

# ANNUAL REPORT 2024



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# An Update From our President & CEO, Sarah Timm, CAE, CMP-HC

*"You will either step forward into growth or step back into safety."*  
- Abraham Maslow

It's hard to believe, but PMG turned sweet 16 this year! Reflecting on the 16-year-old I have at home and the milestones of her year, I see so many parallels to PMG's 2024 journey—from a teenager to an emerging adult.

This year has been busy and transformative for PMG. We've seen remarkable growth and faced our share of challenges, each bringing valuable lessons for me and our team. As of January 1, PMG has grown to 118 employees across 21 states, serving 28 association management clients, 13 meetings-only clients, 4 grants management clients, and 4 consulting clients.

But in true PMG fashion, we didn't "step back into safety." We leaped forward! In 2024, this team fearlessly took on 10 new clients: 5 full-service association management clients, 2 consulting clients, and 3 meetings-only clients. We also launched our new association management software, Pillar AMS, and began incorporating AI to create innovative features and services for our clients' members.

I couldn't be prouder of what this team has accomplished. PMG is powered by an incredible group of individuals who share a passion for helping your organizations grow membership, create impactful educational programs, and deliver exceptional meetings. Our staff has shown fearlessness, tirelessness, and selflessness in their dedication to serving you.

Just like my 16-year-old navigating the challenges of her junior year and making big decisions, PMG has faced its own challenges—whether it's onboarding a significant number of new clients, growing our team, or building software from the ground up. But rather than seeing these challenges as setbacks, I see them as vital steps in our growth. Looking back, I'm proud of the lessons we've learned, even the tough ones. These moments have helped PMG mature from an "immature teenager" into a confident, capable young adult—though still a pretty cool one!

As we look to 2025, I'm excited to see us take even bigger steps forward into growth. Thank you for being part of this incredible journey with us.

*Sarah*



## Our Mission

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Our mission is to help our clients to achieve theirs.

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## Our Values

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### 01 **We Before Me**

We prioritize team success over individual achievement.

### 02 **Pursuit of Excellence**

We strive for excellence in quality and consistent improvement, not perfection.

### 03 **Effective Communicator**

We connect empathetically and communicate effectively.

### 04 **Solutionary Thinker**

We identify and implement innovative, sustainable, and resilient solutions.

### 05 **Resourceful Curiosity**

We embrace life long learning and adaptability.

# Our Awards

## **2024 RECIPIENT OF THE AMCI EXCELLENCE IN AMC: CLIENT ADVANCEMENT AWARD**

We're incredibly honored to receive the AMCI's Excellence in AMC Client Advancement Award! This award recognizes our unwavering commitment to client success. *Read the case study [HERE!](#)*

## **2023 RECIPIENT OF THE AMCI EXCELLENCE IN AMC: OUTSTANDING CULTURE AWARD**

We were thrilled to receive this award for our outstanding talent experience, community engagement, and internal cohesion. Parthenon's culture places people first, aligning with client missions and promoting their success.



**WHILE WE DON'T DO IT FOR THE ACCOLADES, WE'RE PROUD  
TO BE RECOGNIZED FOR OUR AWARD-WINNING WORK.**

# *Celebrating Breakthroughs. Inspiring Progress in 2024.*

↑ **2.1m**

Client Balance Sheet Growth

↑ **60k**

Carbon Offset for Conferences

↑ **+15,446**

New Members

↑ **+7,443**

New Conference Attendees

↑ **\$7.7m**

Federal Grant Funds Secured and  
Managed

↑ **\$4.2m**

Sponsorship & Donor Funds  
Raised

↑ **15**

Strategic Plans Conducted

↑ **10**

New Clients in the PMG Community!



# Our Client Community



## MEETINGS MANAGEMENT CLIENTS



## GRANT MANAGEMENT CLIENTS





## *Celebrating Our Client Achievements!*

Our mission is to empower professional, scientific, and medical associations to achieve their goals. As your partner, we are committed to delivering innovative solutions and steadfast support to help your association thrive.

This year, we are proud to celebrate the remarkable achievements of our clients —milestones that showcase their dedication, innovation, and meaningful impact. Each story in this report is a testament to the extraordinary work being accomplished across the associations we have the privilege to serve.

These highlights offer just a glimpse into the incredible range of accomplishments achieved this year. Every client has played a vital role in advancing their mission, building connections, and driving meaningful growth. If we were to capture every success, this annual report would have no end!

Reflecting on 2024, we are inspired by the collective power of our clients' efforts and the profound impact they continue to make in their communities and industries. While this report features only a handful of stories, we celebrate and admire the exceptional work of every organization we are honored to support.

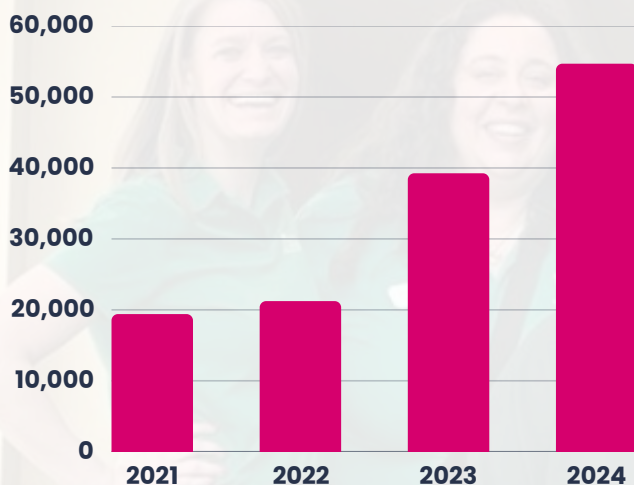
Together, we're shaping brighter futures and creating lasting change!

Every association follows its own unique path, guided by its mission, values, and the community it serves. At PMG, we partner with each client to craft strategies that align with their goals, focusing on sustainable growth and meaningful engagement. Whether it's through membership initiatives, enhancing conference experiences, or fostering stronger community connections, we prioritize what matters most to each organization.

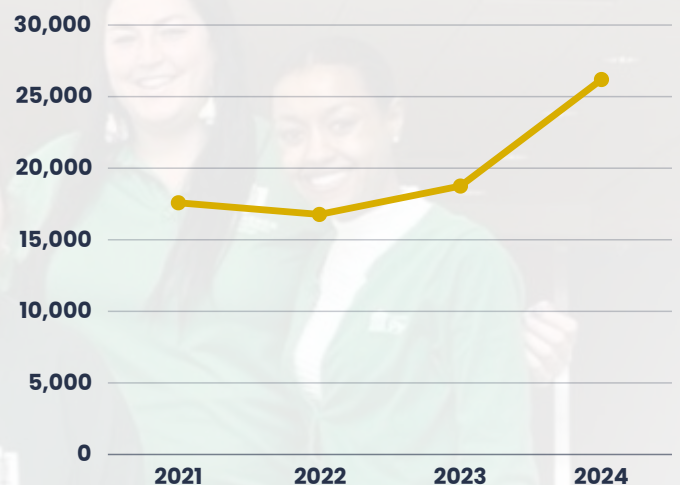
# Driving Growth

## Membership and Conference Highlights: Creating Connections and Driving Impact

It's simple. We believe that every member and every meeting has a story to tell. Membership growth and conference success are not just statistics—they are living indicators of your association's health, vibrancy, and ability to connect with its community. In 2024, we had the privilege of working alongside each of our clients to foster deeper connections, advance their missions, and celebrate some pretty remarkable milestones.



**MEMBERSHIP GROWTH ACROSS ALL PMG CLIENTS 2021-2024**



**CONFERENCE ATTENDANCE GROWTH ACROSS ALL PMG CLIENTS 2021-2024**

## Putting Members First

Membership growth begins with understanding the unique needs of every association's community. We work hard alongside association leadership to tailor our strategies to meet these needs, whether it's expanding member benefits, reaching new professional sectors, or supporting early-career professionals.

For example, the American Psychosocial Oncology Society (APOS) extended its reach to the counseling sector, creating a welcoming space for a new demographic of members. This effort resulted in one of their strongest years yet, with an impressive 31% membership increase.

The Association for Research in Otolaryngology (ARO) took a proactive approach to cultivate the next generation of researchers, engaging students and post-docs with resources and opportunities that drove a 36.5% increase in membership.

