

# Welcome to the CIO Hour!

November 2025

## IT Essentials: Tools Used By the Pros

## Today's Panel



**JIM FARIS**

Creative Director, 501Works  
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**Jim Faris** is the creative lead on design, UI and UX. With over 20 years of experience designing and developing web and marketing projects for large agencies, Fortune 500 companies, and small businesses, Jim brings a history of successful design and development projects that have won him many awards including; Clio, Mimic and Hatch awards for design, development and writing. You can also find him onstage playing the upright bass, in art studios painting or out of his Vespa... when the kids aren't climbing on his head.



**ANDREW WARTH**

Senior Software Engineer, 501Works  
[warth@501works.com](mailto:warth@501works.com)

**Andrew Warth** has worked in computer programming for over 20 years, including fourteen years at 501Works (and its predecessor, ClassFive) as a "full-stack" software engineer focused primarily on website content-management, document generation, reporting/analytics, server/database administration, and UI/UX design. While much of that time has involved building new systems "from scratch," it has increasingly also included integration with third-party systems and SaaS applications.



**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: IT Essentials - Tools Used By the Pros

- 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](http://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

- Q & A – 50 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 3<sup>rd</sup> 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](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/](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:

# IT Essentials: Tools Used By the Pros



## DISCLAIMER:

These are tools we actually use as needed, but please evaluate them for yourselves. We have *NO* affiliation with any of these organizations or websites.



# On to Your Questions...

# What AI assistant do you find most useful?

# Claude

- Versatile help - Assist with writing, coding, analysis, research, and complex problem-solving across many domains
- Creates real files - Build professional documents, presentations, spreadsheets, and working code you can download and use
- Current information – Search the web for up-to-date facts and news beyond my January 2025 knowledge cutoff
- Clear explanations - Break down complex topics into understandable concepts and provide thoughtful, nuanced perspectives
- Plans start at \$15/month

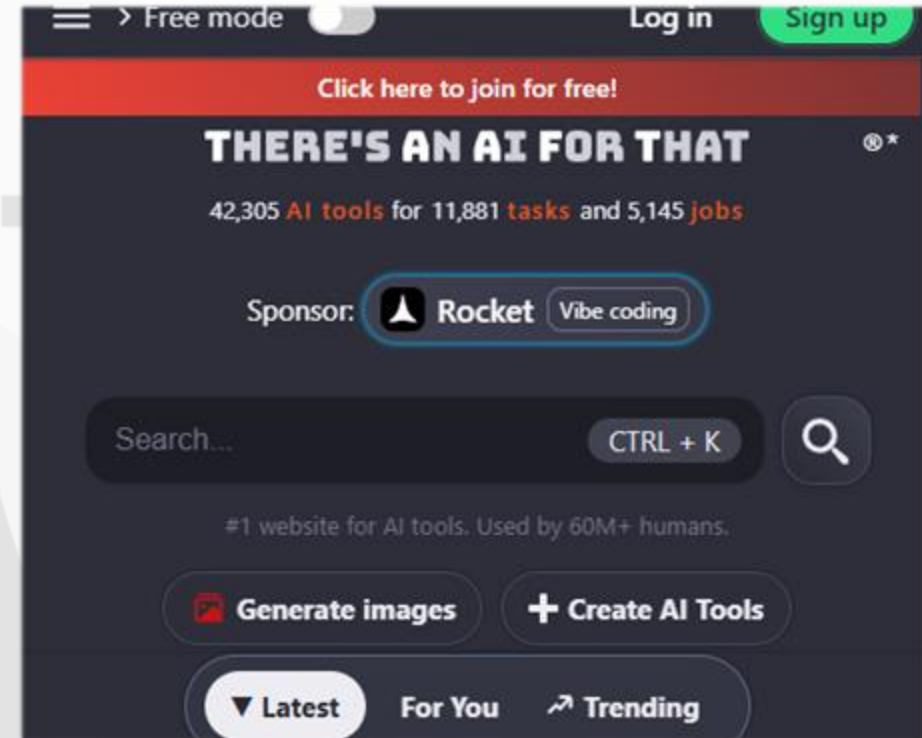


Visit: <https://claude.com/>

# How do you keep up with AI options?

## There's An AI For That

- Offers profiles on over 42,000 tools
- Updated frequently
- Good search to help locate projects of interest
- Unclear about the vetting of projects so use with caution



Visit: <https://theresanaiforthat.com/>

# How do you monitor systems to make sure they are available?

## Manage Engine – Site 24x7

- Simple to get started, but lots of powerful features.
- Monitors from the outside to see when resources are unreachable.
- Good alerting – identify outages before your customers.
- Plans start at \$10/month.



