2025 ANNUAL REPORT

Parthenon



PARTHENON MANAGEMENT GROUP

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Our Mission

Our mission is to help our clients to achieve theirs.

Our Values

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.

2025

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A Message from

Sarah Timm, CAE, CMP-HC

PMG President, CEO

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"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." — Margaret Mead

As we step into 2026, we do so with deep gratitude and strong momentum, building on the successes of 2025 and leaning into a future shaped by progress, innovation, and mission-driven growth. This Margaret Mead quote reflects what PMG strives for in our work alongside our clients. This past year was a defining chapter for Parthenon Management Group. It reminded us that growth is not only measured by expansion, but by the resilience we show in challenge, the integrity we bring to partnership, and the impact we help our clients deliver to their members and industries.

In 2025, PMG continued to grow as a national team, expanding our staff footprint across the country and deepening our capacity to serve organizations with complexity, urgency, and vision. At the beginning of 2026, we have 140 employees in 22 states serving 32 association management clients, 11 meetings only clients, 4 grants management clients and 4 consulting clients. This time last year we had 119 employees in 21 states and were servicing 28 association management clients, 13 meetings only clients, 4 grants management clients and 4 consulting clients.

This year we strengthened our presence by serving a broader client portfolio across association management, meetings, grants, and consulting while remaining focused on the same core purpose: helping associations thrive. One of the most notable moments of the year was PMG's rapid onboarding and stabilization of a large clinical research organization. This organization was navigating an abrupt operational change. PMG stepped in quickly to restore continuity, rebuild operations, and support long-term growth for their 14,000-member community. This engagement reflected what PMG does best: responding with leadership when stability and trust matter most.







Beyond that major onboarding, PMG welcomed additional full-service association management clients including the American Glaucoma Society and its foundation, the National Curriculum for Reproductive Psychiatry, the World Federation for Psychotherapy, Marce of North America, the Brain Stimulation Society, and the Institute of Coaching. Each partnership reflects PMG's continued credibility and commitment to working with mission-aligned organizations that are poised for growth and impact.

2025 also represented significant progress in PMG's technology vision. The development of Pillar AMS continued moving forward, with foundational capabilities complete and active clients already using the platform and setting the stage for future expansion and smarter, more scalable association operations. The experience of building and implementing Pillar in real time, in close partnership with our clients, has strengthened our ability to innovate thoughtfully, improve delivery, and create tools that will serve both PMG and our client partners for years to come.

As part of this innovation, PMG is beginning the integration of AI into Pillar through an assistant called Minerva, designed to help staff support reporting and ultimately enhance website experiences through faster and more meaningful member support interactions. Additionally, our team has created an additional app, Athena. Using a licensed/private AI, it turns live and recent sessions during a conference into a real-time, scrollable feed. As talks happen, Athena generates concise, structured summaries (with optional transcript/audio access) so attendees can catch up quickly, revisit key points, and discover sessions they might otherwise miss, allowing users to glean more from the conference than they could have before. In digitizing the conference, it also makes sessions/articles searchable by speaker, affiliation, and topic keywords, and is designed to support discussion and follow-up around specific findings. Athena is designed to complement, not replace, the in-person conference experience while extending its value well beyond the event itself. We look forward to launching the app to select clients in 2026.

Across each of these efforts, our priority remains the same: reducing operational burden, improving clarity and insight, and enhancing meaningful human connection between associations and their members.

To support PMG's rapid growth, we also advanced our internal leadership structure through the Entrepreneurial Operating System (EOS). After completing the first year of implementation, PMG has established greater clarity, accountability, and alignment across teams creating a stronger operating rhythm that supports long-term success. These tools will continue to fuel our strategic plan and ensure we grow responsibly, sustainably, and in service of our values.

I am excited about the year ahead! 2026 represents not only continued service, but expanded opportunity. PMG has invested in developing specialized internal capabilities that give our clients new pathways to grow, deepen engagement, and advance their missions more effectively. The offerings will be customized based on client needs and are not "add-ons" in the traditional sense; they are mission multipliers designed to help clients increase membership engagement, improve visibility, strengthen public trust, and secure resources that advance their strategic goals.

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These packages support a consultative approach: helping our client-facing teams introduce strategic services that align with each organization's unique needs especially as they prepare for renewal cycles or plan for future growth. Some examples of these offerings that will expand impact are:

- **Development & Grant Discovery Support** will help organizations explore and plan for sustainable funding opportunities through structured discovery, research, analysis, and strategic guidance. This offering supports both immediate action and longer-term readiness that helps clients build the foundation required for successful fundraising, grant eligibility, and donor engagement.

- **Fundraising Development:** Branding for Success elevates public storytelling and donor-facing positioning, strengthening credibility and conversion by aligning brand identity, website experience, and messaging with fundraising goals. This is a clear opportunity to expand client impact by improving how they engage supporters and communicate mission value.

- **Membership Growth & Retention Strategy** strengthens the member journey, improves renewal pathways, and increases engagement by combining research, surveying, website optimization, and targeted communications. For many organizations, improving membership experience is one of the most direct ways to grow mission reach and deepen community value.

Additionally, PMG is now positioned to support clients pursuing greater advocacy and civic engagement through scalable government relations packages ranging from beginning frameworks, like stakeholder mapping, legislative agenda setting, advocacy communication calendars, to comprehensive long-term programs that mobilize membership and influence policy. These services help clients serve their mission more boldly by empowering members, strengthening industry voice, and delivering measurable outcomes in public affairs.

As we enter 2026, PMG is doing so with a strengthened team, a growing portfolio, smarter internal systems, and a clear commitment to helping mission-driven organizations thrive. We are proud of what we accomplished in 2025, not because it was easy, but because we met growth with courage, partnership with integrity, and innovation with purpose. We look forward to expanding what is possible for you, our clients, this year and changing our world for the better. Most importantly, we remain committed to listening closely, learning continuously, and growing in partnership with you, our clients.

Sarah Timm

What Our Clients Say About PMG

At the beginning of 2025, PMG sent out the annual client survey and gathered client feedback to better understand how our services are experienced across the organizations we serve. The results reflect a high level of satisfaction and consistently reinforce PMG's role as a trusted, responsive, and professional partner. Clients highlighted PMG's reliability, strong communication, and collaborative approach, noting the value of having a knowledgeable team that supports both day-to-day operations and long-term goals.

"PMG feels like a true partner — responsive, professional, and easy to work with."

"We trust PMG's expertise and value the consistent support they provide."



Responsive & Reliable Support
Clients consistently emphasized PMG's timely responses, dependable follow-through, and ability to keep work moving efficiently.

Trusted Expertise & Guidance
PMG is viewed as knowledgeable and experienced, providing guidance that helps boards and leaders navigate complex issues with confidence.

Clear Communication & Partnership
Clients value PMG's clear, consistent communication and collaborative approach, describing PMG as a true partner invested in their success.

Client feedback reflects strong confidence in PMG's services and approach. Respondents frequently cited PMG's professionalism, responsiveness, and understanding of association management as key strengths. Many noted that PMG provides steady guidance while remaining approachable and easy to work with.

Across responses, clients described PMG as a collaborative partner that listens, communicates clearly, and follows through on commitments. This combination of expertise, reliability, and support continues to be a defining element of the PMG client experience and reinforces long-term trust in the relationship.

