a frequent presenter and author on a wide range of topics, from aligning IT goals with business objectives to effective technology communication strategies. Mr. Lurie has a Master's in Education from the University of Hartford and serves on the ASAE Technology Council.



Patrick Haller is the strategic leader of the membership marketing area of the Aircraft Owners and Pilots Association (AOPA). His responsibilities include revenue generation via AOPA membership, retention marketing, acquisition of new members, member prospect-lead generation and subscription marketing. Additionally, Patrick oversees the database marketing and e-mail marketing functions of the department.

Patrick leads team of marketing professionals in optimizing marketing campaigns across communication channels. AOPA marketing utilizes direct mail, e-mail, telemarketing, web promotions, and alliance marketing. Patrick also serves as the point of contact for all university, international affiliate and association group memberships.

Patrick joined AOPA in 2007 as a Marketing Director responsible for new member acquisition and in 2010 was promoted to Senior Director with oversight of all membership marketing. Patrick has over 13 years of experience in association and non-profit marketing having worked for the National Geographic Society, Editorial Projects in Education, and Barton-Cotton. He holds a BS in Marketing from the University of Maryland, College Park; and a Masters Degree of Business Administration from Indiana University.