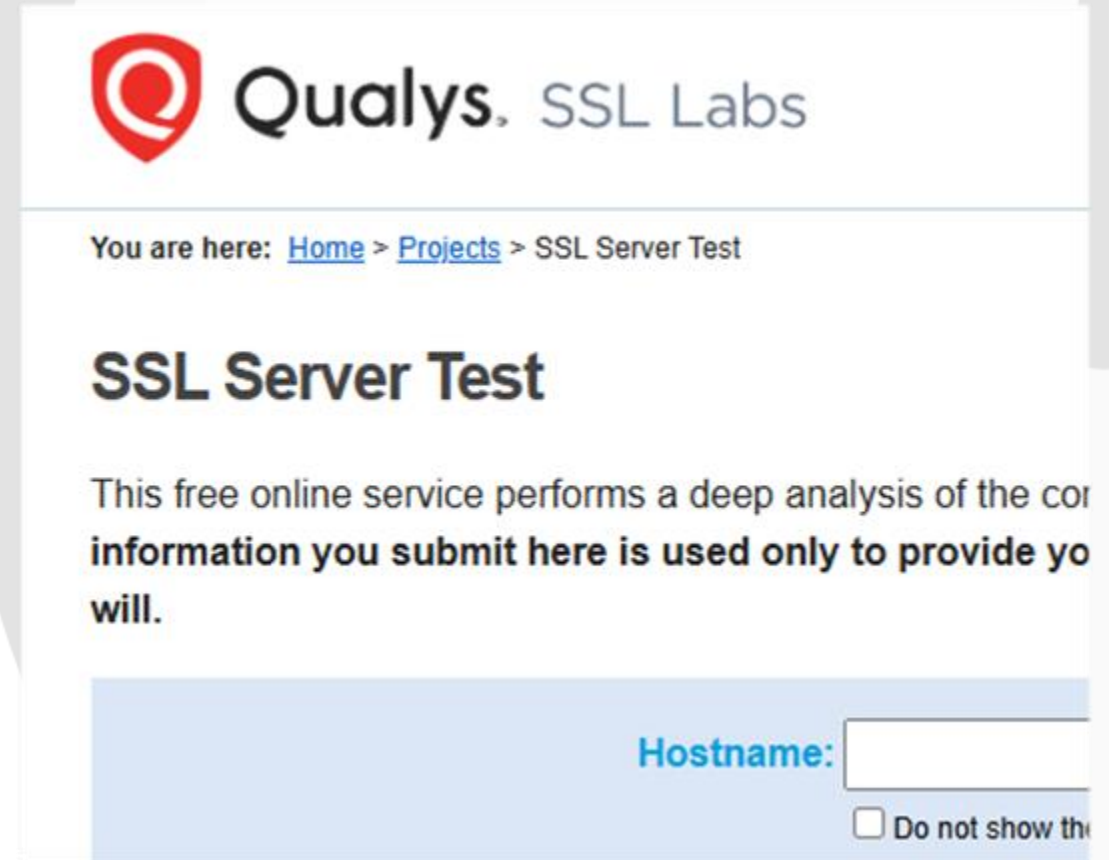
Visit: <https://www.site24x7.com/>



# Any helpful sites for security?

## Qualys – SSL Labs

- SSL / TLS is critical for ALL websites
- Not all SSL is created equal – this tool helps you spot common problems
- Be sure to check “do not show” before scanning
- Check all your vendors, especially those storing critical information
- Free to use!

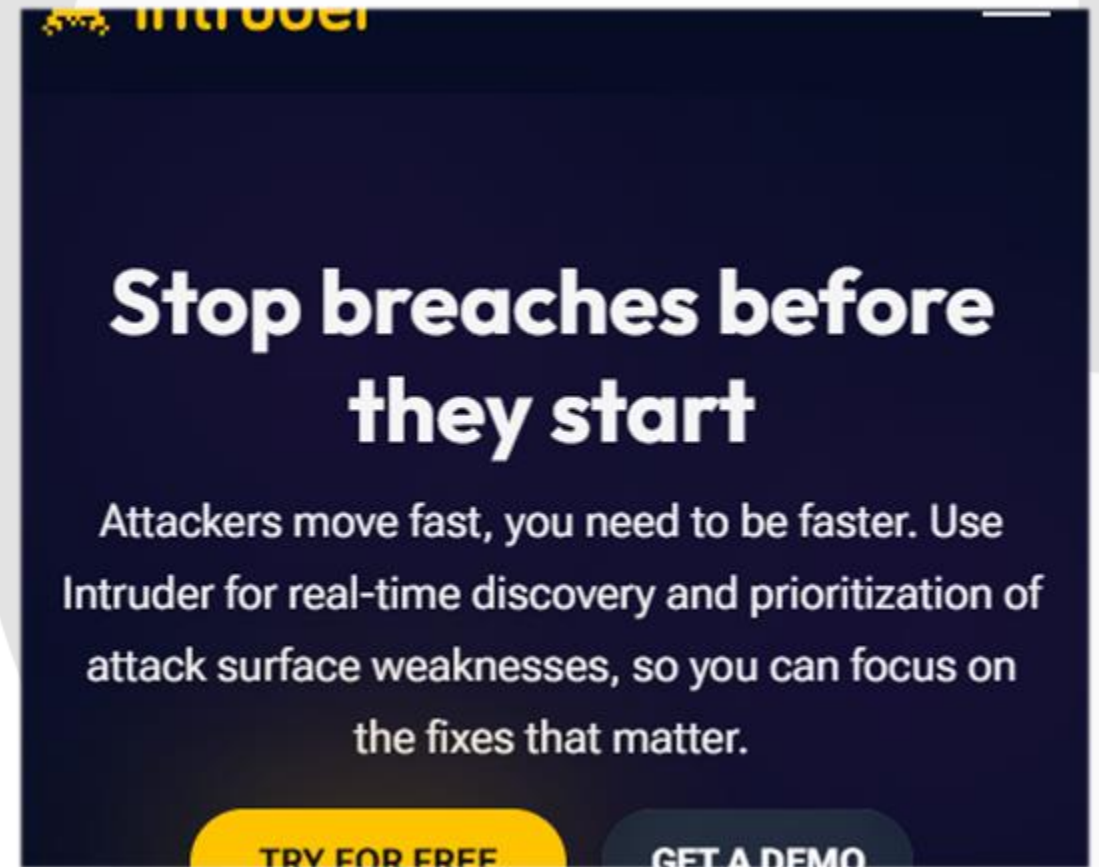


The screenshot shows the Qualys SSL Labs website. At the top is the Qualys logo and the text "SSL Labs". Below this is a breadcrumb trail: "You are here: [Home](#) > [Projects](#) > SSL Server Test". The main heading is "SSL Server Test". Below the heading is a paragraph: "This free online service performs a deep analysis of the configuration of the SSL/TLS implementation on the server. The information you submit here is used only to provide you with the results of the scan." At the bottom of the form is a light blue box containing the label "Hostname:" followed by a text input field. To the right of the input field is a checkbox labeled "Do not show the results of the scan".

