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Lowell Aplebaum, CAE is the CEO of Next Connexion – a company working with nonprofits and associations on value-focused approaches to strategy development, membership and volunteer management. He recently authored the chapter on emerging trends in ASAE’s Membership Essentials 2nd edition, served as the co-Executive Editor and Contributing Author for the Component Relations Handbook 2nd edition and authored the chapter on Component Relations for Professional Practices in Association Management 3rd Edition. He currently serves on the overseeing commission for the Certified Association Execution certification, and Chaired ASAE’s Task Force on CEO Pathways. He is the creator of a master-level learning series called Through the CEO Lens. His work on global efforts for associations has included experience across five continents, hundreds of volunteer groups, and all 50 states in the U.S.