High Overall Satisfaction
Clients expressed strong willingness to recommend PMG to peer organizations.

4.95 OUT OF 5 STARS
CLIENT SATISFACTION

2025 AT A GLANCE

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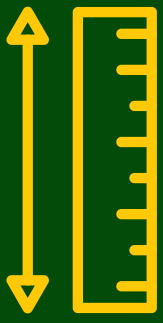
Our Team & Reach

- 140 employees across 22 states
- Nationwide client support



Our Clients

- 32 full-service association management clients
- 11 meetings-only clients
- 4 grants management clients
- 4 consulting clients



Measurable Impact

- Sustained membership growth across PMG-managed associations
- Resilient and, in many cases, growing annual meeting attendance
- $3.9M+ raised through fundraising and development initiatives
- New education programs, professional development series, and digital learning innovations launched



Innovation & Infrastructure

- Continued development and expansion of Pillar AMS
- Responsible AI integration across internal operations and client solutions
- EOS strengthening clarity, accountability, and execution

Client Wins & Measurable Impact

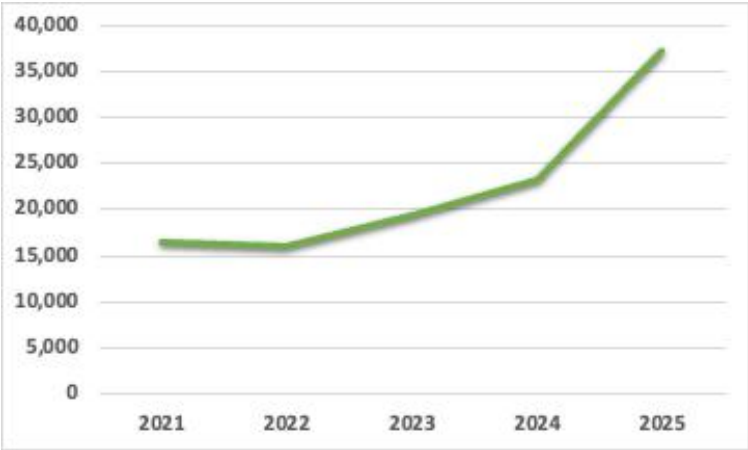
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Delivering Results That Matter

At PMG, success is measured not only by growth, but by the quality and durability of that growth. In 2025, PMG clients achieved meaningful progress across membership, education, fundraising, and engagement — even as external pressures challenged many professional and scientific organizations.

These outcomes reflect a consistent theme across PMG partnerships: when strategy, execution, and trust are aligned, associations grow with confidence and clarity.

Membership Growth Across PMG Clients (2021–2025)





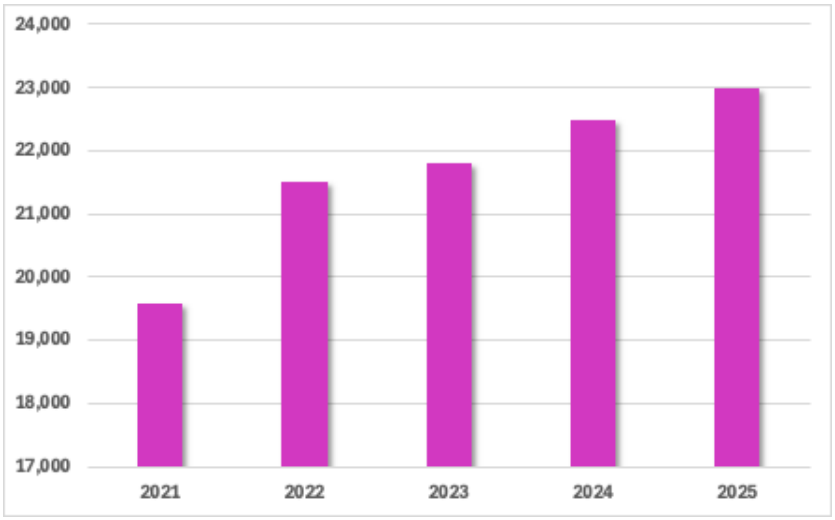
Membership across PMG-managed associations continued to trend upward, reinforcing the value of intentional engagement strategies and clearly articulated member benefits.

What this tells us

Sustained membership growth is not accidental. Organizations that invest in understanding their members and delivering relevant, mission-aligned value are better positioned for long-term success.

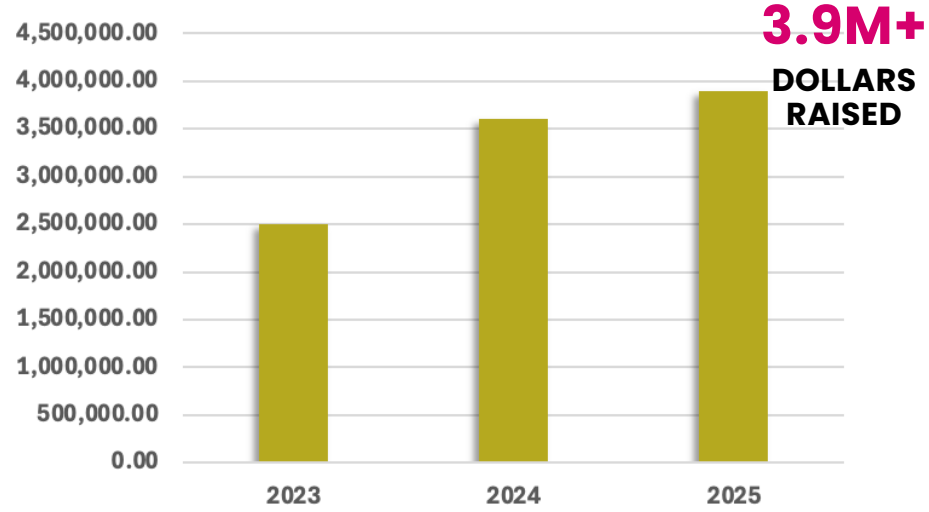


ANNUAL CONFERENCE GROWTH ACROSS ALL PMG CLIENTS 2021-2025



Across PMG clients, annual meetings demonstrated strong resilience, with many organizations maintaining, and in some cases increasing, attendance.

What this tells us
When content is relevant and member experience is prioritized, annual meetings remain central drivers of engagement and value.



3.9M+
DOLLARS RAISED

PMG clients collectively raised more than $3.9 million, supporting research, education, advocacy, and sustainability. Beyond fundraising, many organizations experienced positive year-over-year financial performance driven by diversified revenue strategies, including sponsorship growth, education revenue, and improved operational efficiency.

What this tells us
Financial strength is built through clarity, diversification, and stewardship. PMG partners with clients to align revenue strategies with mission priorities and long-term capacity.