Visit: <https://www.ssllabs.com/ssltest/>

## Intruder.io

- Great part of scheduled security checks to stay on top of vulnerabilities
- Key part of most frameworks like PCI, SOC2 and ISO27001
- Helps identify issues before they can be exploited
- Offers schedule and ad-hoc scanning options
- Plans start at \$150/month.

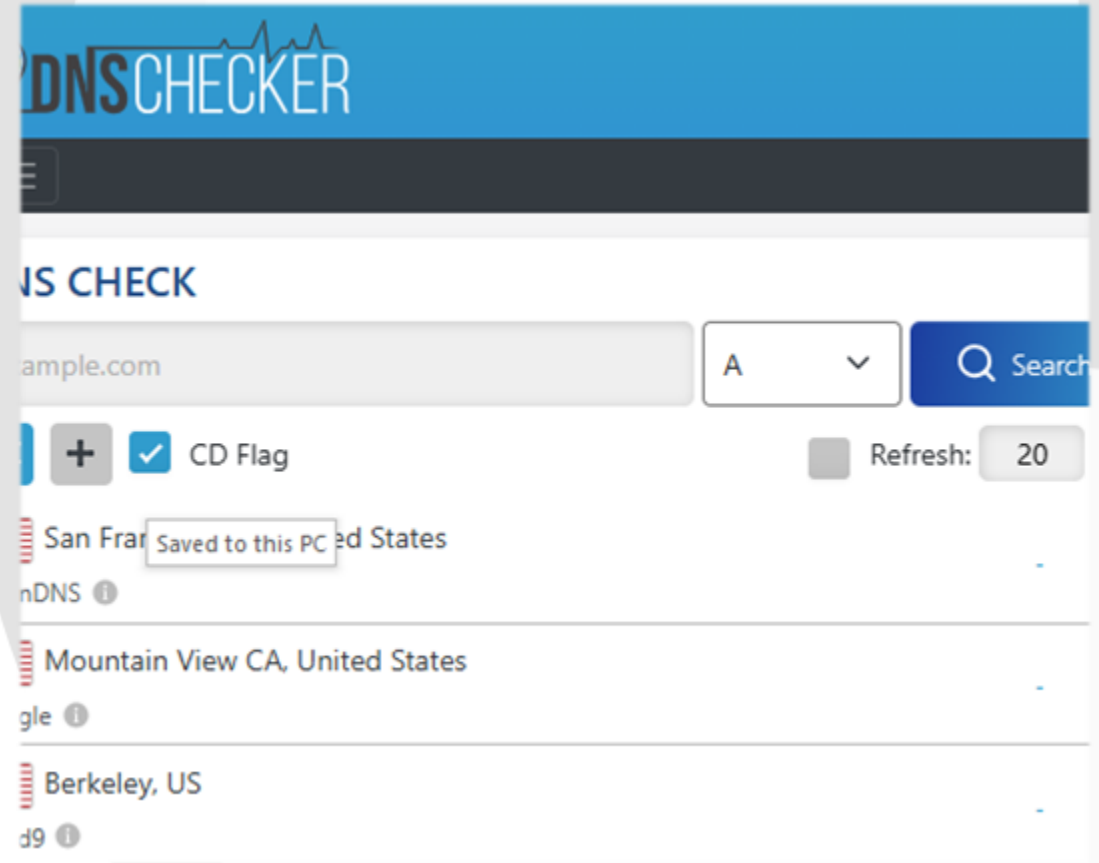


Visit: <https://www.intruder.io/>

# Cool Troubleshooting Tools

## DNSChecker

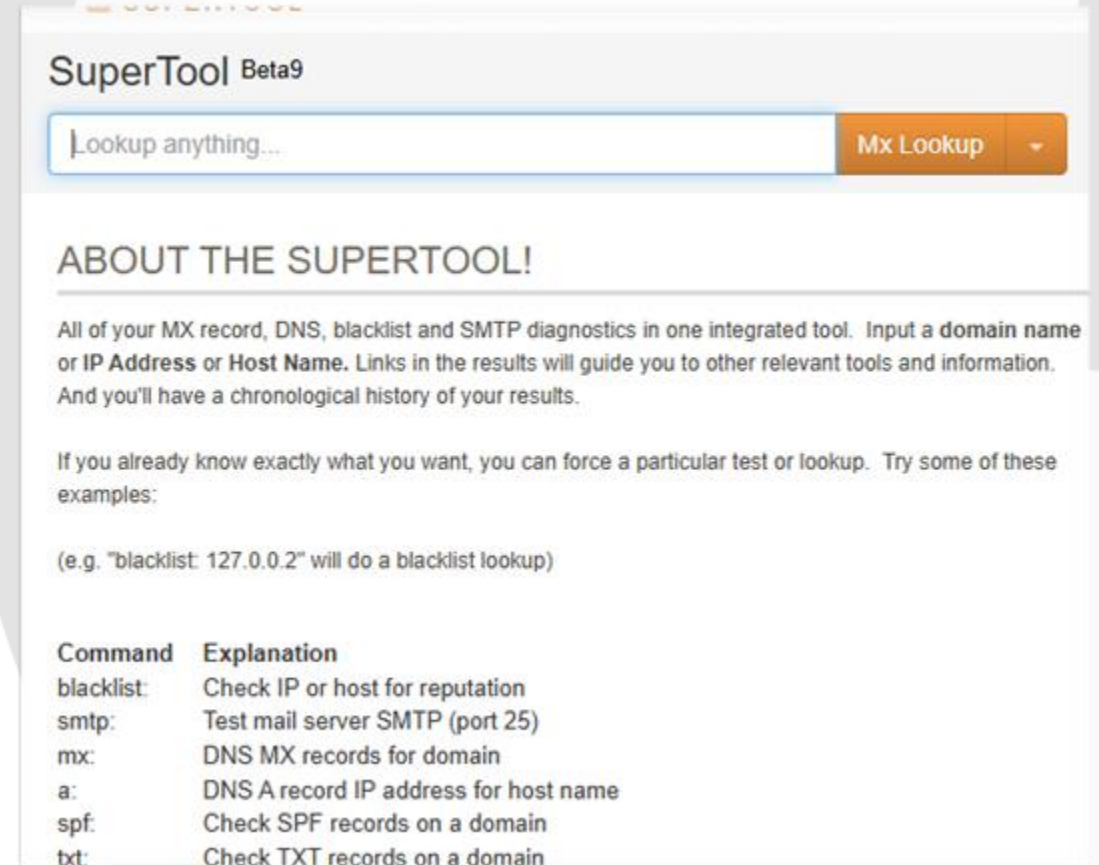
- Great way to check and see the status of your DNS records (especially during periods like website moves)
- Checks from different geographic points
- Free to use!



Visit: <https://dnschecker.org/>

