

# NetSuite Summer 2025: ERP Conferences for Finance Leaders

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## Summer 2025 NetSuite Events: Conferences and Summits for CFOs and Administrators

Financial leaders and NetSuite administrators have a busy summer ahead with numerous events to enhance their [ERP](#) knowledge, network with peers, and stay ahead of industry trends. Below is a curated guide to Oracle-hosted NetSuite conferences and partner events taking place globally in **Summer 2025 (June through August)**. We include key details like locations, dates, agendas, target audiences, and themes (from [AI in finance](#) to ERP strategy), as well as practical info on registration and pricing. Finally, we'll recommend which gatherings are best suited for [CFOs versus NetSuite admins](#) to help you plan your summer learning and networking schedule.

# Oracle NetSuite Conferences and Summits (Summer 2025)

Oracle's own flagship NetSuite events mostly bookend the summer, but there are still valuable Oracle-run opportunities during June–August:

- **SuiteWorld 2025 (Las Vegas & Online)** – *Note:* Oracle NetSuite's largest annual conference is scheduled for **October 6–9, 2025** in Las Vegas (with a parallel "On Air" virtual experience) [netsuitesuiteworld.com](https://netsuitesuiteworld.com). Although just outside the summer window, **CFOs** and **admins** should mark their calendars now – SuiteWorld is the premier gathering of the NetSuite community, with keynotes from Oracle executives, hands-on training sessions, product announcements, and finance/ERP thought leadership [netsuitesuiteworld.com](https://netsuitesuiteworld.com). Registration is already open and early-bird pricing is typically available [community.oracle.com](https://community.oracle.com). For those planning beyond summer, SuiteWorld offers both in-person and virtual attendance options (valuable for global teams or anyone unable to travel).
- **NetSuite Customer Meetups (Regional User Groups)** – Throughout summer 2025, NetSuite is supporting **local user group meetups** that bring together customers for education and networking. For example, the Southeast NetSuite User Group has an **Atlanta** meetup on **June 3, 2025** (an evening of education and socializing) [suitesoutheast.com](https://suitesoutheast.com) and is planning another in **Raleigh, NC in July 2025** [suitesoutheast.com](https://suitesoutheast.com). These **in-person meetups** are free or low-cost and are excellent for [NetSuite administrators](#) and power users to exchange tips, hear success stories, and get questions answered by peers and NetSuite experts. CFOs are welcome too, especially if they directly oversee NetSuite in a hands-on way, though the content tends to be more product-focused.
- **NetSuite "Learning Lab" Workshops** – Oracle NetSuite's Education Services team hosts periodic half-day training labs (often virtual) for customers to deepen their NetSuite skills [netsuite.com](https://netsuite.com). These workshops, which often offer CPE credits, continue through the summer on topics like financial reporting, saved searches, and new feature training. **NetSuite admins and finance team members** can register (often at no cost for customers) via the NetSuite Events page, and sessions are typically delivered online for convenient attendance. Keep an eye out for announcements on the NetSuite Support Community and events page for any summer 2025 Lab dates (registration links will be posted on the official site [netsuite.com](https://netsuite.com)).
- **On-Demand NetSuite Webinars** – Oracle maintains a library of on-demand virtual events that you can tap into anytime [netsuite.com](https://netsuite.com). If you have a summer lull, consider catching up on recorded sessions covering recent product releases, demos of new features, and best practices. For instance, webinars on topics such as automating accounts payable, optimizing

inventory, or year-end close processes are often available on demand. This is a great option for **busy CFOs** and **admins** to learn at their own pace. (Tip: The NetSuite Support Community's "Announcements" section regularly posts upcoming webinar schedules; for example, a July 2024 series included sessions on AP automation with AI and CFO-focused KPI tracking [community.oracle.com](https://community.oracle.com), and similar content is expected in summer 2025.)