Associations like the Clinical TMS Society (CTMSS) broadened their reach by adapting membership categories to attract a more diverse professional audience, while the Midwest Nursing Research Society (MNRS) focused on strengthening their connection with first-year members, ensuring their experience set the stage for long-term engagement. Across the board, our clients demonstrated that successful membership growth isn't just about numbers—it's about creating value, fostering relationships, and welcoming every voice.

## **Conferences That Bring Communities Together**

The power of a great conference lies in its ability to bring people together—sparking collaboration, innovation, and inspiration. In 2024, our clients demonstrated what it means to set the bar high!

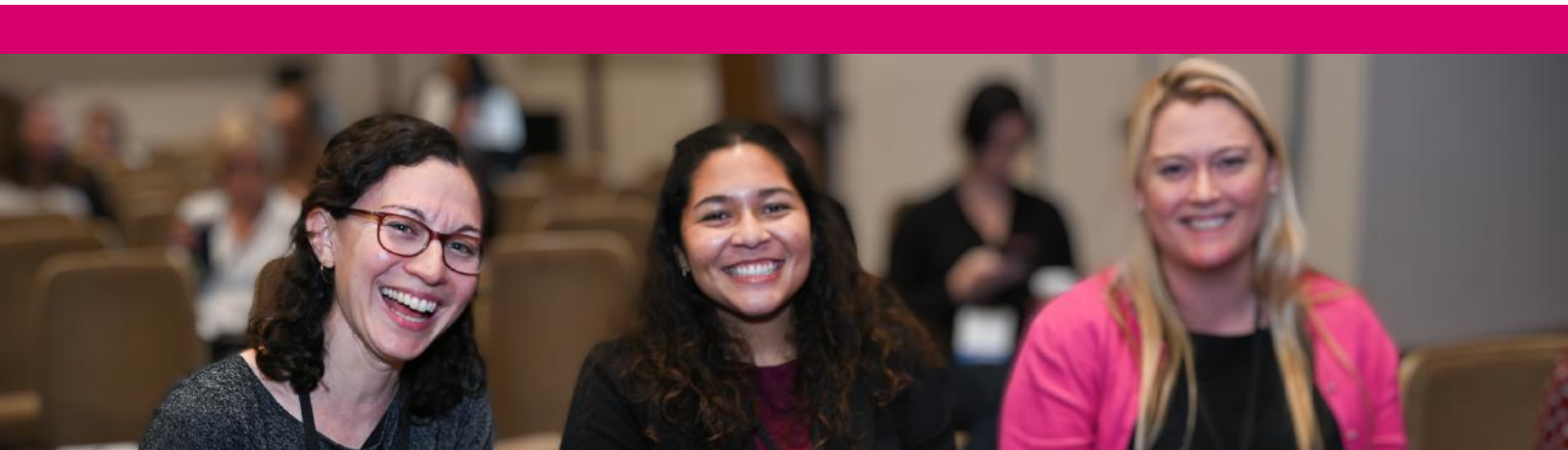
The Society for Research on Biological Rhythms (SRBR) reached new heights with its biennial meeting, breaking records by hosting 769

registrants. Their thoughtful programming and global reputation for excellence in chronobiology made this milestone possible. Similarly, CTMSS ventured onto the international stage, hosting its first global meeting. The event drew 490 attendees—a 7.45% increase over the previous year—highlighting the society's ability to adapt and thrive in new settings.

For the American Professional Society of ADHD and Related Disorders (APSARD), their annual conference served as the perfect platform to showcase their work on the groundbreaking U.S. Adult ADHD Guidelines project, creating an environment for meaningful discussions and collaboration. Meanwhile, MNRS celebrated its ongoing dedication to nursing science, enhancing their programming while honoring their president's induction into the prestigious CANS Hall of Fame—a proud moment for the entire community.

The successes of 2024 reflect what can be achieved through careful planning, collaboration, and a shared commitment to progress. From welcoming new members to creating spaces where ideas and relationships flourish, these accomplishments highlight the incredible work of the associations we support.

As we look ahead to 2025, we remain dedicated to helping our clients achieve their goals, fostering growth and impact in ways that honor their unique missions and communities.



# Advancing Education



The launch of **APOS's** certificate program with 15 core courses exceeded expectations. The program enrolled 276 participants, generating over \$20,000 in revenue while advancing professional education in oncology and psycho-social care.



**SRBR** introduced its Circadian Medicine Course, providing continuing education credits for medical professionals and enhancing its reputation as a leader in its field.



**CTMSS** significantly enhanced its educational impact with the International expansion of the *Pulses Training Courses*, providing certificates and hands-on training to hundreds of participants. A newly introduced mentorship program further bolstered support for early-career professionals by pairing them with seasoned experts in the field.

This year also marked a milestone with the publication of the inaugural issue of *Transcranial Magnetic Stimulation*, a journal showcasing groundbreaking research and solidifying CTMSS's reputation as a thought leader in this rapidly growing field.



**WFSBP** launched an eLearning platform in partnership with PathLMS, supported by an unrestricted educational grant. The course, *Early Interventions in Major Mental Disorders*, provides an in-depth exploration of early intervention strategies for major mental disorders. Presented in an engaging, "TEDTalk"-style format, the series consists of three modules, each focusing on a unique aspect of early intervention. Special emphasis is placed on Bipolar Disorder and Schizophrenia, offering evidence-based insights and practical strategies to improve patient outcomes.



## *Impact in the Headlines*

**ARO** received prominent coverage in the *Harvard Gazette* and *The New York Times* for its late-breaking symposium on gene therapy advancements, which have the potential to reverse deafness in children. This groundbreaking work cements ARO's reputation as a trailblazer in medical science.



**Flux Society** was recognized for its impactful policy work and Dr. Dylan Gee's nomination for the prestigious *FABBS Early Career Impact Award*, highlighting their contributions to advancing research and advocacy.



**IUPHAR** was honored as a *Global Core Biodata Key Resource* for its comprehensive pharmacology database, showcasing its critical role in supporting global research initiatives.



**MNRS** applauds the induction of Past President Kitty Buckwalter into the Council for the Advancement of Nursing Science (CANS) Hall of Fame highlighted MNRS's leadership and ongoing contributions to the advancement of nursing science.



**SRBR** secured a \$10,000 grant for its study, *"The Clocks Around and Within Us,"* which gained widespread attention for exploring circadian rhythms and reaffirmed SRBR's position as a leader in the field.



**CPDD** played a pivotal role in NIDA's 50th-anniversary celebrations, orchestrating events that showcased critical research and advocacy in substance use disorder treatment and prevention.



**CTMSS** was the chosen awardee for the *APA Distinguished Service Award*, recognizing the society's innovative mentorship and training programs that continue to shape the future of the field. Congratulations to CTMSS on this honor!



## *Spotlight on FACTMS: Expanding Access to Transformative Mental Health Care*

PMG takes immense pride in partnering with organizations that are making meaningful strides to improve lives. The Foundation for the Advancement of Clinical TMS (FACTMS), is a wonderful example of innovation and impact.

In collaboration with Kitsap Mental Health Services (KMHS) and with support from the Neil S. Hirsch Foundation, FACTMS recently celebrated the opening of the Neil S. Hirsch TMS Center in Bremerton, Washington. This marks the first FACTMS-sponsored clinic, dedicated to bringing cutting-edge Transcranial Magnetic Stimulation (TMS) therapy to underserved communities.



*"Bringing together PMG's experience in fundraising and non-profit management with the experts in the field of TMS therapy is truly changing lives. Since the establishment of the Neil S. Hirsch TMS Clinic, nearly 40 individuals have received TMS therapy, who would have otherwise gone unserved. **This is my why.**"*

*Anna Taylor, CFRE*

Director of Development, Parthenon Management Group



TMS is a groundbreaking, non-invasive treatment for depression and other neuropsychiatric disorders. Through this clinic, FACTMS is living out its mission to broaden access to transformative care, especially for individuals who may not have the means to afford it.

### **Building Partnerships to Broaden Impact**

The creation of the Neil S. Hirsch TMS Center is a testament to the power of collaboration. Funding from the Neil S. Hirsch Foundation has covered essential startup costs, while a generous in-kind donation from Magstim provided a state-of-the-art Horizon Lite TMS system. Together, these resources ensure that the clinic can serve patients, regardless of their financial circumstances.