## MXToolbox

- Email deliverability continues to get more complex
- Easily check key aspects of your DNS setup related to email (and other records)
- Advanced (paid tools) to help with deliverability
- Free to use!



Visit: <https://mxtoolbox.com/SuperTool.aspx>

## Speedtest

- Great tool to help see how your own internet is performing
- Sometimes that “slow” site is actually bottlenecks in your own setup

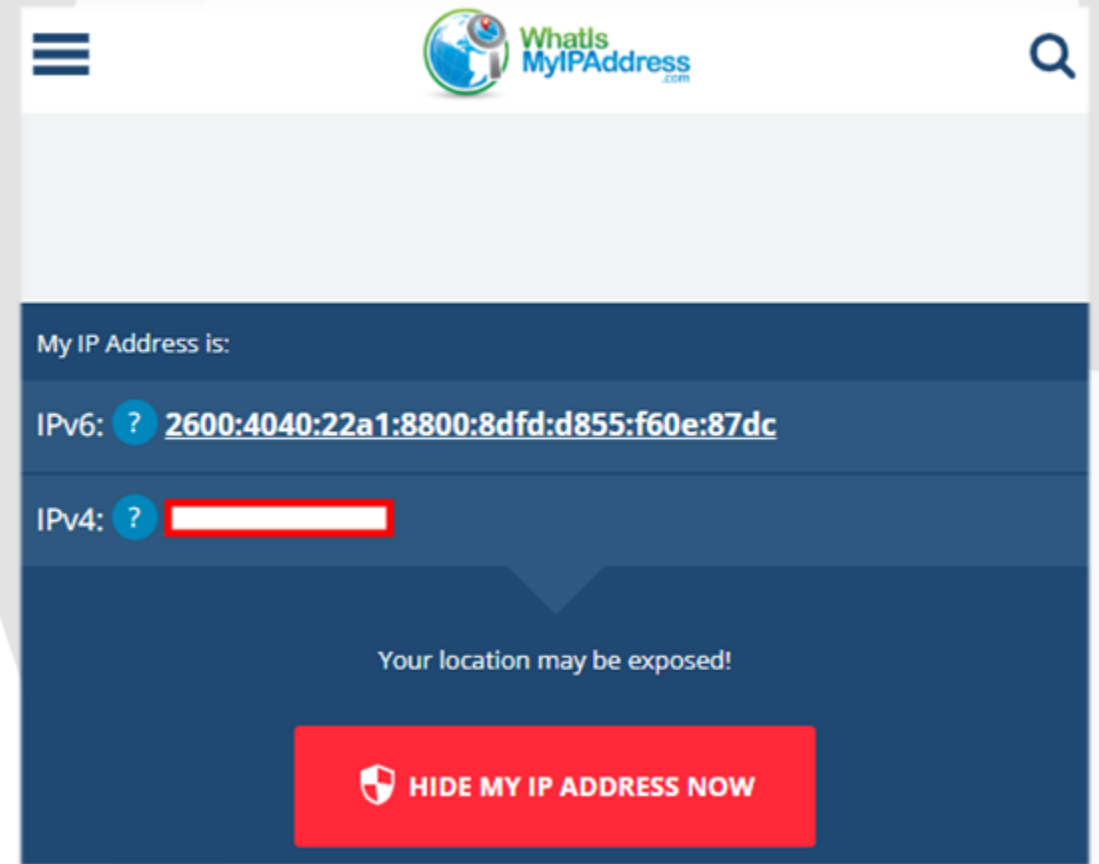


Visit: <https://www.speedtest.net/>



## What is my IP Address?

- Great for seeing what address the world sees you as.
- Use it when you need Ips for whitelisting and access control lists
- Most residential IPs are dynamic so your may change periodically