## Partner-Hosted and Third-Party Events Featuring NetSuite

A number of industry conferences and partner-led events in summer 2025 will showcase NetSuite through sponsorships, keynotes, or expo presence. These events range from broad finance leadership summits (ideal for CFOs) to NetSuite-focused regional forums (great for admins and NetSuite power users):

- **CFO Leadership Council – Spring 2025 Conference (June 2–4, 2025, Boston)** – This is a premier annual gathering of **chief financial officers** and finance executives, held over three days at the Westin Boston Seaport District [cfoleadershipcouncil.com](https://cfoleadershipcouncil.com). Oracle NetSuite is not the organizer, but **NetSuite's ecosystem is represented** – for example, NetSuite [solution provider](https://zoneandco.com) Zone & Co is a breakout sponsor [zoneandco.com](https://zoneandco.com). The conference theme is enabling CFOs to **shift "from reactive to strategic"** in an uncertain economy [linkedin.com](https://linkedin.com). Attendees (500+ finance leaders) will hear real-world CFO panels and world-class experts on topics like driving growth, managing risk, finance [automation](https://automation), and compliance in 2025's environment [zoneandco.com/linkedin.com](https://zoneandco.com/linkedin.com). *Target Audience:* CFOs and finance VPs. *Key Themes:* [Strategic finance leadership](https://strategicfinanceleadership), economic outlook, and best practices for financial management. *Registration & Pricing:* In-person registration is required (the event was expected to sell out); pricing was available on the CFO Leadership Council site, and a virtual pass option for select sessions was offered on June 6 for those who couldn't attend in person [cfoleadershipcouncil.com](https://cfoleadershipcouncil.com). **Recommendation: CFOs** should strongly consider this for high-level peer learning. NetSuite administrators would find the content less technical, but if your CFO is attending, it's an opportunity to ensure NetSuite-related questions (e.g. ERP strategy) are part of the conversation.
- **Oracle NetSuite "Executive Edge" Series – Finance Leadership Dinners** – Oracle NetSuite runs an **Executive Edge** event series that continued into spring 2025, hosting evening networking receptions for executives in various U.S. cities [netsuite.com](https://netsuite.com). Recent stops included **Houston (Feb 6), Chicago (Feb 19), Beverly Hills (Mar 20), San Francisco (May 8)** [netsuite.com](https://netsuite.com). While dates for summer weren't listed, keep an eye out for possible

**summer Executive Edge meetups** – these intimate events bring local CFOs, CEOs, and NetSuite leaders together for discussions over drinks. They are typically free (invitation or RSVP required) and focus on high-level strategy and networking rather than technical content [netsuite.com](https://netsuite.com). **Recommendation:** Great for **CFOs** who want candid peer exchange in a relaxed setting. NetSuite admins generally wouldn't attend these executive mixers, but you might encourage your CFO to go and report back on strategic insights.

- **4A's Management Practitioners Forum (MPF) 2025 (June 4–5, 2025, Austin, TX)** – A niche but noteworthy event, **MPF** is the **American Association of Advertising Agencies'** annual forum for leaders of independent marketing agencies. This year's 25th edition was hosted **at Oracle NetSuite's Austin offices** (2300 Oracle Way) [aaaa.org](https://aaaa.org) – a partnership that underscores NetSuite's role in the agency industry. The conference theme, *"Thriving Through Perpetual Change: A New Game Plan,"* addressed how agencies can adapt and thrive amid constant change [aaaa.org](https://aaaa.org). **Six content tracks** were offered, covering Technology (with a focus on AI), Generating Growth, Talent & Culture, Agency Operations & Economics, "The Work" (client services), and Leadership [aaaa.org](https://aaaa.org).

! <https://www.aaaa.org/events-education/management-practitioners-forum/>

*Attendees at the 4A's MPF 2025 conference in Austin discuss agency best practices. Oracle NetSuite hosted the event at its Austin campus, underscoring NetSuite's footprint in the marketing agency sector [aaaa.org](https://aaaa.org)[aaaa.org](https://aaaa.org).*