Dr. James Hughes, Chief Medical Officer of Kitsap Mental Health Services, shared the significance of this initiative: *"Expanding TMS to community mental health agencies means members of underserved populations will get the help they need to reclaim their lives."*

### **Honoring a Visionary Legacy**

This clinic is also a tribute to Neil S. Hirsch, a passionate advocate for mental health. FACTMS President, Dr. Randy Pardell, reflected on the importance of this moment:

*"This represents a significant step forward in our mission to broaden access to transformative TMS therapy. Through this clinic, we honor Neil's enduring legacy as a visionary and advocate, ensuring that his impact continues to uplift and transform lives."*

### **Leading with Purpose**

FACTMS was established in 2022 by the Clinical TMS Society Board of Directors with a clear purpose: to advance education, research, and awareness of TMS therapy. By focusing on expanding access to care, especially in underserved areas, FACTMS exemplifies the kind of bold leadership and forward-thinking strategy that aligns with PMG's commitment to driving innovation and creating meaningful impact.

As FACTMS and its partners pave the way for accessible mental health care, we are proud to support their journey. This initiative underscores how powerful partnerships and a shared vision can bring life-changing treatments to those who need them most.

We believe in empowering our clients to achieve their missions and the work of FACTMS is a powerful reminder of what's possible when we work together to create a better world.



# Mission-Driven Advocacy

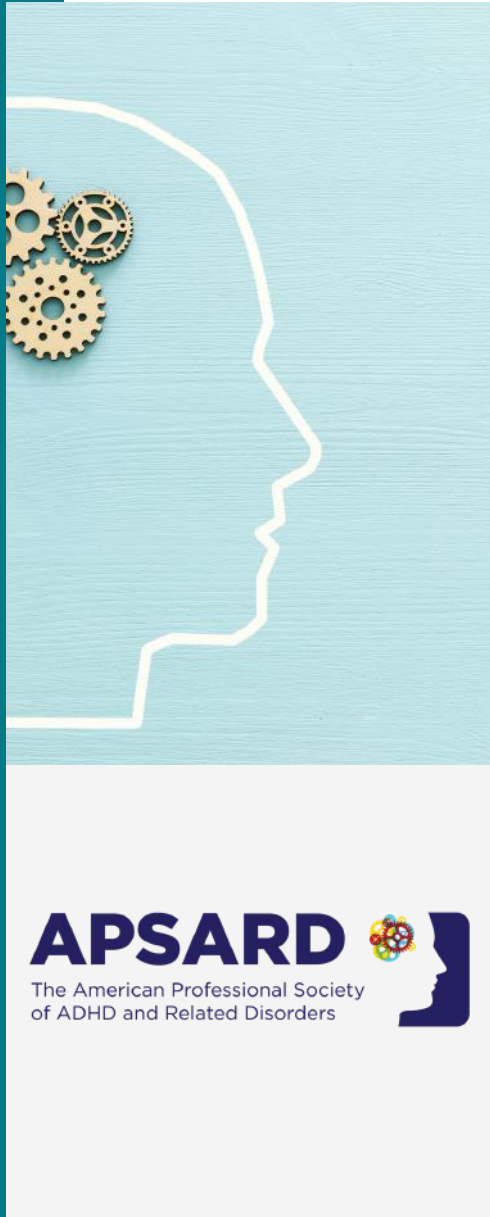
## APSARD: Advancing ADHD Awareness, Education, and Advocacy

In 2024, the American Professional Society of ADHD and Related Disorders (APSARD) achieved remarkable progress through strategic collaborations and impactful advocacy initiatives. By partnering with CHADD and ADDitude, APSARD expanded its mission to promote awareness, education, and research in ADHD treatment.

### Key Advocacy and Educational Achievements:

- *Partnership Impact:* Collaborations with CHADD and ADDitude enabled APSARD to connect with broader audiences, including patients, families, and clinicians. These partnerships enriched APSARD's educational offerings, introducing webinars, workshops, and tailored resources to meet diverse needs.
- *Promoting Evidence-Based Care:* APSARD championed evidence-based approaches through its groundbreaking U.S. Adult ADHD Guidelines project. This initiative addressed a critical gap in clinical resources by providing actionable recommendations for diagnosing and managing ADHD in adults.
- *Advocating for Awareness and Change:* Through public education and advocacy efforts, APSARD worked tirelessly to reduce the stigma surrounding ADHD and called for increased funding to support research and awareness initiatives.

These efforts not only advanced the understanding and treatment of ADHD but also fostered support within the broader community, reinforcing APSARD's leadership in the field. We are honored to work alongside APSARD as they continue their impact.



## CPDD: A Voice for Hope and Progress in Substance Use Research

In 2024, the College on Problems of Drug Dependence (CPDD) displayed dedication and leadership in its mission to combat the substance use crisis through research and advocacy. A shining example of this commitment was their Congressional Advocacy Day, a gathering of passionate leaders, researchers, and advocates who united to amplify their voices directly to policymakers in the U.S. House of Representatives and Senate.

This impactful day was centered on a vital message: the need for continued and expanded funding for the National Institute on Drug Abuse (NIDA). As the primary global supporter of substance use research, NIDA is essential to advancing scientific breakthroughs, developing evidence-based interventions, and reducing the stigma that too often surrounds addiction. CPDD's Advocacy Day created a powerful platform to share this message and inspire meaningful action.

### Key Moments from CPDD's Advocacy Day:

- *Strategic Storytelling:* CPDD's representatives conveyed how investments in substance use research translate into healthier communities, reduced healthcare costs, and lives saved. These narratives showcased the societal and economic impact of supporting NIDA's work.
- *Diverse Perspectives:* The advocacy effort brought together a rich mix of voices, including early-career researchers, policy experts, and individuals with personal stories of recovery.
- *Building Momentum:* These efforts secured stronger Congressional support for NIDA, reinforcing its ability to fund groundbreaking research and essential programs that address the opioid epidemic and other pressing challenges in addiction science.

A special highlight of the day was the celebration of NIDA's 50th anniversary. CPDD reflected on five decades of scientific progress that have transformed lives and renewed hope for those affected by substance use disorders. This milestone served as a reminder of what is possible with sustained investment in addiction science and advocacy.

We are thrilled to partner with CPDD on their advocacy efforts! By building stronger connections with policymakers and amplifying the voices of those impacted, CPDD continues to lead the charge toward a future where stigma is replaced by understanding and research paves the way for recovery and hope.



## Driving Change: CMSA's Bold Steps Toward Equity and Advocacy in 2024

In 2024, the Case Management Society of America (CMSA) took bold strides to advance diversity, equity, inclusion, and belonging (DEIB) within the case management profession. At the 2024 CMSA Annual Conference, they launched a transformative DEIB initiative designed to foster inclusivity and enhance cultural competence across the field.

### Highlights of the DEIB Initiative:

**Position Statement:** CMSA released a trailblazing position statement on DEIB, establishing a clear commitment to addressing systemic inequities and creating a supportive, inclusive environment for all professionals.

- *New Standards of Practice:* To drive lasting change, CMSA introduced DEIB-focused standards of practice, providing case managers with actionable guidelines to embed inclusivity into their daily work and interactions.
- *Resource Toolbox:* A dedicated DEIB toolbox was unveiled, equipping case managers with practical tools, case studies, templates, and training modules to support their DEIB journey and encourage ongoing learning.

CMSA also amplified its advocacy efforts with the Virtual Hill Visits Program, bringing over 50 case managers into direct conversations with elected officials. These impactful meetings focused on two key priorities:

- *Expanding telehealth* access to promote equitable healthcare delivery.
- *Workforce development* initiatives to address staffing challenges and enhance professional opportunities in the field.

We are proud to support CMSA's unwavering commitment to advancing internal equity while advocating for systemic changes that benefit the broader healthcare community.



# Navigating Trends and Opportunities in 2025

## The Power of Collaborative Partnerships: Strengthening Impact Through Connection

At the heart of every thriving organization lies a commitment to collaboration—working together to achieve goals that go beyond what any single entity can accomplish alone. One shining example of this is the American Psychosocial Oncology Society (APOS). For APOS, partnerships are not just a strategy; they are the foundation of its mission to improve the care and support provided to individuals impacted by cancer.

PMG has played a vital role in supporting APOS's efforts, providing strategic guidance and operational expertise to ensure these collaborations deliver maximum impact. PMG's commitment to fostering meaningful partnerships has enabled APOS to expand its reach, amplify its mission, and focus on what matters most—improving the lives of individuals affected by cancer.

