

# Annual Meeting 2025

## Executive Director's Report



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Elizabeth Schumacher  
ASMAC Executive Director

Ariel McClain  
ASMAC Association Manager

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### 1. Programming & Events – Expanding engagement through targeted content

ASMAC continues to grow and adapt our programming to better serve members in a rapidly changing legal and healthcare landscape. In March, we held our Spring DC Summit, which included both in-person and virtual participation and featured timely CLE content and thoughtful discussions. We're especially excited that the recording is now available to purchase—a step toward offering on-demand content year-round.

Registration for the Spring DC Summit remained consistent with last year, reflecting steady interest in our hybrid programming. While Annual Meeting registration came in slightly below last year's record-breaking numbers, we remain focused on delivering high-quality content and continuing to grow participation. Looking ahead, we're excited to dive into renewed outreach and engagement efforts—especially through member feedback. A brief survey will be sent to all attendees by email following the meeting, and we'd be truly grateful if you take a few minutes to complete it. Your input will help us tailor future programming to better reflect your needs and interests.

On that note, planning is also well underway for our Fall Conference in Santa Rosa, CA, with early registration now open. Member input is helping shape the agenda—we recently sent out a brief survey by email to gather topic suggestions, and we plan to continue checking in regularly to gauge interest and ensure our content reflects the evolving needs of our community. If you haven't yet responded, we'd love your input, and you're always welcome to reach out to us directly with content ideas or speaker recommendations. We want ASMAC programming to reflect what matters most to you. Register today and help us make this fall's event our most relevant and engaging yet!

Looking ahead, we're launching a webinar subcommittee to help build a regular series that keeps members connected between major meetings and expands access to timely education and networking opportunities.

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### 2. Membership Development – Outreach, onboarding, and infrastructure for growth

Membership engagement has been a major priority in 2025. With guidance from the board, we launched new outreach campaigns, reengaged lapsed members, and targeted contacts for recruitment. Outreach templates and flyers were developed, and a new digital onboarding strategy is underway. Additionally, we reinstated ASMAC's member listserv and are creating a segmented outreach plan based on member roles and interests.

Affinity Strategies now leads the bulk of outreach and follow-up through targeted emails and social media, with support from the Membership Committee as capacity allows. A new membership flyer, refreshed branding, ongoing website improvements, and QR-coded event materials are helping to modernize our recruitment efforts at in-person conferences and online. If you're passionate about what ASMAC stands for or interested in helping us spread the word about the value of membership, we'd love to have you join the Membership Committee—it's a great way to get involved and make a meaningful impact.

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### **3. Governance & Committees – Building clarity, structure, and participation**

This year we focused on formalizing our internal governance processes. Clear job descriptions for board roles were finalized and shared. Committee and workgroup participation guidelines are being developed to support transparency and engagement, and we are finalizing a structure for new subcommittees—such as those focused on webinars and new attorneys in practice.

We also launched efforts to create a nominations policy and timeline to clarify and document future board election procedures. This followed a productive nominations cycle that included a formal call for candidates, outreach to past presidents, and the selection of a slate. These changes reflect our broader goal of strengthening ASMAC's leadership pipeline and providing meaningful ways for members to contribute.

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### **4. Financial Management & Sponsorship – Stabilizing operations and planning for sustainability**

ASMAC remains in stable financial condition. In May, the board approved the FY25 budget, which accounts for future rising costs of in-person meetings and a slight revenue shortfall compared to prior years. Efforts are ongoing to close the gap through increased sponsorship and membership revenue.

We transitioned banking to Affinity-managed accounts and continue to improve the efficiency of check processing. Sponsorship tracking and outreach are well underway, with a refreshed prospectus and renewed contact with prior supporters. We're currently on pace with meeting sponsorship levels from previous years and are optimistic about steadily increasing that support. We're also working with potential sponsors to understand what offerings are most valuable, with the goal of refreshing our sponsorship packages in ways that are mutually beneficial. If you or your firm are interested in sponsorship opportunities and the benefits that come with them, we'd love to connect and explore a package that fits your goals.

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### **5. Digital Infrastructure & Communication – Investing in tools to support ASMAC's future**

In 2025 we continued building momentum from the 2023 website transition. We are currently in the midst of much-needed content and structure overhaul, starting with the removal of outdated content and improvements to navigation and registration workflows. A full refresh of the digital presence is underway with support from Affinity's digital and marketing teams. A content calendar was established for eblasts and social media, and we've restructured internal communications (e.g., switching from legacy Gmail accounts to ASMAC inboxes and reestablishing listserv access).

All these changes reflect our commitment to better serving members through accessible, modern platforms that match the professionalism of ASMAC's work.