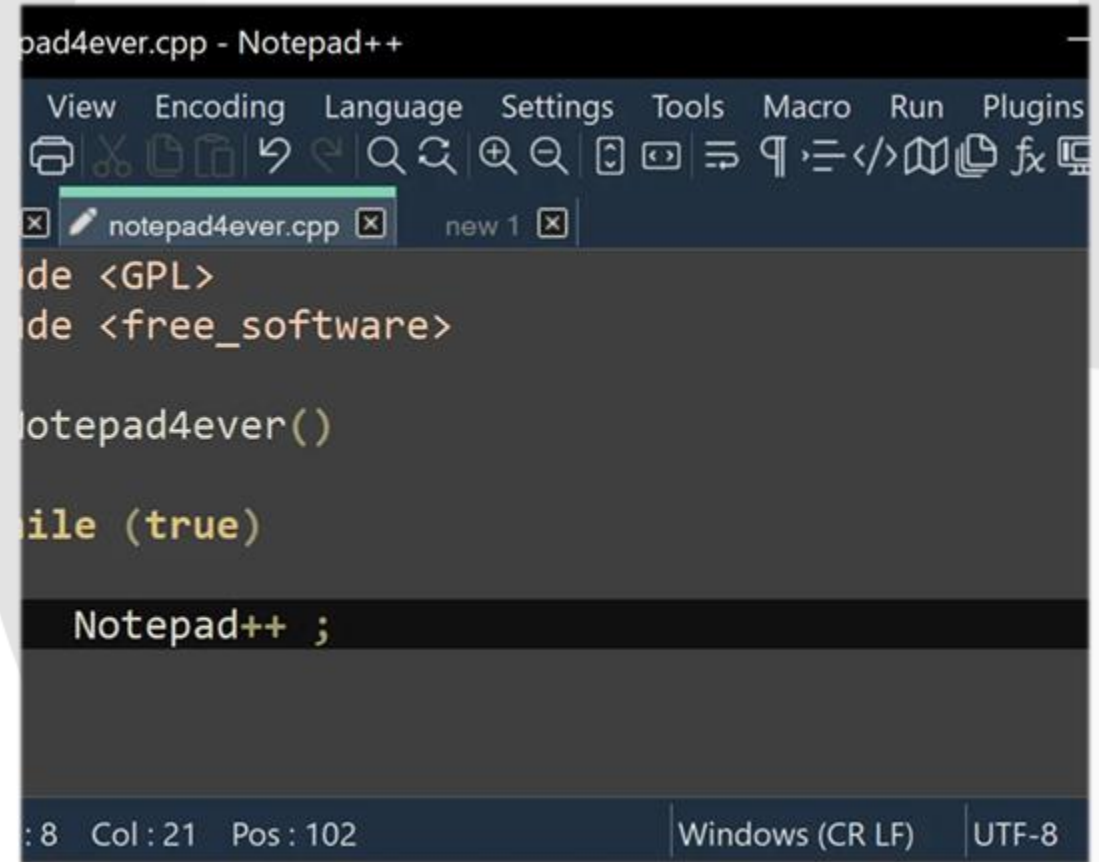


Visit: <https://whatismyipaddress.com/>

# Desktop Tools (for Windows)

## Notepad ++

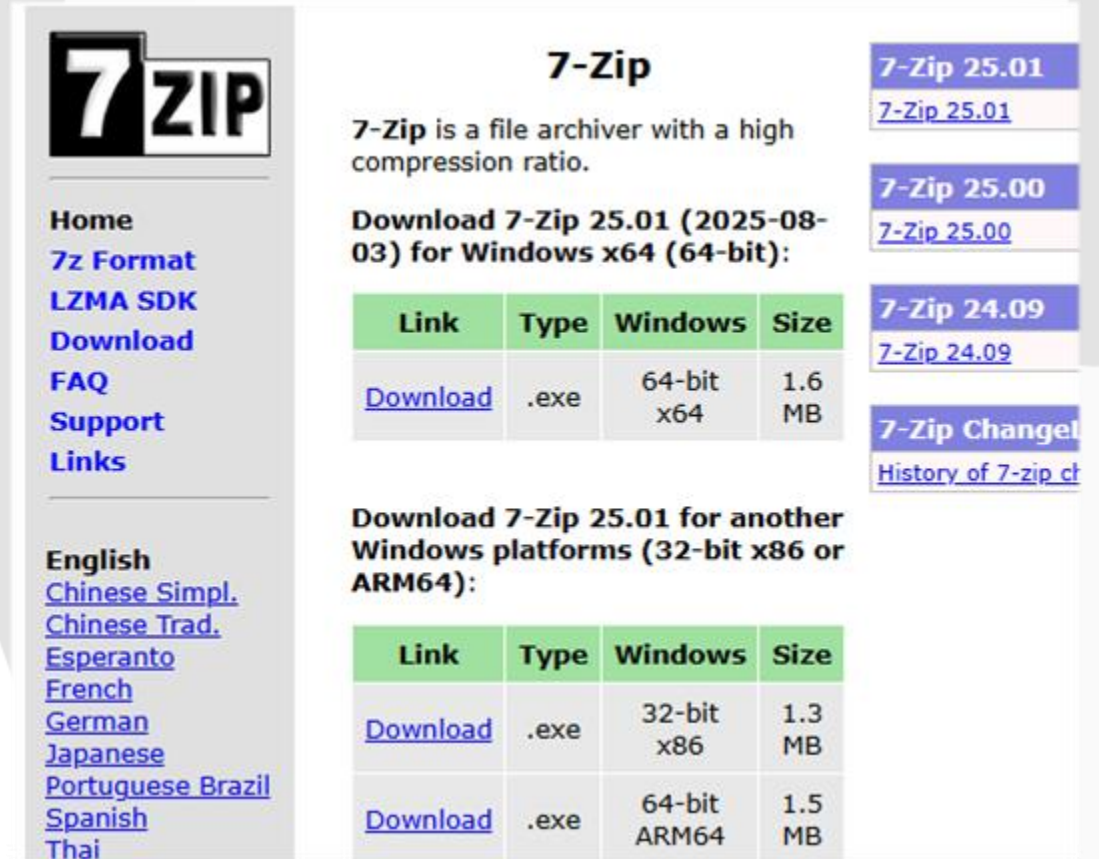
- Much better feature set than the stock Notepad application
- Great when you need to make sense of a small chunk of code (like HTML or JSON)
- Free to download and use!