### A Few Highlights from APOS's Collaborative Efforts

While APOS has engaged in a multitude of collaborations over the years, the partnerships formed in 2024 demonstrate its ability to align with diverse organizations, each contributing unique strengths to a shared vision.

### Creating New Opportunities with Cigna Evernorth

Partnering with Cigna Evernorth was a significant milestone for APOS. This collaboration enabled APOS to engage new audiences and explore innovative ways to integrate psychosocial care into health insurance and patient support systems. Leveraging Cigna Evernorth's extensive network and expertise, APOS advanced its efforts to ensure mental health care is a core component of oncology treatment.

### Expanding Professional Development with TPN

Through its partnership with TPN, APOS launched a groundbreaking certificate course focused on essential skills for professionals in the field. The results were impressive: 276 registrants, 85 course completions, and over \$20,000 in revenue in just the first year. This collaboration not only strengthened APOS's professional education pillar but also highlighted the power of partnerships in fostering growth and innovation.



"APOS is proud that its members commonly refer to the organization as it's multi-disciplinary home for psychosocial oncology professionals. To further strengthen this field for all stakeholders, APOS has been focused on bringing all segments of the healthcare spectrum to the table to work together, including not only practitioners and patients but also insurance companies, community partners, pharmaceutical & tech companies, and private provider companies. It's so easy for these different segments to work on moving forward in their own silos but there has to be efforts to come together as one and address macro needs of the field that we can all tackle together; *working together in a strong community with a shared goal and a common purpose can make the impossible possible.*"

*Brad McAlister, CRME | Senior Project Leader, PMG*

### **Advancing Research with Fred Hutch Cancer Center**

The collaboration with Fred Hutch Cancer Center emphasized the value of aligning with leading research institutions. By joining forces, APOS gained access to cutting-edge research and data, further equipping its members to address the psychosocial challenges faced by patients and their families.

### **Breaking New Ground with Forge Health**

APOS also partnered with Forge Health to explore new ways to address the mental health needs of oncology patients. Forge Health's innovative approach to behavioral health care complemented APOS's mission, opening the door to integrated care models that prioritize both physical and mental well-being.

### **Why APOS's Open Approach to Collaboration Matters**

What sets APOS apart is its proactive, mission-focused approach to partnerships. The organization's openness to exploring new opportunities ensures that every collaboration is driven by a shared vision and a clear purpose. This intentionality not only strengthens APOS but also allows it to deliver greater value to its members and the patients they serve.

*Key benefits of this approach include:*

1. **Broader Impact:** Partnerships allow APOS to extend its reach and influence, connecting with new audiences and sectors.
2. **Innovation and Growth:** Collaborating with diverse organizations fosters fresh ideas and creative solutions.
3. **Mission Alignment:** Every partnership is carefully chosen to support APOS's overarching goal of improving psychosocial care in oncology.
4. **Sustainability:** Shared resources and expertise help APOS achieve its goals while ensuring long-term growth and resilience.

### **Looking Ahead**

The partnerships with Cigna Evernorth, TPN, Fred Hutch Cancer Center, and Forge Health are just a few examples of how APOS has excelled in leveraging collaboration to further its mission. By remaining open to new ideas and opportunities, APOS continues to position itself as a leader in psychosocial oncology care.

PMG has played a vital role in supporting APOS's efforts, providing strategic guidance and operational expertise to ensure these collaborations deliver maximum impact. PMG's commitment to fostering meaningful partnerships has enabled APOS to expand its reach, amplify its mission, and focus on what matters most—improving the lives of individuals affected by cancer.

As APOS looks to the future, it will undoubtedly continue to seek partnerships that inspire innovation, strengthen impact, and create lasting progress. In 2025, collaboration will prove to be more than a tool but rather a driving force for transformation.



## How PMG is Leading the AI Revolution in Association Management

As the landscape of association management continues to evolve, PMG stands at the forefront of leveraging cutting-edge Artificial Intelligence (AI) technologies to enhance service and efficiency. By integrating advanced tools such as large language models (LLMs) and diffusion models, PMG is redefining how associations operate while maintaining a steadfast commitment to ethical practices, security, and quality.

### Current Trends in AI for Associations

AI is transforming the way associations operate, offering innovative solutions to enhance efficiency, engagement, and impact. Some of the most impactful trends include:

1. Data Analysis and Insights
2. AI enhances the ability to sort and interpret large datasets quickly, uncovering trends and providing actionable insights that inform strategic decisions.
3. Enhanced Visual Design
4. AI-powered image generation simplifies the creation of professional, visually compelling presentations, publications, and marketing materials.
5. Content Creation
6. From drafting newsletters to generating reports, AI streamlines content production, allowing staff to focus on strategy and member engagement.
7. Meeting Management
8. AI supports meeting organization by assisting with agenda creation, drafting minutes, and streamlining follow-up tasks, ensuring meetings are efficient and productive.



## PMG's Commitment to Ethical AI Integration

PMG's approach to AI is thoughtful, innovative, and rooted in ethical practices. Recognizing both the opportunities and risks associated with AI, we ensure every step of implementation aligns with the values of transparency, security, and accountability.

Key components of PMG's ethical AI framework include:

- **Private and Secure Use:** All AI tools operate within private licensed instances, ensuring that no client data is shared or exposed externally. PMG treats all data processed through AI with the same confidentiality standards as other client information.
- **Augmenting, Not Replacing, Expertise:** AI serves as a support tool rather than a replacement for human expertise. Whether analyzing data or drafting content, all AI outputs undergo human review to ensure accuracy, quality, and alignment with client goals.
- **Transparency and Collaboration:** PMG maintains open communication with clients about AI integration. All clients have or will soon receive a detailed addendum outlining how AI would be utilized in their services. This proactive approach fosters trust and ensures clients feel confident in the tools being used on their behalf.
- **Focus on Accountability:** AI-generated outputs are treated as a starting point, not the final product. Human oversight ensures all deliverables meet the highest standards of quality and appropriateness.

## The PMG Difference

PMG's approach sets a new standard for ethical and effective AI integration in association management. By prioritizing security, transparency, and innovation, we make sure that these technologies enhance, not compromise, the quality of service provided to clients. This thoughtful integration reflects our commitment to empowering our associations with tools that improve efficiency while upholding their core values.

## Looking Ahead

As AI continues to evolve, we are committed to exploring new tools and technologies that enhance service delivery for associations. By staying ahead of trends and maintaining an open dialogue with clients, PMG ensures its approach to AI remains both innovative and client-centered.



Liz Ent, PMG Business Analyst,  
using some humor to teach about  
AI at our 2024 Team Connect!

# PILLAR III

## YOUR FOUNDATION FOR SUCCESS

### *A Technology Update*

*"There is no silver bullet in software development. Success comes from incremental improvements, one step at a time." – Fred Brooks*

Pillar represents more than just a platform; it's the foundation of our vision for innovation and excellence. In 2023, PMG embarked on an ambitious journey to redefine how our clients manage their operations, with each step building on lessons learned and an unwavering commitment to efficiency.

The Alpha Phase marked a critical period of foundational development. During this phase, we migrated seven clients to the platform, unveiling key features like dynamic conference administrative tools, user-friendly speaker directories, poster galleries, and the launch of the first version of our mobile app. Strategic third-party integrations further strengthened our Customer Relationship Management (CRM) capabilities. Each milestone reflected not only technical achievements but also our focus on solving real-world challenges for PMG clients.

Looking ahead to mid-2025, the Beta Phase will focus on refining these advancements based on user feedback. Enhanced hybrid event tools, robust analytics, mentor matching functionality, and improved User Interface and User Experience (UI/UX) are just some of the priorities as we continue evolving the platform to ensure it exceeds client expectations. Each iteration of Pillar is a testament to our adaptability and our drive to deliver meaningful, scalable solutions.

Pillar is more than a project—it's a reflection of PMG's view on the future of technology for associations. Through this journey, we've embraced the lessons, celebrated the milestones, and stayed focused on our ultimate goal: creating a platform that empowers associations to thrive today while preparing them for tomorrow. We look forward to continuing to update our clients throughout the year to come!



# Meet the Department Buzzing with Innovation!



At PMG, we call our meetings department The Hive—and it's the perfect name. Just like a hive of bees, our team is constantly buzzing with energy, efficiency and teamwork to seamlessly create something that is both unique and essential. Every member of The Hive has a role steeped in efficiency and purpose, with communication as the cornerstone of their success and ability to thrive. Individually they contribute their best so that their aggregate effort culminates into something great.