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Programmatic & Community Advancement

In 2025, PMG-supported organizations launched and expanded initiatives that strengthened professional communities:

12

NEW EDUCATION, TRAINING PROGRAMS, AND FIELD ADVANCING GUIDELINES DEVELOPED

3

NEW PROGRAMS FOCUSED ON AI OR DIGITAL LEARNING INNOVATION

3

NEW LEADERSHIP, GOVERNANCE & PROFESSIONAL DEVELOPMENT EVENTS & SERIES CREATED

2

NEW SOCIETY AND CHAPTER WIDE NETWORKING & COMMUNICATIONS PORTALS DEVELOPED

2025 MEETING IMPACT

Guest Rooms	$9.4 M
Food & Beverage	$6.5 M
Audio Visual	$3.5 M
Rebates Negotiated	$583K

$19,430,583.41 TOTAL IMPACT

44 Conferences, 5 Countries, 27,585 Attendees

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

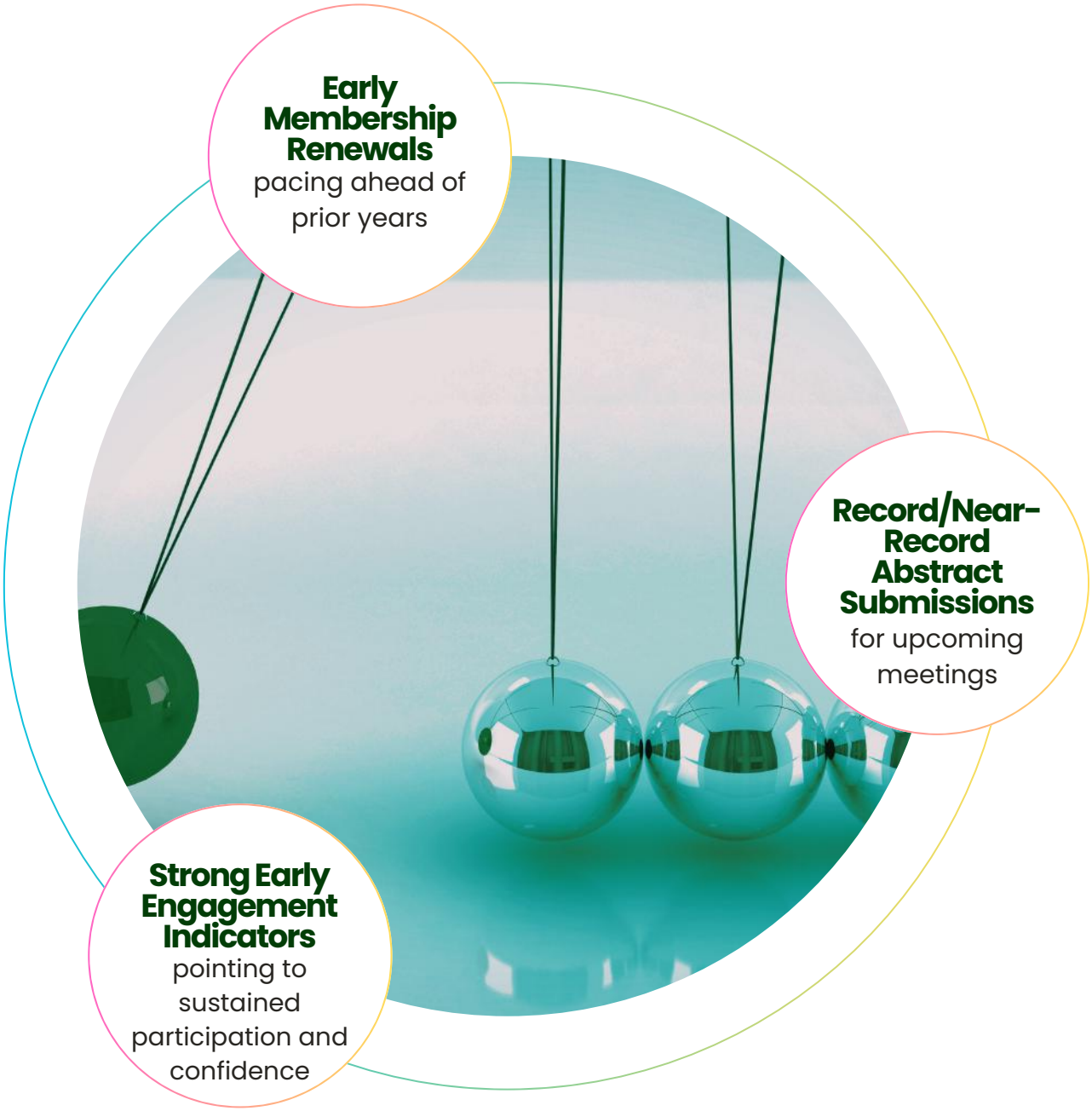
- Gretchen L. Haas, Ph.D.

Associate Professor of Psychiatry, University of Pittsburgh Medical Center

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Early Indicators of Continued Momentum

As PMG enters 2026, many clients are already seeing strong forward looking-signals, including:



Breadth of Impact

These results span PMG's full portfolio — from full-service association management to meetings, education, grants, and consulting — demonstrating the adaptability of PMG's approach across organizational models.

Case Studies

Partnership In Action

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Midwest Nursing Research Society

Strengthening Institutional Membership for Sustainable Growth

MNRS partnered with PMG to expand its Institutional Membership Program by refining value, restructuring benefits, and aligning offerings with institutional priorities. As a result, institutional membership more than doubled year over year, engagement increased, and MNRS made significant progress toward long-term membership growth goals.

PMG Lens

Targeted growth succeeds when value is clearly defined and aligned with member needs.

The Midwest Nursing Research Society (MNRS) has been a client of Parthenon Management Group since 2017. The society originally began to provide a place for nurses to collaborate and collaborate they did! Over time, the founding members began to realize the benefits of having an organization dedicated specifically to nursing research. They are a society where scientists, innovators, and drivers of clinical practice across the career trajectory come together to share ideas and grow the field of nursing research. MNRS provides a vast array of networking and learning opportunities to help their members advance their careers in nursing science



THE SITUATION:

Growth and engagement was needed within the Institutional Membership category. The society needs to continue to grow and expand the MNRS Institutional Membership Program and increase their engagement within the society with a special focus on smaller institutions.

THE GOAL

Expand the Institutional Membership base and enhance value for members.





THE SOLUTION

In partnership with PMG, the MNRS board and executive office conducted a collaborative analysis to identify strategies for membership growth, with a particular focus on Institutional Memberships.

They recognized a key insight: members highly value the opportunity to use MNRS membership as a platform to promote their nursing programs and faculty recruitment efforts. Establishing baseline data and tracking mechanisms provided the foundation for measuring growth and evaluating the effectiveness of new initiatives.

Guided by the strategic objective to enhance the Institutional Membership Program (IMP), MNRS took a comprehensive evaluation of its membership benefits, specifically for Gold and Silver Institutional Memberships. As part of this process, PMG and the IMP sunset a general advertising opportunity previously available to all members and restructured it to be an exclusive benefit for Institutional Members. This change positions Institutional Memberships as the premier avenue for showcasing nursing programs and faculty opportunities while visibly supporting MNRS.



THE RESULTS

Membership in the Institutional Membership category more than doubled, growing from 6 members in the 2023/2024 fiscal year to 14 members in 2024/2025. This achievement represents significant progress toward the FY26 objective of a 10% overall membership increase. Additionally, engagement levels rose, with Institutional Members taking greater advantage of exclusive benefits, resulting in enhanced visibility and program promotion

Membership Growth
Institutional Membership Category More Than Doubled

Engagement
Engagement Levels Rose with Institutional Members

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PMG'S COMMITMENT

Achieving sustainable growth requires a strategic approach that aligns membership initiatives with organizational goals. By tailoring membership benefits to meet the specific needs of targeted groups, PMG and MNRS successfully enhanced MNRS's value proposition, driving both engagement and retention.

