

Welcome to the CIO Hour!

October 2025

The Association Leader's Guide to AI Policy: Risks, Opportunities, and Best Practices

Today's Panel



VANESSA DENNISON, CAE, CBAP

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Vanessa owns Dennison & Associates, an association consulting firm providing technology selection and implementation services, technology assessments, and organizational assessments. Vanessa has over 20 years' experience working with trade and professional associations, as an association staff member, with a leading AMS vendor, and as an association consultant.



SUSANNAH MECHEM

Chief Operating Officer - Dennison & Associates
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Susannah Mechem brings unparalleled expertise to the Dennison & Associates team. Specializing in technology implementation projects, Susannah's skill set includes project management, requirements gathering, data conversion, reporting, and staff training. Her passion for technical training and education drives her commitment to improving business processes, promoting industry best practices, and empowering users to achieve their goals.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: The Association Leader's Guide to AI Policy

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

Please help! Take the AMS/CRM Software Selection Survey

- This is the 3rd edition of this survey project.
- 501Works and Branching Knowledge are conducting the survey to better understand the individual and collective experiences around AMS/CRM Software selection, including what worked well and what caused pain points.
- Association staff, AMCs, software vendors and consultants are all invited to respond.



Visit https://www.surveymonkey.com/r/2025_AMS_CRM_Selection_Survey

In the News...

1. Peters Report Finds that DOGE Continues to Operate Unchecked, Likely Violating Federal Privacy and Security Laws, and Putting the Safety of Americans' Personal Information in Danger

<https://www.hsgac.senate.gov/media/dems/peters-report-finds-that-doge-continues-to-operate-unchecked-likely-violating-federal-privacy-and-security-laws-and-putting-the-safety-of-americans-personal-information-in-danger/>

2. California cops confused after trying to give ticket to self-driving car

https://www.theregister.com/2025/09/29/california_cops_self_driving/

3. AI “Actor” Tilly Norwood Is Young, Ambitious—and “the End of the Industry as We Know It”

<https://www.vanityfair.com/hollywood/story/ai-actor-tilly-norwood-controversy-hollywood-reacts>

4. Cancer AI Alliance says new tech platform will speed breakthroughs with novel privacy approach

<https://www.geekwire.com/2025/cancer-ai-alliance-says-new-tech-platform-will-speed-breakthroughs-with-novel-privacy-approach/>

Today's Topic:

The Association Leader's Guide to AI Policy

CIO Hour AI Governance Poll



[Link to survey](#)

AI Stats...

- 58% of shoppers have replaced search engines with generative AI platforms for shopping research, up from 25% in 2023 ([AI Magazine](#))
- 69% of associations plan to invest in AI next year ([FSAE](#))
- Value nearly doubles as organizations move through the later stages of AI maturity, demonstrating ROI may take a while ([Microsoft/Ipsos](#))

On to Your Questions...

Let's start with the basics - why should associations care about AI governance right now?

Many associations are using AI tools informally. What are the essential components of an internal AI policy?

Why do associations need both internal and external AI policies? What's the difference?

What are the biggest AI-related risks associations should be preparing for?

Beyond policies, what else do we need for AI governance?

Let's discuss regulatory compliance - what should associations be thinking about?

How do we maintain our policies and governance once we establish them?

For associations just starting with AI governance, what's the first step they should take?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!



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Delivering technology that
WORKS for your association.

CONSULTING

501WORKS

- IT Consulting Services – vCIO Service
- Software Selection & Implementation Services
- Customized Software Solutions and Integrations

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Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

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Software Mage™ – Online tools helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



We are here to help!

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Final Thoughts

- Join us **November 6th** for the next CIO Hour.
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.