Visit: <https://notepad-plus-plus.org/>

## 7 Zip

- High compression ratio - Native 7z format compresses 30-70% better than ZIP and uses advanced LZMA compression algorithm
- Free and open-source - Available under GNU LGPL license, completely free for personal and commercial use with no registration required
- Wide format support - Can pack/unpack numerous formats including ZIP, gzip, bzip2, RAR, tar, ISO, and many others



**7-Zip**

7-Zip is a file archiver with a high compression ratio.

**Download 7-Zip 25.01 (2025-08-03) for Windows x64 (64-bit):**

Link	Type	Windows	Size
<a href="#">Download</a>	.exe	64-bit x64	1.6 MB

**Download 7-Zip 25.01 for another Windows platforms (32-bit x86 or ARM64):**

Link	Type	Windows	Size
<a href="#">Download</a>	.exe	32-bit x86	1.3 MB
<a href="#">Download</a>	.exe	64-bit ARM64	1.5 MB

**7-Zip 25.01**  
[7-Zip 25.01](#)

**7-Zip 25.00**  
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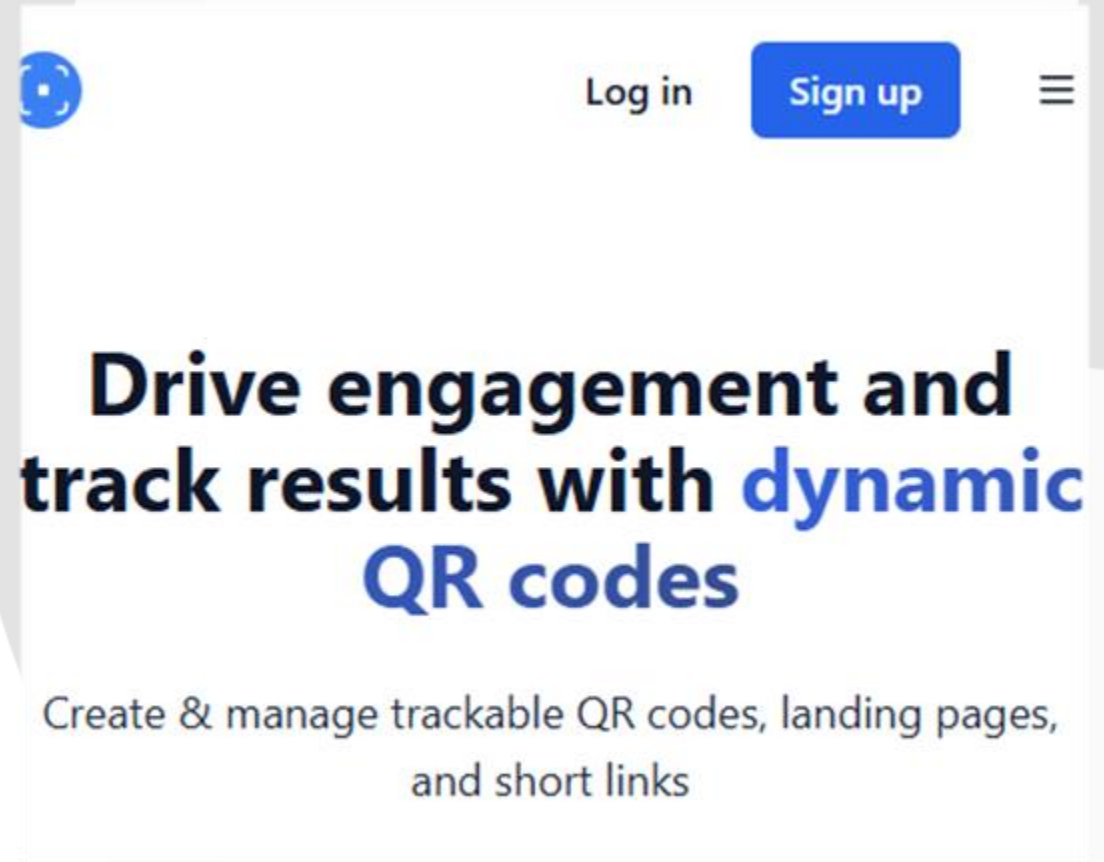
**English**  
[Chinese Simpl.](#)  
[Chinese Trad.](#)  
[Esperanto](#)  
[French](#)  
[German](#)  
[Japanese](#)  
[Portuguese Brazil](#)  
[Spanish](#)  
[Thai](#)

Visit: <https://www.7-zip.org/>

# What do you use to generate cool QR codes?

## Hovercode

- Dynamic & customizable QR codes - Create editable QR codes with your logo, brand colors, and round designs that can be updated after printing
- Built-in tracking & analytics - Monitor scan performance, device types, and locations to measure campaign success
- Multiple QR code types - Generate codes for links, PDFs, vCards, app stores, SMS messages, and even AI-generated artistic designs
- Free forever plan - Start with 3 permanent QR codes at no cost, with option to upgrade for additional features