Aligning membership initiatives with organizational goals ensures efforts are focused and impactful. Customizing membership benefits to align with the specific needs of a target group creates a compelling value proposition that enhances engagement and retention. This focused, member-centric strategy continues to position MNRS as a leader in advancing nursing research and professional development.

Case Studies

Partnership In Action

PARTHENON MANAGEMENT GROUP

American Psychosocial Oncology Society

Expanding Educational Reach and Creating New Revenue Streams

By rethinking education distribution and forming strategic partnerships, APOS dramatically increased live and on-demand participation, generated new non-dues revenue, and expanded visibility beyond its core membership — all while reducing operational burden.

PMG Lens

Distribution and partnerships are as critical as content quality.

The American Psychosocial Oncology Society (APOS) had a robust history of recorded webinars and even had them organized in three educational domains. However, they were experiencing difficulties disseminating this content not only to a broad audience but even their existing membership.



THE SITUATION:

APOS education dissemination efforts, over the years, have explored different routes with varying levels of minimal success. APOS initially attempted to build their own very mediocre platform for educational content dissemination but the challenges of updating the content and customer service aspects of that were the biggest hurdles. Eventually the organization took on a Learning Management System (LMS) partner that they paid a significant amount of their annual budget towards. While the technological aspects and ease of use for customers increased, the amount of money this cost, with little to no assistance, was extremely taxing financially and on staff.

Metrics: Live webinar attendance during this time was averaging about 25 attendees per session and on-demand access of content was less than 10 per video.

THE GOAL

Increase Engagement with Educational Content & Streamline Research Dissemination



THE SOLUTION



By the PMG team simply asking the questions, “How can we do this better?” and “Are we the only ones struggling with this?”, led the search to an educational content partner that was introducing new strategies to association professional education content. This new tool uses the strategy of an open marketplace of users from all the organizations using their platform, so your content isn’t going to just your organic network. This tool also provided a cost-effective revenue-share model that removes the financial barrier of entry and useful data tracking of content.

APOS then established a partnership with a large behavioral health insurance group that funded the accreditation of one of their best educational assets and marketed it to their 200,000+ professional behavioral health network. With these partnerships in place, APOS continues to see substantial growth in live and on-demand attendance, membership growth, and has created a new non-dues revenue stream.



THE RESULTS

APOS 2024 Educational Statistics: Averaging around 200 live attendance per session, 1,723 followers of APOS on the platform, and new non-dues revenue of over $20,000.

Attendance
200 Live Attendance Per Session

Followers
1,723 Followers on the APOS Platform

Revenue
New Non-Dues Revenue Over **$20,000**

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PMG'S COMMITMENT

Achieving your organization's goals will always be our top priority. This includes finding creative solutions and partnerships to ensure the efforts your committees and members contribute to your mission make the greatest impact.

Case Studies

Partnership In Action

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The American Professional Society of ADHD and Related Disorders

Enhancing Visibility Through Strategic Website Redesign

PMG delivered a streamlined, accessible, and SEO-informed website redesign that significantly increased organic and direct traffic while supporting APSARD's education and revenue initiatives.

PMG Lens

A website is a strategic asset when performance, clarity, and content strategy align.

THE SITUATION:

APSARD grew their resources tremendously since their website was first developed. Additionally, they wanted to increase their search visibility and support their ongoing revenue driving initiatives.

THE GOAL

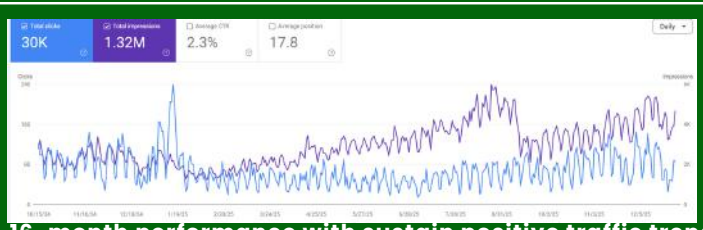
Elevate the brand's digital presence and authority in ADHD and related disorders, while increasing visibility and engagement among patients, caregivers, and healthcare professionals.

THE SOLUTION

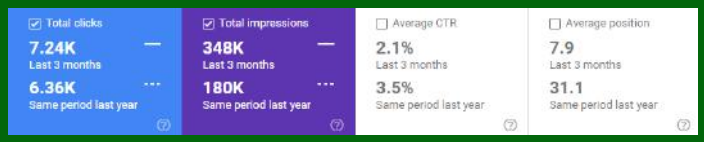
To support long-term growth and usability, we restructured the website with a fresh, intuitive information architecture that made content easier to navigate and discover. We also unified and clarified the brand across the site to reinforce credibility and trust. To drive qualified traffic, we implemented a targeted SEO strategy aligned with ADHD-related search intent.

THE RESULTS

- *Project timeframe*: 10 weeks
- *Sustained growth*: 16 months of consistent positive traffic performance following launch
- *Traffic acceleration*: Strong 3-month over 3-month growth comparing Oct–Dec 2024 to Oct–Dec 2025



16-month performance with sustain positive traffic trend



3-month over 3-month comparison of Oct - Dec 2024 & Oct - Dec 2025

Channel Performance (YoY):

Organic Search: 18.3K sessions (+33.74%)
Direct: 30.6K sessions (+56.50%)
Referral: 3.84K sessions (+7.07%)

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Innovation & technology leadership

Building Tools That Serve People and Mission

PMG approaches innovation responsibly — developing tools that respect governance, enhance experience, and deliver operational value.

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Responsible AI at PMG

Over the past year, we have integrated private instances of AI into our internal operations to support staff efficiency, consistency, and knowledge management with society permission. These efforts include AI-assisted workflows, meeting documentation, and internal knowledge tools. Developing these capabilities in-house has allowed us to apply what we learn directly to solutions designed for the societies we serve.

We're not experimenting with AI, we're leading with it. Here's a sneak peek on what's next!

Artificial intelligence is reshaping how professional and scientific communities connect, share knowledge, and support their members. At PMG, we approach AI thoughtfully and intentionally, focusing on tools that respect governance, enhance member experiences, and deliver real value, particularly around conferences, which represent one of the most significant investments societies make.

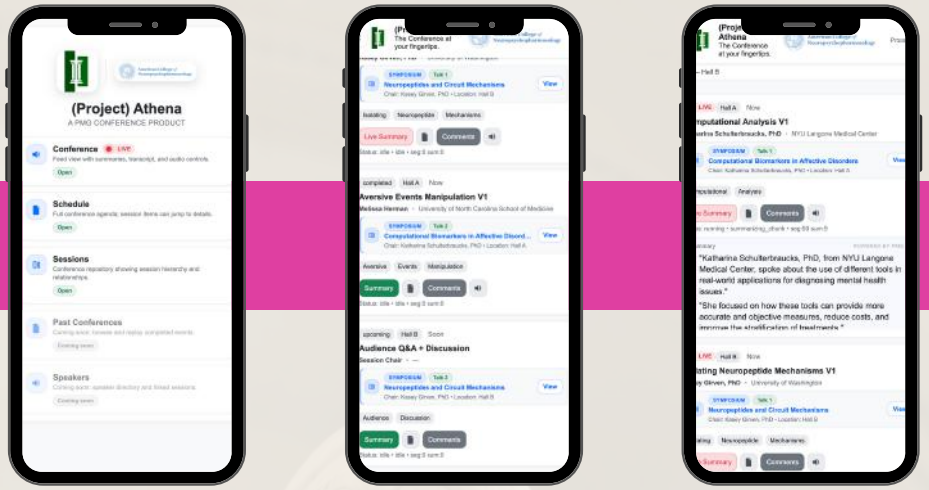
A cornerstone of this work is Athena, our AI-powered conference chatbot, designed and built entirely in-house by the PMG team! Athena is not a replacement for the conference app; it complements and enhances it by helping members more easily navigate, understand, and retain conference content.