Bees don't just work hard—they bring life and growth to everything they touch. That's exactly what our team does for every conference and meeting we organize. From curating meaningful content to managing every last detail, The Hive thrives on collaboration, precision, and purpose. Together, they create environments, connections and experiences that leave a lasting impact, and we hope you share in their buzz of excitement to be a part of the full PMG Family of services and talents.



46  
CONFERENCES



5  
COUNTRIES



25,195  
ATTENDEES



# 2024 Meeting Impact

Guest Rooms	<b>\$9.5 M</b>
Food & Beverage	<b>\$5.5 M</b>
Audio Visual	<b>\$2.5 M</b>
Rebates Negotiated	<b>\$800K</b>

**\$14,790,534.28**  
**TOTAL IMPACT**

*The Parthenon staff were uniformly superb - in terms of professionalism, welcoming attitude, responsiveness, clarity of communication. Excellent contribution to the success of the meeting!*

*- Gretchen L. Haas, Ph.D.*

*Associate Professor of Psychiatry, University of Pittsburgh Medical Center*



## **Meet Julie Lewis, PMG Director of Meetings** **Fun Fact- Julie is a real life beekeeper!**

Meeting, event and tradeshow guru. Aficionado of gatherings. Advocate and volunteer. Detail and data oriented. Negotiator of contracts and honeybees. Team player, builder, and champion. Learner and educator. Serotonin specialist. Mom and wife. Active and awestruck outdoorsperson. Fan of glitter and sparkles and making people and places shine in their best light. Motivated and motivating. Friend and fearless adventurer. Trusted, respected and reciprocating. Communicator and appreciator. Cultivator of people, experiences, and things that grow.

# Conferences in a Changing World

When people decide which conferences to attend, they're not just looking for great speakers or interesting topics. They're asking bigger questions: Will I connect with others in my field? Will I leave feeling inspired and equipped with new ideas? Will this be worth my time away from work, my family, or my other commitments?

The truth is, conferences aren't just about information anymore—they're about experiences. They're about connection, engagement, and feeling like your time was not only well-spent but truly impactful to their work. At Parthenon Management Group (PMG), we've seen how these shifts are changing the way organizations approach their events. And we're proud to help guide our clients as they adapt to meet the needs of their attendees in this new era.

## The Role of Technology: Transforming the Conference Experience

Technology is reshaping the way conferences are planned, executed, and experienced. Attendees now expect seamless digital tools that enhance everything from registration to networking, and organizations are increasingly relying on technology to deliver these capabilities.

PMG is at the forefront of these changes. We're not only integrating the latest tools into the events we manage, but we're also developing our own software solutions to ensure our clients stay ahead. For example, our work with platforms like Joyn and Pillar AMS allow organizations to offer streamlined registration, intuitive session navigation, and robust post-conference analytics. These tools don't just improve logistics—they elevate the entire attendee experience.

Additionally, we help organizations adopt engagement technologies such as real-time polling, live Q&As, and virtual networking tools. These features aren't just "nice to have"; they're becoming essential for creating dynamic, interactive events that feel personalized and engaging.

By investing in technology, PMG ensures that our clients have access to innovative solutions that make their conferences stand out—both for their attendees and their stakeholders.



## Carbon-Neutral Meetings: Impact That Reaches Beyond the Room

We believe conferences shouldn't just resonate with attendees. They should leave a mark on the world. That's why we're proud to work with organizations like the Schizophrenia International Research Society (SIRS) and the American College of Neuropsychopharmacology (ACNP), who lead the charge in combining environmental responsibility with meaningful global impact through their commitment to carbon-neutral meetings.

**SIRS** turned sustainability into action by supporting Heifer Project, donating to fight hunger and poverty. Through livestock donations and agricultural training, Heifer Project helps families achieve independence and self-reliance. They didn't stop there—SIRS also contributed to charity water, providing clean, safe drinking water to underserved communities worldwide. Together, these initiatives are transforming lives.

**ACNP** showed its commitment to the planet and its people by donating to charity water, ensuring access to one of life's most essential resources. They also made an equally impactful contribution to One Tree Planted, supporting global reforestation efforts that combat climate change, restore ecosystems, and create a greener future.

Through these partnerships, SIRS and ACNP are proving that conferences can go beyond their immediate purpose to inspire real-world change—combining mission, meaning, and measurable impact.

## Crisis Management: Because 'Unprepared' is Not in Our Vocabulary

What's the secret ingredient to a truly exceptional conference? Attendees feeling safe, supported, and prepared for whatever comes their way. In 2024 we overhauled our crisis management plan, ensuring that our clients' events aren't just memorable but also resilient in the face of the unexpected.

Our approach incorporates:

- Real-time communication tools that keep all stakeholders informed and aligned during emergencies.
- Comprehensive risk assessments and detailed action plans tailored to the specific needs of each event.
- On-site support and training to equip teams with the knowledge and resources needed to respond effectively to potential disruptions.

Whether addressing weather-related issues, health crises, or logistical challenges, PMG's crisis management protocols ensure that attendees feel secure, supported, and able to focus on the purpose of the event. With preparedness at the core of our operations, we help clients deliver seamless and successful conferences that inspire trust and confidence.



## *Empowering Leadership:* AAGP's Culture Index Journey with PMG

In 2024, the American Association for Geriatric Psychiatry (AAGP) took a bold step in strengthening its board dynamics and governance by partnering with PMG for a transformative retreat. Led by Sarah Timm, PMG CEO, this session centered on using the Culture Index to unlock the board's full potential. The result? A refreshed, more cohesive leadership team equipped to tackle challenges and drive AAGP's mission forward.

### **Understanding AAGP's Unique Board Dynamics**

Every board has its own rhythm, and AAGP's board is no exception. Comprised of visionary thinkers, analytical minds, and empathetic leaders, AAGP represents a diverse blend of perspectives—all of which are critical for advancing their mission. However, with diversity comes the challenge of aligning individual approaches into a unified vision.

Using the Culture Index, we delved into the unique traits that make up the AAGP board. By examining key behavioral patterns—like autonomy, social ability, patience, and conformity—the team identified where they excel individually and how those strengths combine to form a powerful collective. This wasn't about changing personalities or approaches; it was about understanding how each person contributes to the bigger picture.

Visionaries on the board bring bold, future-focused ideas that challenge the status quo and inspire progress. Analytical thinkers ensure the rigor and precision needed to make sound, data-driven decisions.

Empathetic communicators foster collaboration and prioritize relationships, ensuring that decisions reflect the needs of the organization and the communities it serves. Organizers and planners keep the team grounded with their structured, detail-oriented approach, ensuring that plans are executed flawlessly.





## The PMG Approach: Turning Insights into Action

Led by Sarah, the retreat didn't just skim the surface—it dove deep into the heart of what makes AAGP's board tick. The Culture Index results were more than just data points; they became a shared language that allowed the board to better understand each other's motivations, decision-making styles, and preferred ways of working.

The team uncovered key insights about how to:

- Optimize decision-making by leveraging the strengths of visionary leaders while balancing the precise, detail-oriented nature of their analytical members.
- Enhance communication by adapting styles to better resonate with each other, fostering collaboration and minimizing misunderstandings.
- Align strategic goals with the unique talents of the board, ensuring every member feels valued and empowered to contribute.

By facilitating open and honest discussions, Sarah helped the team navigate complex dynamics and uncover practical ways to turn insights into action. Whether it was understanding how to approach risk, setting clear priorities, or finding common ground during decision-making, the retreat equipped AAGP's board with tools to work smarter together.

## Why the Culture Index Matters for Boards Everywhere

The Culture Index provides a deep understanding of who's on your team and creates a roadmap for how to work together more effectively. For AAGP, it did just that. The process highlighted how every individual's strengths contribute to the whole, and it provided a clear framework for addressing challenges in a way that felt empowering and collaborative.

For organizations considering board and governance training, this is why the Culture Index, combined with PMG's expertise, is a must. It fosters a deeper level of understanding, helps boards align on their mission, and builds the foundation for long-term success. And with leaders Sarah at the helm, your team won't just walk away with insights—they'll walk away with a plan to make those insights count.