**Target Audience:** Agency principals, CEOs, COOs, and CFOs – essentially the operational and financial leaders of advertising firms (MPF is a members-only event for 4A's agency executives) [aaaa.org](https://aaaa.org). **Key Themes:** **AI integration** in marketing services, profitability and billing models, talent retention, and modernizing operations for efficiency [aaaa.org](https://aaaa.org). NetSuite's presence was significant (as host venue and likely in discussions on agency financial systems). **Registration & Pricing:** The in-person event sold out (capacity was limited) [aaaa.org](https://aaaa.org), but the 4A's offered an **On-Demand package** for purchase, granting access to session recordings after the event [aaaa.org](https://aaaa.org). **Recommendation:** For **CFOs of agencies or professional services firms**, MPF is extremely relevant. Others might not find it directly applicable, though the focus on project accounting, automation, and AI in operations can be insightful for any services-centric business. NetSuite administrators in the agency world would benefit from the operations track content, but generally this forum is executive-level. (However, admins can access the on-demand recordings to glean insights into pain points their agency leadership cares about – e.g. billing efficiency, which ties into ERP configuration.)

- **“Grow with NetSuite” Day – Netherlands 2025 (June 18, 2025, Utrecht) – Novutech** (a European Oracle NetSuite Solution Provider) and partner **Cadran** are co-hosting a one-day summit in Utrecht, Netherlands on June 18 [novutech.com](https://novutech.com). Branded “Grow with NetSuite Netherlands 2025,” this event invites **NetSuite users, partners, and finance leaders** from across the region. The agenda features **insightful keynotes, interactive breakout sessions, and networking** opportunities in a unique venue (Fort Voordorp, a 19th-century fort turned event space) [novutech.com](https://novutech.com). Attendees will explore the latest NetSuite innovations, hear customer success stories, and learn strategies to optimize business processes with NetSuite [novutech.com](https://novutech.com). In 2024, similar “Grow with NetSuite” events in Europe highlighted themes like **AI in ERP, digital transformation, and e-invoicing compliance** – for example, the 2024 series featured talks on generative AI’s business impact and panels on electronic invoicing regulations [novutech.com](https://novutech.com). We can expect 2025’s content to be equally forward-looking (stay tuned for the final agenda and speaker lineup, which the organizers will announce soon [novutech.com](https://novutech.com)).

*Target Audience:* **CFOs, finance managers, and NetSuite administrators** in Europe. It’s pitched as a forum to exchange best practices and glean expert tips, so both the strategic (CFO) perspective and the technical/user perspective are represented. *Key Themes:* Likely **AI integration in ERP**, finance automation, analytics, and industry-specific NetSuite developments (if 2024’s events are an indicator) [novutech.com](https://novutech.com). Also, given the European setting, expect content on regulatory compliance (VAT, e-invoicing mandates, etc.) and multi-subsidiary management in NetSuite. *Registration & Pricing:* Registration is via the hosts’ site (Novutech), and the event in 2024 was free of charge – 2025 appears to be similarly accessible (sponsors like Avalara, Zone & Co, etc., cover costs, as noted in the 2024 recap) [novutech.com](https://novutech.com). **Recommendation:** This is a **must-attend for NetSuite customers in the EU**. CFOs will benefit from high-level sessions on trends and ROI of ERP improvements, while **NetSuite admins** and power users will gain practical tips from product demos and customer case studies.

- **Government Finance Officers Association (GFOA) Annual Conference (June 29 – July 2, 2025, Washington, D.C.)** – The GFOA conference is the largest gathering of public sector finance professionals (attracting thousands of city, state, and provincial finance officers each year) [govsense.com](https://govsense.com). While not an Oracle event, **Oracle NetSuite’s partner ecosystem will have a presence** here. For example, **GovSense** – a public sector ERP solution built on Oracle NetSuite – is exhibiting at GFOA 2025 (Booth #544) [govsense.com](https://govsense.com). They will be



giving live demos of how NetSuite can be leveraged for government finance and sharing success stories of municipalities using cloud ERP [govsense.com](https://govsense.com). This indicates NetSuite's growing relevance in government and non-profit finance.