As sessions unfold, Athena captures and organizes discussion in real time, producing clear, concise summaries that highlight key insights. Members can read or listen to these summaries on demand, enabling deeper engagement, supporting different learning preferences, and extending the value of sessions well beyond the meeting itself.

Athena also understands the structure and rhythm of a conference, from session hierarchies to locations and related content. By organizing meetings dynamically rather than relying on static schedules, it helps transform conferences into enduring knowledge resources instead of one-time events.

Building on this foundation, PMG is developing society-level AI tools to support members year-round, helping them navigate websites, find key resources, and better understand how to make the most of their membership.

Across all AI initiatives, PMG remains committed to responsible innovation, data integrity, accessibility, and member trust. Our goal is simple: to use technology thoughtfully to support people, strengthen communities, and help societies thrive.



Reimagining Conferences as Living Knowledge Resources

- **Built in-house by PMG:** Designed and developed internally to align closely with the needs, governance, and realities of professional and scientific societies.
- **Conference-aware intelligence:** Understands session structure, live status, and relationships across the meeting — not just individual pieces of content.
- **Live capture, lasting value:** Generates real-time session summaries that remain accessible well beyond the live event.
- **Flexible, accessible engagement:** Supports both written and audio summaries to accommodate different learning styles and accessibility needs.
- **Designed for real meetings:** Reflects the full conference ecosystem, including scientific sessions, governance meetings, and member services.



"AI is the technological paradigm shift without an instruction manual. It is also broad, so it's crucial to be specific in its use-case, careful in its usage and ethical in its design. PMG is doing all three by getting ahead of the market's most impactful potential uses for our clients, building a structured, self-reliant and ethically aware AI product suite and processes. This positions PMG as a technically sharp and self-sufficient machine in our space"

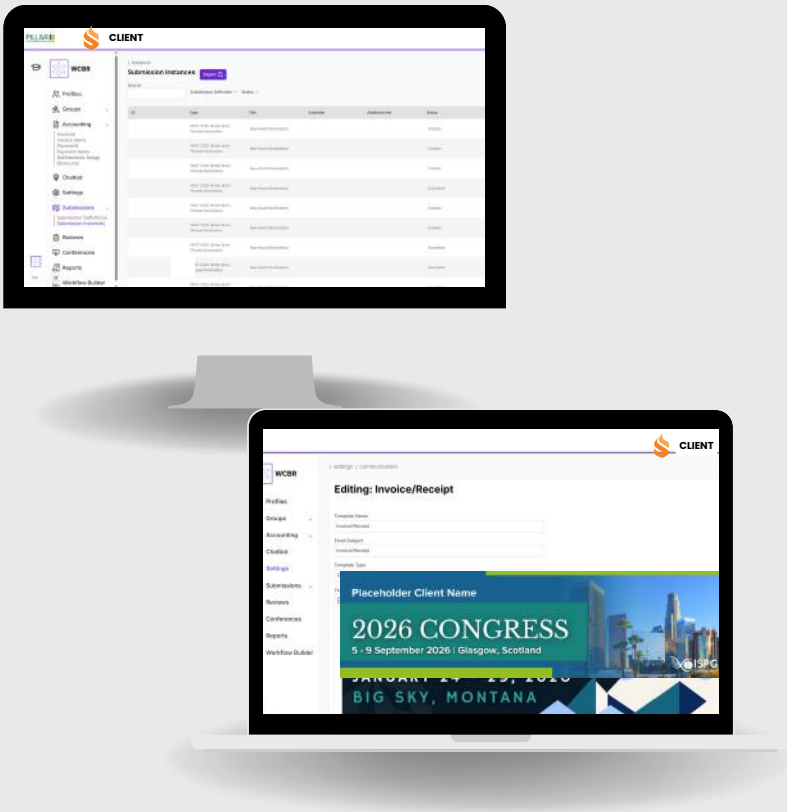
Kiriti Vundavilli

AI Creative Developer, Parthenon Management Group

PILLAR

YOUR FOUNDATION FOR SUCCESS

PMG is Developing the Future of Association Management



PILLAR AMS is PMG's proprietary association management software, developed with our clients' needs in mind and continuously refined through real-world use. Designed as a unified operating system rather than a collection of tools, PILLAR brings core association functions into a single, connected platform. From abstract reviews to certification tracking, PILLAR helps associations manage their operations with greater consistency, visibility, and efficiency.

Together, these capabilities are designed to work seamlessly across the association lifecycle and evolve alongside the organizations they support.

Engagement & Community

- Membership management
- Communications
- Forms & surveys
- Elections

Events & Professional Development

- Conference management
- Abstract management
- Certification tracking

Operations & Governance

- Workflows
- Reports

Revenue & Administration

- Shops and inventory

Ongoing enhancements to PILLAR are guided by the day-to-day realities of the associations that use it, ensuring the platform continues to support both effective execution and informed, forward-looking decision-making.

New Capabilities

Expanding What's Possible for Our Clients

PMG expanded governance support, advocacy services, marketing intelligence, learning management solutions, and analytics dashboards — all designed to act as mission multipliers rather than traditional add-ons.

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NEW AT PARTHENON

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In today's complex policy environment, associations must be strategic and intentional about their efforts to effectively represent their members' interests and advance their professions. By investing in robust communications frameworks and coordinated advocacy programs, associations can amplify their collective voice, protect their interests, and create meaningful impact on the issues that matter most to their communities.



Kat Coffen

Association Manager & In-House Advocacy Consultant, Parthenon Management Group

Board Briefings

In the ever-changing and increasingly complex world of association management, PMG remains at the forefront by equipping board members with the insight they need to lead effectively. To keep society leaders apprised of emerging issues, best practices, and timely guidance, PMG developed Board Briefings, a concise, accessible resources designed to inform and support strategic decision-making.

Led by senior leadership, including President and CEO, Sarah Timm, and Executive Vice President, Dawn Keglor, this new board education initiative reflects our belief that true partnership extends beyond operational support. Building on these briefings, the program will continue to evolve into a dedicated learning management system, creating a centralized, growing resource that strengthens governance, supports continuity, and empowers boards to lead with confidence and long-term vision.

Advocacy & Civic Engagement

As associations increasingly seek to elevate their voice and impact, PMG is expanding its support to include advocacy and civic engagement services. This new offering positions PMG to help clients navigate public affairs with intention and scale whether establishing foundational frameworks or advancing comprehensive, long-term advocacy efforts.

PMG is poised to offer everything from introductory support, such as stakeholder mapping, legislative agenda setting, and advocacy communication calendars, to robust programs designed to mobilize membership and influence policy outcomes. These services empower associations to engage more confidently in the public arena, strengthen industry representation, and pursue their missions with greater clarity, coordination, and measurable impact.