We believe strong leadership drives strong organizations. The work we did with AAGP is a testament to how powerful a cohesive, well-aligned board can be. Whether you're navigating challenges or looking to elevate your team to the next level, we're here to help your board thrive.

## *Driving Impact: Grant-Funded Partnerships for Public Health and Innovation*

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In 2024, the Grants Department was able to successfully meet the goals, mandates, objectives, and requirements for all six cooperative agreements or grants that we manage. We provide critical support that is uniquely aligned with the needs of the organizations that we serve, helping ensure their present and future success, with meaningful real-world implications. Four organizations are particularly noteworthy:

### **UNIVERSITY OF VERMONT CENTER ON RURAL ADDICTION (UVM CORA)**

UVM CORA continued to expand addiction treatment capacity in rural areas of the United States where populations have been disproportionately impacted by substance use disorder (SUD). We provided administrative support for the grant from the Health Resources and Services Administration (HRSA) that funds UVM CORA as a Rural Center of Excellence on SUD treatment. This year, UVM CORA conducted focus group sessions with rural health care providers then applied the session results toward development of programs to increase the availability of evidence-based treatments for SUD in rural areas. The PMG Grants Department also supported UVM CORA's efforts to complete subaward contracts to place intranasal naloxone vending machines in five communities, and to submit the project results as a journal manuscript. Finally, PMG played a significant role in completing a collaborative project to launch the Rural SUD Info Center—a national-scale online repository of resources related to SUD prevention, treatment, and recovery.

## ORGANIZATION OF TERATOLOGY INFORMATION SPECIALISTS (OTIS)/ MOTHERTOBABY

OTIS continued its valuable work providing information to people who are pregnant or breastfeeding. The program focuses on improving information access for underserved populations. It also stands prepared to inform pregnant or breastfeeding individuals in the event of natural disasters (e.g., hurricanes, wildfires, water contamination events, etc.), public health emergencies (e.g., disease outbreaks like Zika virus or COVID-19), or personal events (e.g., e.g., mental health crisis). With funding from HRSA and the Centers for Disease Control and Prevention (CDC), and steady support from the PMG Grants Department in the form of planning, coordinating, and reporting, OTIS developed a Community Advisory Group to ensure resources meet the needs of underserved populations nationwide. They also established an agreement with the National Maternal Mental Health Hotline for warm handoffs of individuals in-crisis or those with questions about perinatal depression or anxiety. In a major accomplishment, a full Spanish language version of the MotherToBaby website was launched to complement the English version.



## NATIONAL BIRTH DEFECTS PREVENTION NETWORK (NBDPN)

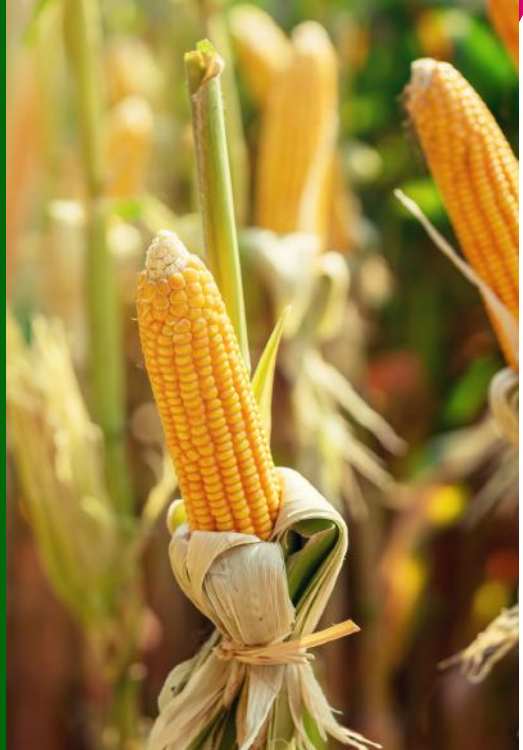
NBDPN continued its work collecting information on the prevalence and prevention of birth defects. This past year, with funding from a multi-year grant from the CDC, NBDPN has strengthened its organizational structure, developed stronger partnerships, and formalized plans for sustainability. NBDPN has also started to plan its first national conference, with PMG supporting on-site logistics for the event, coordination of speakers, and communication with other partners and organizations who will be in attendance. PMG has also provided scientific editing support for NBDPN's efforts to revise their 'Guidelines for Conducting Birth Defects Surveillance' manual—a sentinel work explaining the standards, tools, and processes involved in establishing and maintaining programs that collect data on the risks, rates, and outcomes of birth defects.





## SCHULTZ BROTHERS FARMS

Schultz Brothers Farms are utilizing grant funding from the Forestry, Agriculture, and Rural Markets (FARM) cost-sharing program through the State of Tennessee Department of Agriculture to strengthen and expand the agricultural supply chains in response to the weaknesses revealed by the COVID-19 pandemic. With PMG's assistance on planning, budgeting, contractor bids, sole-source justifications, procurement of domestic and international equipment and materials, compliance, and reporting all aspects of the project to the grant funder, Schultz Brothers implemented a \$3.5 million dollar project focused on establishing Tennessee's first rice mill and grain storage facility to house rice and non-GMO corn. This project is expected to produce approximately 3.6 million pounds of freshly milled rice for the state of Tennessee.



## Seeking Grant Funding Opportunities?

From full grant management and consultation to in-depth research, application development, and scientific writing, our team ensures every step of the process is handled with precision. Let us help you secure funding and drive meaningful outcomes for your organization. Learn more [HERE!](#)

**Contact us today!**

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At the end of the day, the grants we work on are a win for everyone in need of the services, research, and tools provided by the scientists, clinicians, and researchers in the organizations our grants department supports. Our mission here at PMG is to help our clients achieve their mission. The resources and services provided by the grant-funded organizations we represent help patients, families, communities, and society at large, and that's a mission we can all get behind. We truly believe that helping work toward these meaningful public health initiatives is a privilege and an honor.

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## *Driving Impact with Innovative Solutions*

In today's fast-paced and ever-evolving digital landscape, having a dedicated marketing team that stays ahead of trends is not just a luxury, it's a necessity. Meet the PMG Marketing Department; filled to the brim with passion and innovation! Our marketing department goes beyond the basics, combining deep industry expertise with an unwavering commitment to continuing education and innovation. By actively engaging in professional development and adopting the latest tools and strategies, we empower our clients to not only keep pace with the competition but to lead and innovate within their industries.

In 2024, the PMG Marketing Department delivered dynamic, forward-thinking strategies that amplified client missions, enhanced engagement, and achieved measurable results. By leveraging creativity, data, and a client-first approach, we ensured every campaign was purpose-driven and maximized impact.



**30%**

Increase in engagement across social platforms



**20%+**

Tailored website strategies increased visitor traffic



**20%**

Increase in engagement from underrepresented groups



**40%**

Increase in campaign impressions due to focused content strategies.



**15%**

Increase in new members through targeted campaigns



# Driving Excellence Through EOS

PMG believes that our growth is truly meaningful when it leads to growth for you, our clients. That's why we're always focused on improving how we serve and support you. In a world full of opportunities and competing priorities, it's easy to feel pulled in all directions. Our mission is to help you focus on what truly matters—the strategies and initiatives that will drive real growth, build thriving organizations, and amplify your impact.

To sharpen this focus, we've adopted the Entrepreneurial Operating System (EOS), a proven framework that brings clarity, accountability, and alignment to everything we do. By strengthening our own processes, we can help you navigate complexity and prioritize what matters most, leading to lasting success.

Your progress is our purpose, and we're excited to continue partnering with you to empower your organization and make a greater impact every step of the way!

## What is EOS?

Rooted in simple, proven tools, EOS creates a foundation of alignment, transparency, and efficiency for teams to work together seamlessly. For us, this translates to:

- *A Shared Vision:* Empowering every team member with a clear understanding of where PMG is headed and how we'll achieve our goals together.
- *Stronger Connections:* Clarifying roles and responsibilities to build trust, collaboration, and enhanced performance.
- *Purposeful Focus:* Directing our efforts toward what truly matters, driving meaningful progress and success.



**Dawn Keglor**

**VP of Association Manager & EOS Integrator**

"We are already seeing the benefits of EOS internally! For our clients, the benefits of EOS will be tangible. Whether it's through improved communication, more efficient workflows, or a stronger focus on outcomes, EOS enables us to support your mission more effectively than ever before."