*Target Audience:* **Public sector CFOs, finance directors, and government accounting staff.**

(Private-sector CFOs would not attend GFOA, but we include it to show NetSuite's reach in all finance domains.) *Key Themes:* Fiscal resilience, public budgeting, compliance with governmental accounting standards, and modernization of legacy systems – with cloud ERP (like NetSuite) being showcased as a solution [govsense.com](https://govsense.com). *Registration & Pricing:* This is a paid conference (GFOA members get discounts). If you are a government finance executive and a NetSuite user, attending could provide both general government finance education and a chance to connect with NetSuite experts at the Expo. **Recommendation:** For **government CFOs or finance managers** evaluating ERP solutions, visiting NetSuite partners at GFOA is highly recommended. Corporate CFOs or admins can skip this one – it's very sector-specific.

- **Other Finance & Tech Conferences with NetSuite Involvement** – A few other summer 2025 events may interest the NetSuite community:
  - *Finance and Accounting Summits:* Several accounting industry conferences occur in June–July (e.g., AICPA Engage in Las Vegas, June 19–22, 2025). While not NetSuite-specific, Oracle and NetSuite often sponsor or speak at such events. Check agendas for any NetSuite-led sessions on cloud ERP, as these can be great for CFOs exploring broader finance tech trends.
  - *FP&A Summit (June 25, 2025, Austin):* Hosted by the Finance Alliance, this one-day **FP&A Summit** in Austin promises big-name finance tech speakers [financealliance.io](https://financealliance.io). NetSuite isn't explicitly listed, but given Oracle's presence in Austin and NetSuite's FP&A capabilities (Planning & Budgeting module), there may be indirect relevance. **CFOs** and finance analysts could benefit from the focus on financial planning innovation.
  - *NetSuite Partner Webinars:* Beyond physical conferences, many Oracle partners host summer webinars. For instance, Zone & Co (a NetSuite SuiteApp provider) has a **June 10, 2025 webinar** on “From Quote to Cash: Leveraging the Salesforce CPQ and NetSuite Integration,” tailored to help businesses streamline sales-to-finance workflows [zoneandco.com](https://zoneandco.com). Keep an eye out for similar virtual events from partners like **Celigo, Tipalti, Avalara**, and others focusing on NetSuite add-ons (topics often include automating AP, advanced revenue management, etc.). These are typically free and last 30–60 minutes – an easy win for **NetSuite admins** looking to enhance specific processes.

## Key Themes and Focus Areas

Across these summer 2025 events, a few **common themes** stand out:

- **AI and Automation in Finance:** Nearly every conference is addressing artificial intelligence or machine learning in an ERP/finance context. At Oracle's own events, NetSuite leaders have been spotlighting new **AI-driven capabilities** (for example, SuiteConnect keynotes earlier in 2025 discussed AI for forecasting and smart automation). The MPF forum explicitly has a technology track on AI for agencies [aaaa.org](#), and the Grow with NetSuite days featured talks on **generative AI's business impact** [novutech.com](#). **CFOs** will hear how AI can augment decision-making and reduce manual work, while **admins** will learn about concrete product features like AI-powered invoice capture and automated approvals.
- **ERP Strategy & Digital Transformation:** A core topic, especially at CFO-focused events, is leveraging cloud ERP (NetSuite) to drive business transformation. Case studies and sessions on optimizing processes through NetSuite will be plentiful. For instance, CFO Leadership Conference sessions emphasize moving from transactional tasks to strategic analysis – something facilitated by a well-implemented ERP [linkedin.com](#). The Grow with NetSuite agenda promises **"actionable insights to optimize business processes"** [novutech.com](#), and SuiteWorld (later in the year) will no doubt echo this with customer success stories. Expect discussions on aligning ERP systems with business strategy, achieving real-time visibility, and scaling efficiently.
- **Financial Management Best Practices & Compliance:** Many events will cover emerging **regulations and compliance** challenges (e.g., revenue recognition updates, tax compliance in multiple jurisdictions, or industry-specific rules). In Europe, e-invoicing mandates are a hot topic – evidenced by panels on digital invoicing compliance at Grow with NetSuite 2024 [novutech.com](#). Government finance (GFOA) will cover public fiscal accountability. **Admins** should take note of any sessions about audit controls in NetSuite, new accounting standards (and how NetSuite supports them), and tools for compliance reporting. **CFOs** will be looking for assurance that their finance systems can adapt to regulatory changes with minimal disruption.
- **Analytics, KPIs, and Reporting:** CFOs love metrics, and several events (especially user-group meetups and webinars) will dive into getting more out of NetSuite's analytics. For example, a NetSuite Community webinar in 2024 was titled "CFO's Essential KPIs Beyond Finance" [community.oracle.com](#) – expect similar content this summer, teaching finance leaders how to