Marketing Offerings

To better serve our clients, our marketing team has been responding to emerging needs by expanding our marketing offerings. The variety of new opportunities, includes: analytics dashboards, market research, marketing audits with bespoke strategy, and learning management platform development.

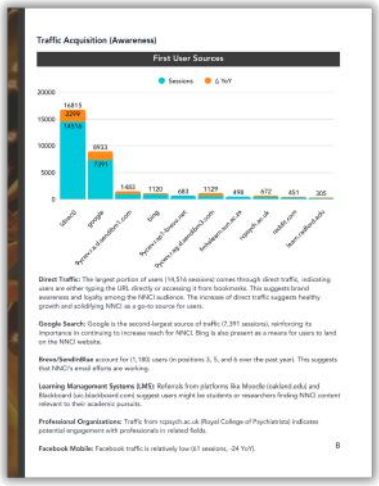
NEW IN MARKETING

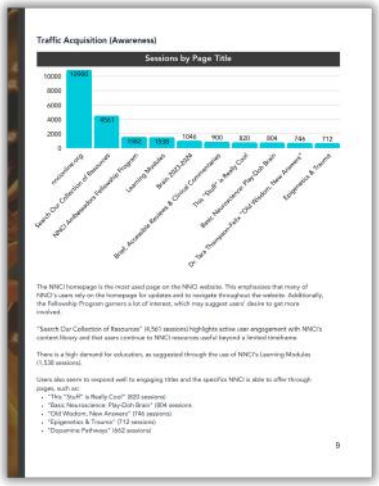
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Market Research

What do your members think about your organization? Where do they find the greatest value in their members? What is preventing professionals in your industry from joining? How does your organization stack up in the competitive landscape? Market research offers an in-depth look at all of these pressing questions and more. Through a qualitative and quantitative approach, our marketing team has aided organizations in making more strategic decisions. Paired with a competitive landscape analysis, PMG has been able to help organizations better understand how to position themselves in light of drastic changes to funding.







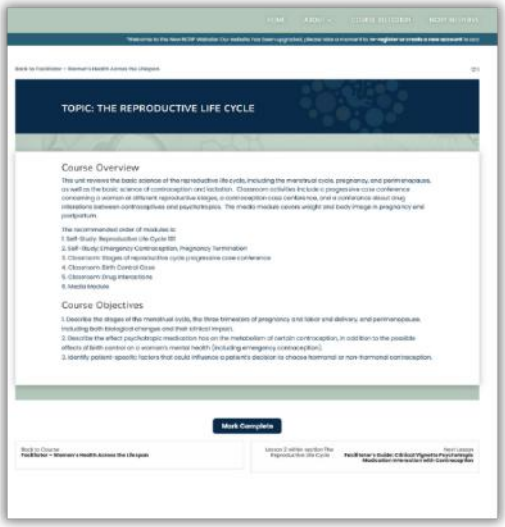


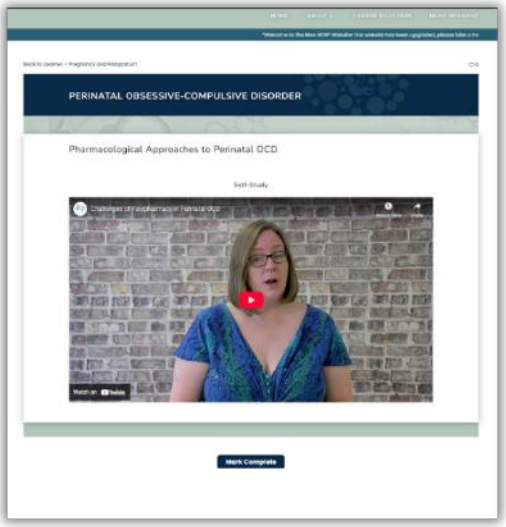


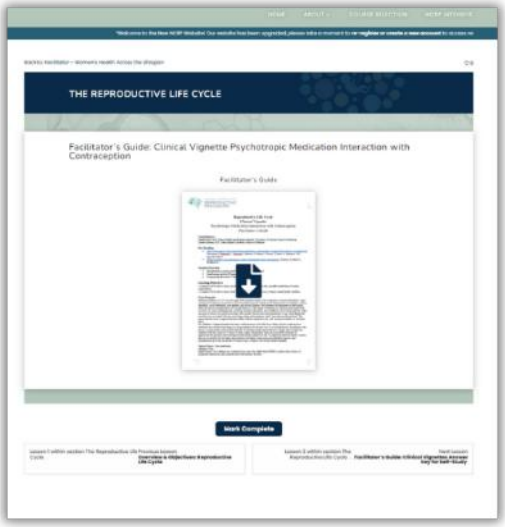
Learning Management System Set Up

The National Curriculum on Reproductive Psychiatry came to PMG this year with some unique challenges. The most pressing was that they had been unable to put their curriculum behind a pay wall in order to generate revenue. They also did not have metric on how often their curriculum was accessed by facilitators and their students. To remedy this issue, we built them a new website with an integrated LMS system. Since their build-out, they have generated revenue, gained a better understanding of who is using their curriculum. This will likely open doors for them to be able to apply for more grants in the future.