## How EOS Tools are Transforming PMG

As part of EOS, PMG has introduced some key tools that are already making a big difference:

- *Vision/Traction Organizer (V/TO)*: A planning tool that keeps everyone on the same page by laying out our long-term vision, core values, and goals.
- *Rocks*: The big priorities we focus on each quarter to ensure we're tackling the tasks that make the biggest impact.
- *Scorecards*: Weekly snapshots that show how we're doing and help us quickly address any issues.
- *Level 10 Meetings*: Weekly team meetings designed to solve problems, stay aligned, and boost productivity.
- *IDS (Identify, Discuss, Solve)*: A simple method for working through challenges and finding effective solutions.

These tools aren't just helping us work better—they're also enhancing how we serve you. By connecting strategy to action, we're making sure our work creates even more value for our clients.

## Why We Chose EOS

Choosing EOS wasn't about fixing something broken—it was about building on our strengths. As PMG has grown, we recognized the need for a system that brings clarity to how we prioritize, communicate, and deliver results. EOS provides a shared language and tools that align our teams, streamline decision-making, and keep us focused on what truly matters.

For PMG, adopting EOS means ensuring that every part of our work is intentional and purposeful. It pushes us to ask the tough questions: Are we focusing on the right goals? Are we solving problems effectively? Are we fully aligned with our clients' needs? With EOS, we have the structure to confidently answer these questions and become an even more proactive and responsive partner.

This isn't just about making PMG more efficient—it's about deepening our commitment to you. By strengthening how we work, we're creating more capacity to support your mission, navigate challenges, and focus on what matters most for your success.

At its core, EOS reflects our belief that great partnerships thrive on a foundation of both innovation and intention. We're excited about the opportunities this system creates—not just for us, but for the clients and communities we serve. PMG's leadership is committed to continuous improvement, ensuring that together we can achieve more, tackle challenges with clarity, and build a future where everyone thrives.



## *A Look Behind the Curtain*



### **PMG Team Connect 2024: Growing Together**

The PMG Team Connect Retreat, held on August 28–29, 2024, brought together team members from across the company for two days of celebration, reflection, and inspiration. This year's theme, *"Growing Together,"* emphasized the power of collaboration, the strength of our core values, and the collective momentum driving PMG's success. From honoring long-standing team members to recognizing exceptional achievements, the retreat captured the heart of what makes PMG thrive!

### **Honoring Excellence and Longevity**

The retreat began with a sense of excitement as team members gathered for group photos, a reminder of PMG's continued growth and unity. Over lunch, colleagues participated in a lively trivia game, fostering camaraderie and connection while kicking off the day on a high note.

The State of PMG Address, brought by Sarah Timm, highlighted PMG's remarkable progress over the past year, from expanding to 118 employees to welcoming 10 new clients! The address also unveiled refreshed core values, which serve as the foundation of our culture:

- *We Before Me:* We prioritize team success over individual achievement.
- *Pursuit of Excellence:* We strive for consistent improvement and exceptional quality—not perfection.

- *Effective Communicator*: We connect empathetically and communicate effectively.
- *Solutionary Thinker*: We identify and implement innovative, sustainable, and resilient solutions.
- *Resourceful Curiosity*: We embrace lifelong learning, adaptability, and growth.

Throughout the retreat, moments of recognition underscored the heart of PMG's culture: our people. During the awards ceremony, we celebrated the exceptional contributions of team members who exemplify PMG's core values and deliver outstanding results.

## *The Core Values Recognition*



**Erin Olinger**  
We Before Me



**Kelsey Jozwik**  
Solutionary Thinker



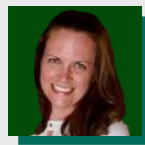
**Anna Taylor**  
Pursuit of Excellence



**Danielle Billinkoff**  
Effective Communicator



**Sarah Jacobs**  
Effective Communicator



**Ashley Mallet**  
Resourceful Curiosity



**Kara Lawrence**  
Effective Communicator



**Jesse Mauer**  
Solutionary Thinker

## *Exceptional Service Awards:*



**Tori Swinehart**



**Amy Black**



**Jessica Dowling**



**Jenna Baliles**



**Katie LeJong**

### **The SOBP Team**



**Erin Colladay**



**Erin Olinger**



**Rosa Garces**



**Lori Stoltz**



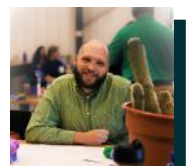
**Jon Mundell**



**Kelly Schappert**



**Jacob Hinnen**



**Gary Schechter**

## *The PMG Client Impact Award: Team CPDD*

The Client Impact Award aims to recognize and celebrate the team that has made the most significant positive impact or improvement for our clients.

**Jessie Howard**



**Julie Hiscock**



**Liz Sansom**



**Rachel Retherford**



**Erin Colladay**



## *The PMG Core Values Award*

The Annual Core Values Award is designed to recognize and honor individuals who exemplify the core values of our organization in their daily work. This award celebrates those who go above and beyond to embody the principles that define our culture and mission.

**ERIN (SHAW)SHEARON**



## *The PMG DEIA Award*

The DEIA Award is designed to recognize Employees who are dedicated to advancing Diversity, Equity, Inclusion, and Accessibility (DEIA) through initiatives focused on inclusivity, underrepresented groups, enhance accessibility, and foster equity and belonging, celebrate diversity, use respectful language, or boost employee satisfaction.

TEAM CMSA



## *The PMG Emerging Leader Award*

The Emerging Leader Award aims to recognize and celebrate mid-career professionals who play a crucial role in the daily operations of our company. These individuals demonstrate exceptional leadership qualities, embody our core values, and show continuous professional growth.

ASHLEY MALLET



## *The Miller Colladay Sustainability Award*

This award celebrates the exciting and impactful Sustainability and Innovation initiatives our PMG team members have created.

### THE INFORMATION TECHNOLOGY TEAM



## *The PMG Sunshine Award*

In honor of the late and great Bill Hall, Nashville Meteorologist, we are pleased to invite nominations for the PMG Sunshine Award. This award celebrates individuals who embody the spirit of kindness, positivity, and dedication to making people smile that Bill Hall was known for.

### JON MUNDELL

## Celebrating Longevity

This year, we also celebrated team members whose dedication and commitment have been the foundation of PMG's success. Their contributions have shaped the company's growth and continue to inspire its future:

- Ronnie Wilkens: Celebrating 25 years as PMG's Founder, Ronnie's vision and leadership have guided the company since its inception.
- Sarah Timm: Marking 20 years with PMG, Sarah's exceptional leadership as President & CEO has been the driving force behind PMG's growth and success.
- Erin Colladay: Honored for 10 years of dedicated service and impactful contributions within the Association Management department.
- Ashley Mathews: Recognized for 10 years of commitment and meaningful work leading PMG's finance team.

The awards ceremony and longevity celebrations highlighted the incredible talent, passion, and dedication that make PMG a thriving and dynamic organization.



## Building Connections and Finding Inspiration

The second day began with a burst of energy during the Build a Tower challenge, where teams worked together to build the tallest tower out of cups. This lighthearted activity showcased the creativity, quick thinking, and teamwork that are hallmarks of our culture.





Later in the day, team members came together for department meetings focused on strategizing, aligning on goals, and finding new ways to enhance client impact. Whether it was refining accounting processes or brainstorming creative marketing campaigns, these sessions showcased PMG's shared dedication to excellence and collaboration.

The day's highlight was a keynote address by Jennifer Pharr Davis, a record-setting Appalachian Trail hiker and renowned speaker. Jennifer captivated us with stories of perseverance, adaptability, and personal growth. She drew powerful connections between the challenges of hiking and the work we do every day, emphasizing that embracing the journey—even through obstacles—can lead to incredible growth. Her message left the team inspired, motivated, and ready to tackle the road ahead.

### **Looking Ahead: Growing Together**

As the retreat came to a close, the sense of unity and shared purpose was palpable. The PMG Team Connect 2024 was more than a celebration of who we are—it was a bold declaration of where we're headed. From honoring the incredible contributions of our team members to aligning on a collective vision for the future, the retreat showcased that, together, we can achieve extraordinary things.

With our core values lighting the way and a united team steering the ship, PMG is poised to continue growing, thriving, and making a lasting impact.