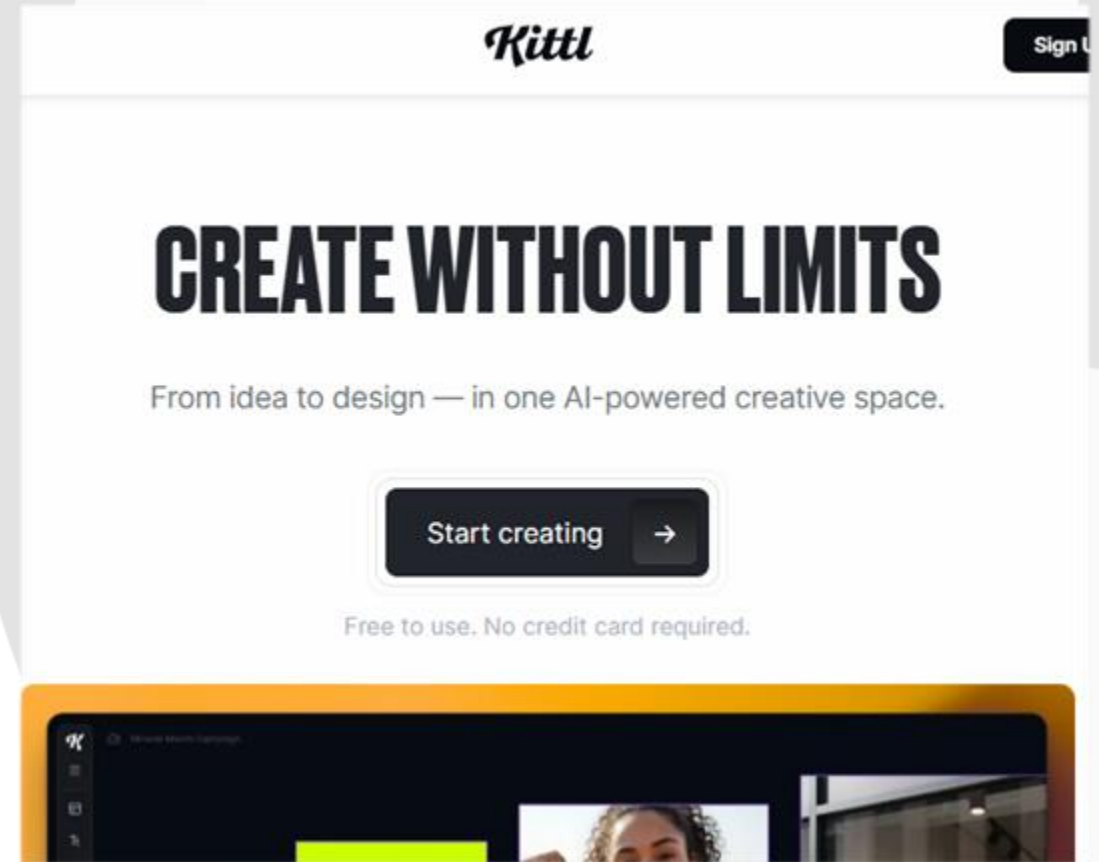
Visit: <https://hovercode.com/>

# What about design tools?



## Kittl

- Intuitive design platform - Browser-based editor combining typography, vector editing, AI tools, and 10,000+ templates for creating logos, posters, and graphics
- Extensive font library - Access 1,400+ free fonts plus premium typefaces like Helvetica and Futura through partnership with Monotype
- Beginner to pro friendly - Easy-to-use interface with real-time collaboration, serving over 5 million users worldwide including Netflix and Warner Bros