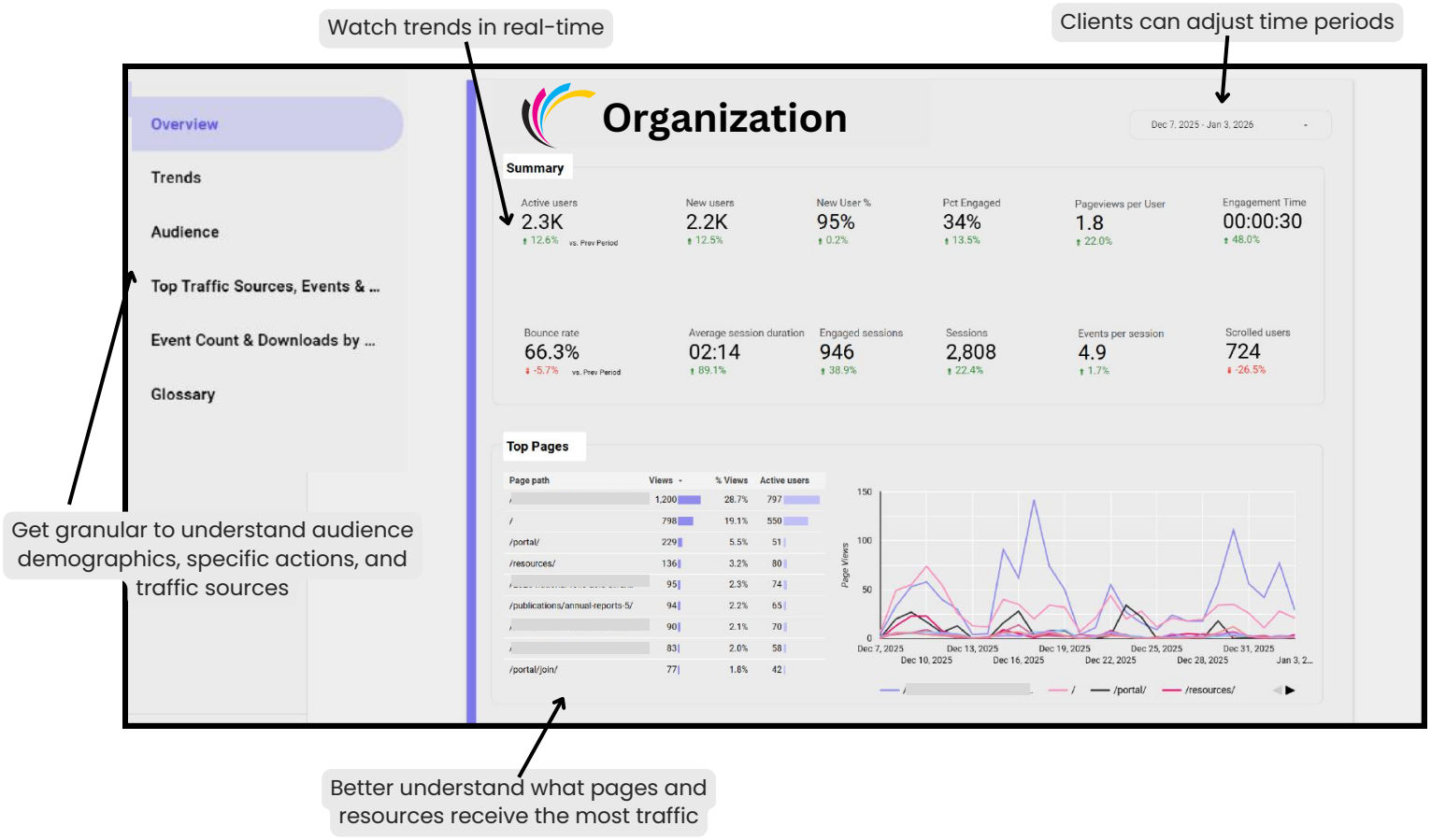


Data Analytics Dashboard

Many organizations have expressed an interest in understanding how users find and interact with their websites.

In response, our marketing department has developed real-time data analytics dashboards that provide unique insight into an organization's digital marketing efforts and digital audience. Some of the questions these dashboard have been able to provide insight into include:

- Which of our resources are most utilized?
- How are people finding us (social media, search, email, direct, other)?
- What are the demographics of our digital audience?
- What trends exist for new users and existing users?
- What search terms are most important to our audience?
- How is our traffic trending?
- Which of our resources are most downloaded?



Our Website

Website: parthenonmgmt.com

New this year!

Page Speed, Performance & SEO

Through our redesign process, we increased PMG's page speeds and improved their Core Web Vitals for an overall better user experience and to better align with SEO best practices.

Information Architecture & Accessibility

We implemented a new information architecture to make APOS's resources more discoverable, to reduce user experience frustrations, and to improves accessibility in compliance with ADA guidelines.

Content Strategy & Collaboration

Partnering with PMG's internal team and communications committee, we formulated a sound content strategy to help them increase brand loyalty and discoveries via SEO.



PARTHENON MANAGEMENT GROUP



Culture & Our People

The Foundation of Our Work

PMG invests intentionally in connection, development, and culture — ensuring continuity, stability, and excellence for the clients we serve.

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Culture Spotlight

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Our People Are Our Greatest Asset

This year at PMG, we continued to grow our staff size. However, we did not want to lose the heart of what makes PMG a truly special place to work. To keep our Solutionaries connected and invested in your success we:

- Held our 3-Day Annual PMG Team Connect virtually with guest speakers from across the industry, including the president of CPDD.
- Invested in a new human resources platform, Paylocity, that allows teams to recognize one another through team and company-wide shout outs.
- Committed to providing each team member a professional development budget. This allows our team to stay ahead of the curve when it comes to industry trends, the latest technology, and association management credentials.
- Host monthly team-building events, both virtual and in-person.
- Conducted focus groups to better understand how we can continue to provide staff with the best experience at PMG.
- Encouraged our PMGers to put their time where their heart is through paid time off for volunteering.
- Kept staff engaged with one another and the environment around them with the Annual Sunflower Growing contest and awards presented at our Team Connect for Sustainability.



The PMG team shows up every day, rain or shine, on the good days and the challenging days. They're not perfect, but I don't want them to be - perfect is boring. They bring their heart and soul to every project they work on and they give their best because anything else isn't good enough. They meet every expectation I set, they make me smile and laugh every day, they support one another and give each other grace. It is my honor and privilege to be a part of this team, to know them, and to serve them in any way I can. From the bottom of my heart, thank you for making PMG not just a place I work but a community I belong to.

Elizabeth Pulliam

Director of Talent, Parthenon Management Group



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Mission Moments

Mission Moments celebrate the heart of our work—sharing stories of PMG staff and their connection to the missions of the societies we serve. These reflections showcase the passion and purpose that drive us forward together.

Speaker Spotlight

Rachel Retherford
Member Services Manager, RSA

Mission Moments

What motivates PMG staff to bring their best day-in and day-out? Their commitment to our mission, which is to fulfill our clients' missions. To capture the dedication of the people behind PMG, we developed, "Mission Moments." Videos that capture the connect our staff has with our clients' missions.

Watch our first two, here.





"I care deeply about the mission of MNRS and the role nursing research plays in improving health outcomes. Knowing that my work helps researchers feel supported, connected, and empowered is what makes the work meaningful to me every day."

Rebekah Kimbrell, Association Manager, MidWest Nursing Research Society



"What brings me back to AAGP every day is the community. The members who care deeply about older adults, the trainees building the future of the field, and the collective commitment to improving mental health care through education, research, and advocacy."

Kelsey Sweeney, Association Manager, American Association for Geriatric Psychiatry

PMG Connect

It was clear how much employees genuinely enjoy their work and their colleagues, and it was inspiring to see that reflected across so many sessions.

2025 Attendee

Department Leads

PMG's client experience and long-term success are driven by the leadership of our department directors, whose expertise and strategic perspective guide both our people and our work. By mentoring staff, encouraging collaboration, and setting clear direction, they strengthen the teams that support our clients every day. Their leadership ensures that thoughtful strategy, consistent service, and meaningful results are delivered across every association we serve.



Evan Dickert
Director of Information Technology



Ashley Mathews, CPA
Director of Finance



Elizabeth Pulliam
Director of Talent



John White
Director of Innovation



Julie Lewis, CMP
Director of Meetings



Amanda Brahlek
Director of Marketing



Anna Taylor, CFRE
Director of Development



Jesse Howard
Director of Association Management



Amy Black, CAE
Director of Association Management



Stephanie Sartin, CAE
Director of Association Management



Susanne Tomlinson
Membership Services Leader



John McGregor, ICE-CCP
Sr. Certification Manager



Watching our department leaders build stronger connections and collaborate in new ways has been one of the most rewarding parts of this year. As PMG has embraced EOS, we've created greater infrastructure and alignment that supports teamwork and drives exceptional client service.

Lindsay Gregory, CMP-HC
VP of Client Operations, Parthenon Management Group

LOOKING AHEAD

PARTHENON MANAGEMENT GROUP



Dawn Keglor, CAE

Executive Vice President, Parthenon Management Group



Thoughtful Partnership, Deeper Insight, and Shared Momentum

PMG has always believed that the strongest results grow from meaningful partnerships—ones built on trust, understanding, and a shared sense of purpose. As the professions and industries we serve continue to evolve, we are thoughtfully evolving how we support our clients, so we can meet this moment together with clarity, confidence, and care.