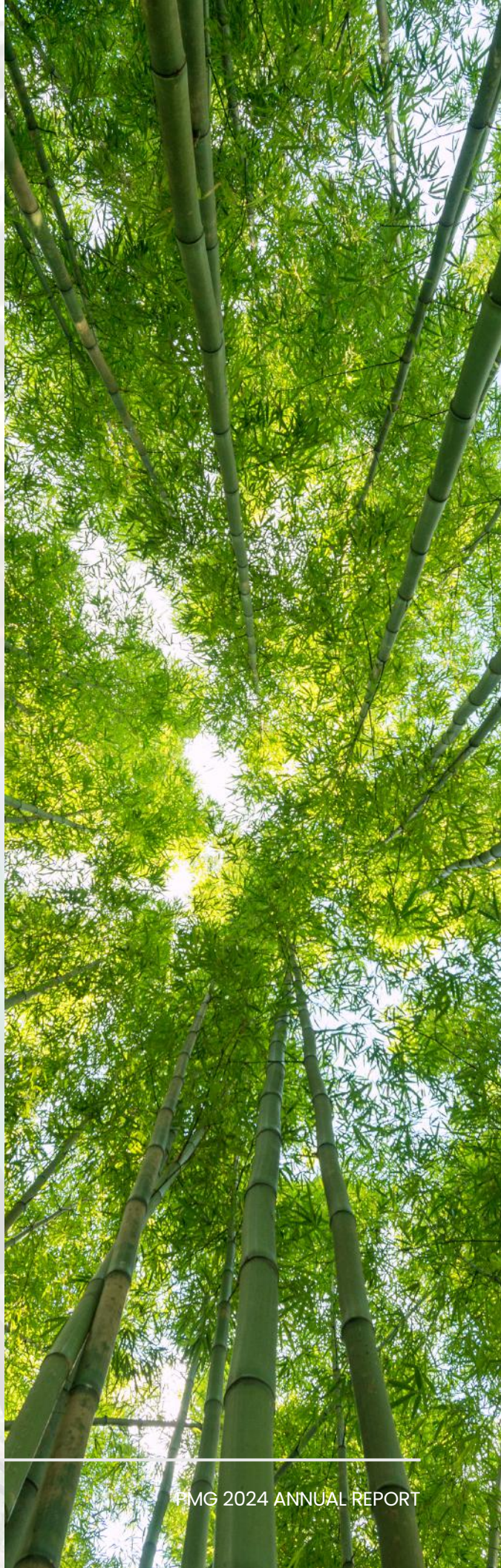
# *Weekly Inspiration* from our President & CEO

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At PMG inspiration isn't just a feeling—it's the heartbeat of our team. Each Monday in 2024, our CEO, Sarah Timm, brightened our week with a carefully chosen quote, often paired with her own heartfelt reflections. These moments became cherished traditions, connecting us as a team, encouraging personal growth, and celebrating the incredible journey we're on together.

These quotes capture the themes that defined our year—resilience, gratitude, leadership, and growth. Sarah's words reminded us to face challenges with courage, to appreciate and support one another, and to strive for excellence in all that we do. Thanks to this shared inspiration, we've achieved so much together in 2024, creating a strong foundation for an even brighter future in 2025.

As you read these quotes, complete with Sarah's personal insights, we hope you feel the same sense of connection and encouragement that carried us through the year. Thank you for being such an important part of our journey. Here's to the memories we've made and the milestones we'll achieve together in the year ahead!



## *Growth & Resilience*

*"There are far better things ahead than any we leave behind."* – C.S. Lewis  
Thank you for being the fabulous humans you are and making 2024 such a great year of growth for PMG. I am SO looking forward to what 2025 will bring.

*"Almost every successful person begins with two beliefs: the future can be better than the present, and I have the power to make it so."* – David Brooks

*"It always seems impossible until it's done."* – Nelson Mandela

*"A bend in the road is not the end of the road... unless you fail to make the turn."*  
– Helen Keller. And I firmly believe it is those bends that build character.

*"Remember that the airplane takes off against the wind, not with it."* – Henry Ford

*"Pressure is a word that is misused in our vocabulary. When you start thinking of pressure, it's because you have started to think about failure."* – Tommy Lasorda

*"There is no ordinary life that is free of pain. It is the very fighting with our problems that propels our growth."* – Fred Rogers

## *Teamwork & Leadership*

- *"Alone we can do so little. Together we can do so much."* – Helen Keller
- *"No one can whistle a symphony. It takes a whole orchestra to play it."* – H.E. Luccock. Thanks for being an exceptional orchestra, team!
- *"The joy of leadership comes from seeing others achieve more than they thought they were capable of."* Who are you helping see their greater abilities this week?
- *"Be decisive. Right or wrong. Make a decision. The road of life is paved with flat squirrels who couldn't make a decision."*
- *"If I cannot do great things, I can do small things in great ways."* – Martin Luther King Jr.
- *"Well done is better than well said."* – Benjamin Franklin
- *"It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you'll do things differently."* – Warren Buffett
- *"Every job is a self-portrait of the person who did it. Autograph your work with excellence."* – Jessica Guidobono

# Gratitude and Kindness

- *"May your bellies be full, but hearts fuller."* – Sarah Timm. Yes, I made that one up. I hope this month has been full of finding gratitude for even the smallest things. I am very thankful for each of you and all you do to make PMG such a special place.
- *"We must find time to thank the people who make a difference in our lives."* – John F. Kennedy. Who has made a difference in you? Thank them...
- *"Gratitude and attitude are not challenges; they are choices."* – Robert Braathe
- *"One kind word can warm three winter months."* – Japanese Proverb
- *"A single act of kindness throws out roots in all directions, and the roots spring up and make new trees."* – Amelia Earhart
- *"Those who are not looking for happiness are the most likely to find it, because those who are searching forget that the surest way to be happy is to seek happiness for others."* – Martin Luther King Jr.

# Perspective and Mindset

- *"If you change the way you look at things, the things you look at will change."* – Wayne Dyer
- *"We complain because rose bushes have thorns or rejoice because the thorns have roses."* – Alphonse Karr
- *"Making the most of each moment and ridding ourselves of the toxic habit of constantly looking forward to the next thing. Be where your feet are."* – Scott M. O'Neil. I am the worst at being in the present, though I fully recognize the importance of it! I am always thinking or looking for what is next (part of my personality!). What do you do to stay present?
- *"Be yourself; everyone else is already taken."* – Oscar Wilde. You are perfectly imperfect. Embrace that this week!



## Celebration and Reflection

- *"Don't you just love the new years? You get to start all over! Everybody gets a second chance."* – Forrest Gump
- *"Christmas magic is silent. You don't hear it—you feel it. You know it. You believe it."* – Kevin Alan Milne. Wishing you and your family all the 'feels' this week.

### Product Launches

- *"Dear December, come on in with your lights and your music, and your promise of joy. Let your festive graces warm our weary hearts and remind us what matters...each other. Be kind to those who find your light too bright. Let them see that hope lives in every card and invitation. And for gifts, give them memories old and new and show them what to do with all the love."* – Donna Ashworth

## Self-Care and Encouragement

- Promise me you'll always remember: You're braver than you believe, and stronger than you seem, and smarter than you think." – Winnie the Pooh. And me to you!
- *"You wouldn't expect your phone to last all day on 5% battery, so don't expect your body and mind to last all day without breaks. Take your breaks."* – Elizabeth Pulliam
- *"Pooh, how do you spell love? You don't spell love, Piglet, you feel it."* – Winnie the Pooh
- *"Commitment, determination, attitude, and persistence are all more important than talent."* – Unknown



## Ready for What's Next: Rising to the Challenge and Shaping the Future

The world is evolving rapidly, bringing both challenges and opportunities for associations—and in 2024, PMG stepped up to meet them head-on. As member needs shifted, technology advanced, and expectations grew, we led the way with the expertise and innovation needed to help associations thrive. From adapting to industry trends and navigating economic uncertainty to driving meaningful initiatives, we partnered with our clients to ensure their success in a constantly changing landscape.

Looking ahead to 2025, PMG is ready to meet the moment and shape the future. Building on the successes of 2024, we remain dedicated to helping our clients not just adapt but lead—empowering them to seize new opportunities, overcome challenges, and create a brighter, more innovative future together.

Together, we're ready for what's next.  
*Bring on 2025!*



# Parthenon Management Group

5034A Thoroughbred Lane, Brentwood, TN 37027

615-324-2365

info@parthenonmgmt.com

Parthenonmgmt.com

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