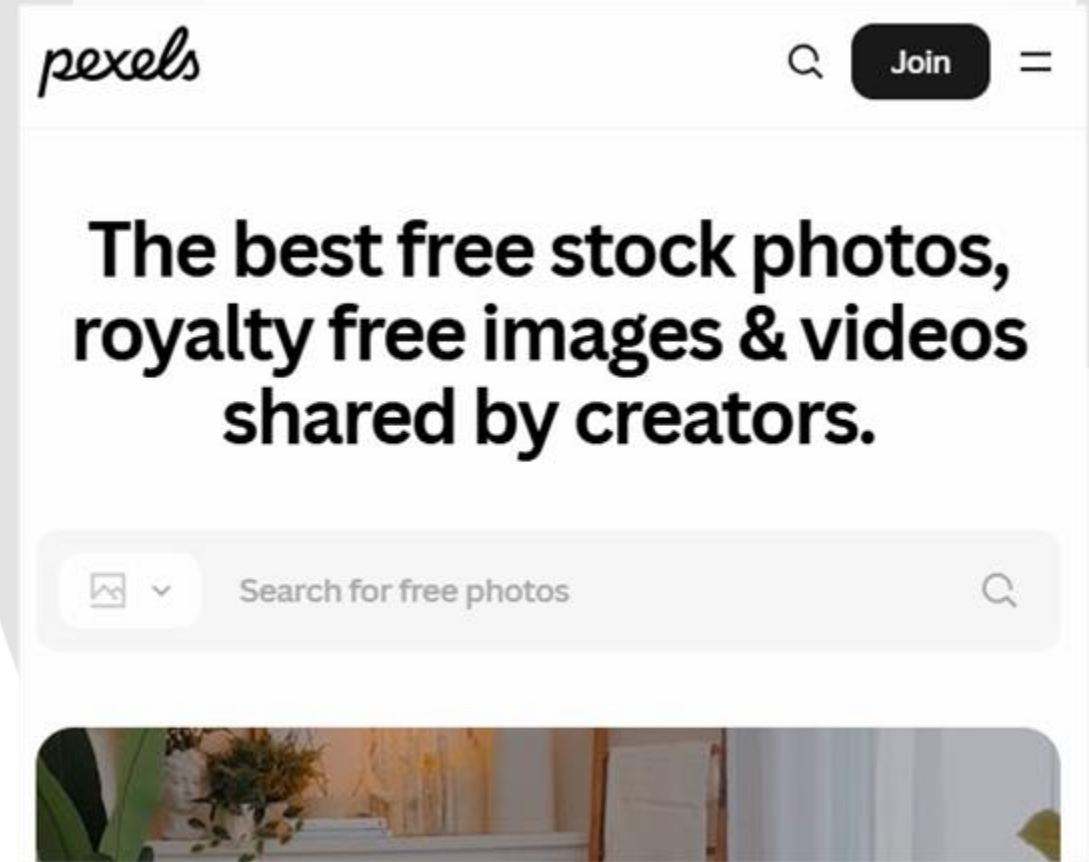


Visit: <https://www.kittl.com/>

# Where do you go for stock images and icons?

## Pexels

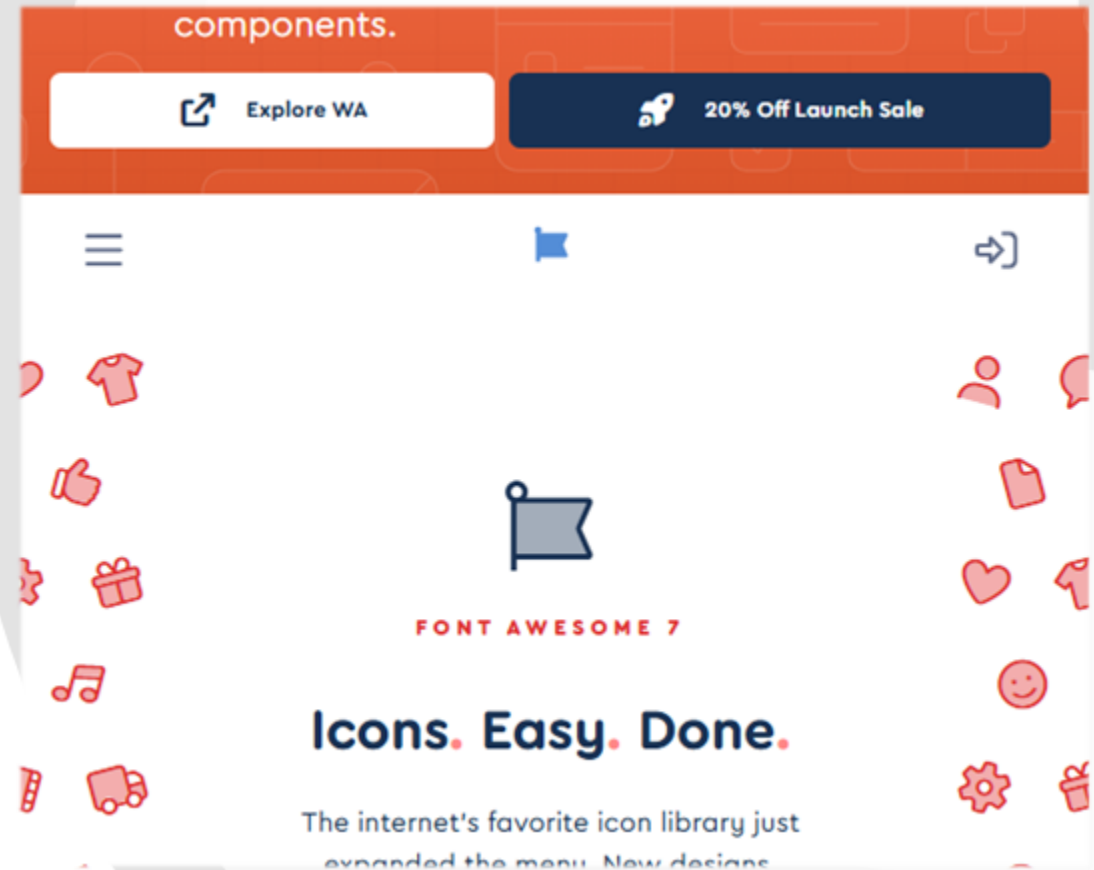
- Free stock media library - Over 3.2 million royalty-free photos and videos available for unlimited download with no attribution required
- Community-powered platform - Content uploaded by global photographers and manually reviewed, growing by roughly 200,000 files monthly
- Owned by Canva - Founded in Germany in 2014, acquired by Canva in 2018, with library integrated into Canva's design platform



Visit: <https://www.pexels.com/>

## Font Awesome

- Icon library & toolkit - Open-source collection of SVG, font, and CSS icons used by millions of designers and developers worldwide
- Widely adopted - Used by 25.4% of sites with third-party font scripts, making it the second most popular after Google Fonts
- Free and Pro versions - Font Awesome Free is GPL-friendly and open source, with Pro tiers offering additional icons and features



Visit: <https://www.pexels.com/>

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

INTEGRATION



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

SOFTWARE



**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!**

Call or email us for a **30 minute free** consulting session



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[501works.com](http://501works.com)  
[theCIOHour.com](http://theCIOHour.com)

## Final Thoughts

- Join us **December 11<sup>th</sup>** for the next CIO Hour.
- An archive of this presentation and today's Webinar will be posted on [theCIOHour.com](https://theCIOHour.com) in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: [theCIOHour@501works.com](mailto:theCIOHour@501works.com)
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.