Deepening Understanding to Better Serve Our Clients

Understanding the professions, research, practice environments, and industries we serve has long been a priority at PMG, and one of our greatest strengths. Our teams consistently invest the time and care required to truly understand our clients' worlds and the communities they support.

What's next is an intentional strengthening of that commitment. By enhancing how we learn together, collaborate across teams, and share insights, we are ensuring our staff is even more informed and strategically aligned. This deeper understanding allows us to help clients clearly articulate their value, identify meaningful opportunities, and advance their missions with confidence.

When our teams understand the full landscape, we can better support organizations in delivering real value to their members—through benefits, programs, annual meetings, strategic planning, and beyond. Most importantly, it enables us to help our clients focus on what matters most and invest their energy where it will have the greatest impact.

Helping Associations Cut Through the Noise

Today's organizations face constant pressure to respond to emerging trends, competing priorities, and rising expectations from members and communities. That pressure can make it difficult to stay grounded in purpose and focused on long-term goals.

Through trusted partnership and informed perspective, we help our clients:

- Stay focused on their core purpose
- Make thoughtful decisions about where to invest time and resources
- Align priorities with long-term goals and organizational capacity

By cutting through the noise, we will continue to help our clients lead with intention—so they can spend less time reacting and more time creating the meaningful, lasting impact they seek.

Strategic Partnership, Personal Connection

Many of our clients have partnered with PMG through different stages of our growth. In our early years, direct access to senior leadership was a defining part of the PMG experience, and that accessibility has always mattered deeply to us. While we have grown over time, so have our depth of expertise, perspective, and ability to serve. What has never changed is our commitment to close, trusted relationships.

As PMG continues to evolve, we remain deeply committed to a personalized, relationship-driven approach. Our clients continue to experience the warmth, responsiveness, and familiarity of a small PMG—paired with the depth, resources, and expertise of a full-service association management company.

As part of this commitment, clients can expect:

- Increased director-level involvement in board meetings and strategic discussions
- More intentional, forward-looking conversations focused on trends, momentum, challenges, and opportunities
- Continued access to PMG's executive leadership for guidance, perspective, and partnership

Boards will also have the opportunity to schedule office hours with the PMG Executive Team—Sarah Timm, Dawn Keglor, and Lindsay Gregory—creating space for candid dialogue, meaningful check-ins, and thoughtful discussion around what's working well and where additional support or focus may be helpful.

What's next at PMG is not a shift in values, but a deepening of them. It's about strengthening the relationships our clients trust, expanding the expertise they rely on, and continuing to show up as thoughtful, committed partners. Our mission remains clear: to help our clients fulfill their mission—and we are more committed than ever to helping organizations do their best work and advance the causes they care about most.

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A YEAR IN REFLECTION

Words That Guided Us

Throughout 2025, our CEO, Sarah Timm, shared words that challenged us to think bigger, lead with intention, extend kindness, and keep moving forward—especially when the work felt hard. These reflections became touchstones for our culture, offering encouragement in moments of uncertainty and inspiration during times of growth. Together, they capture the spirit of who we are at PMG: resilient, people-centered, curious, and committed to becoming better both individually and collectively. As part of our annual tradition, we share these quotes as a reflection of the year behind us and a compass for the year ahead.



Letting Go, Renewal & Perspective

- *You know what the happiest animal on Earth is? It's a goldfish… It's got a 10-second memory."*— Ted Lasso
- *"Don't let yesterday take up too much of today."*— Will Rogers
- *"What happened yesterday is history. What happens tomorrow is a mystery. What we do today makes a difference."* — Nick Saban
- *"New year — a new chapter, new verse, or just the same old story? Ultimately, we write it."* — Alex Morritt

Effort, Discipline & Finishing Strong

- *"Opportunity is missed by most people because it is dressed in overalls and looks like work."— Thomas Edison*
- *"The way to get started is to quit talking and begin doing."— Walt Disney*
- *"The road to success is dotted with many tempting parking spaces."— Will Rogers*
- *"A diamond is merely a lump of coal that did well under pressure."— Henry Kissinger*

Leadership, Ownership & Impact

- *"Leaders think and talk about solutions. Followers think and talk about problems."* — Brian Tracy
- *"Lead from the back — and others will see the path ahead."*— Nelson Mandela
- *"If you think you are too small to make a difference, try sleeping with a mosquito."* — Dalai Lama
- *"The best way to predict the future is to create it together.* — Joe Echevarria

Courage, Growth & Discomfort

- *"If you feel safe in the area you're working in, you're not working in the right area." — David Bowie*
- *"Courage is knowing it might hurt and doing it anyway."— Jeremy Goldberg*
- *"The world promises you comfort, but you were not made for comfort. You were made for greatness."— Pope Benedict XVI*
- *"It's always better to be at the bottom of a ladder you want to climb than at the top of the one you don't."— Martin Freeman*

Kindness, Energy & Humanity

- *Kindness is the language which the deaf can hear and the blind can see."*
- *— Mark Twain*

- *"Everyone you meet is fighting a battle you know nothing about."— Unknown*

- *"Energy is contagious. Make sure you're giving out what you want to receive." — Emma Lovewell*

- *"Darkness cannot drive out darkness; only light can do that." — Martin Luther King Jr.*

Authenticity, Confidence & Inner Strength

- *"If you are always trying to be normal, you will never know how amazing you can be."— Maya Angelou*

- *"Why fit in when you were born to stand out?"— Dr. Seuss*

- *"Your light may not reach everyone, but it will reach those who are seeking it." — Unknown*

- *"The devil whispered, 'You are not strong enough.' Today I whispered back, 'I am the storm.'"— Mizume Kratos-Perez*

Curiosity & Becoming More

- *"Be curious, not judgmental."— Walt Whitman*

- *"Take wrong turns. Talk to strangers. Open unmarked doors."— Randall Munroe*

- *"I think one day you'll find that you're the hero you've been looking for." — Jimmy Stewart*

Learning, Investment & Long-Term Thinking

- *"Logic will get you from A to B. Imagination will take you everywhere."— Albert Einstein*

- *"The best investment you can make is in yourself."— Warren Buffett*

- *"In life you can only control two things: your effort and your attitude."— Michael Hyatt*

- *"People often ask what's going to change over the next decade. It's more valuable to think about what's not going to change." — Jeff Bezos*

Resilience, Hope & Legacy

- *"I had no idea history was being made. I was just tired of giving up."— Rosa Parks*

- *"If I cannot do great things, I can do small things in great ways."— Martin Luther King Jr.*

- *"Instead of looking at the past, I put myself ahead 20 years."— Diana Ross*

Honoring our PMG Families

- PMG Dads: *"Fathering is not something perfect men do, but something that perfects the man."— Frank Pittman*
- PMG Moms: *"A woman is like a tea bag — you can't tell how strong she is until she's in hot water." — Eleanor Roosevelt*
- *"A beautiful woman with a brain is an absolutely lethal combination."— Prabal Gurung*
- *"You go through times thinking 'this is impossible'... and then you just keep going." — Tina Fey*

Looking Ahead

- *"Mondays offer new beginnings 52 times a year."*— David Dweck
- *"When I wake up, I expect things to be good... why not try to make the most of it?"*— Dolly Parton



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