leverage NetSuite's reporting, SuiteAnalytics, or data warehouse for better decision support. NetSuite's message here is often about consolidating data and using real-time dashboards to drive performance.

- **Industry-specific ERP Insights:** Certain events target how NetSuite applies to specific industries – e.g., **software/tech** (subscription billing and revenue recognition), **retail/e-commerce** (omnichannel commerce, inventory), **manufacturing** (supply chain planning), **services** (project accounting). SuiteConnect events earlier in 2025 were actually tailored by city/region with relevant industries (Dubai emphasized global expansion [celigo.com](https://celigo.com), São Paulo on LATAM expansion [celigo.com](https://celigo.com), etc.). In summer, the partner events like MPF (marketing services) and GFOA (public sector) continue this trend. If you're a CFO or admin in one of these sectors, look for sessions or tracks that speak directly to your domain (for example, **retail CFOs** might attend general finance conferences but also look out for any NetSuite Retail user meetup or Oracle Commerce webinar during the summer).

## Event Recommendations: CFO vs. Admin

**Which events should you prioritize?** It depends on your role:

- **For CFOs and Finance Executives:** Aim for the conferences that offer strategic insight, peer networking, and high-level thought leadership. The **CFO Leadership Council Spring Conference** in Boston is a top pick [linkedin.com](https://linkedin.com) – it's custom-made for finance chiefs and will equip you with ideas to navigate the economy and leverage tools like NetSuite for growth. If you're in Europe, the **Grow with NetSuite Day** (Utrecht) is worthwhile – it blends strategy with technology, and you'll meet other finance leaders using NetSuite [novutech.com](https://novutech.com). **Executive Edge** dinners (if scheduled in your area over the summer) are fantastic for informal networking with Oracle NetSuite executives and other local CFOs [netsuite.com](https://netsuite.com). Also consider sector-specific events: e.g., if you're a **CFO in the public sector**, GFOA is a must (and stop by the NetSuite partner booths to see solutions in action [govsense.com](https://govsense.com)). If you're a **CFO in an advertising or professional services firm**, MPF in Austin was tailored for you (and you can still purchase on-demand access to sessions) [aaaa.org](https://aaaa.org). And don't forget to block out October for **SuiteWorld**, where as a CFO you can attend an executive track and even meet product managers to influence NetSuite's roadmap.
- **For NetSuite Administrators and Technical Users:** You'll want the nuts-and-bolts knowledge that comes from user-focused events. **Local NetSuite User Group meetings** (like the ones in Atlanta and Raleigh) are perfect – you can swap tips with other admins and perhaps get live



demos of new features in 2025. Oracle's **Learning Lab** workshops (if any are scheduled this summer) are also excellent – they provide hands-on training in areas like advanced NetSuite workflows or SuiteAnalytics, often with the chance for Q&A with instructors [netsuite.com](https://netsuite.com). Additionally, tune into the many **partner webinars** and NetSuite-led virtual sessions happening (topics such as integrations, scripting best practices, or performance optimization). These are usually free and focused on solving real-world problems in NetSuite, making them highly valuable for administrators. While a big conference like SuiteWorld is still a few months away, you can prepare by viewing relevant **on-demand sessions** from last year's SuiteWorld or previous virtual events [netsuite.com](https://netsuite.com) – this can arm you with knowledge (and questions) to maximize the value when you or your CFO attend in the fall. One more tip: if your company is sending your CFO to a leadership event (like the CFO Council conference), ask to accompany them or at least attend any associated **tech/solution tracks**. Often these conferences have expo halls or breakout sessions where admins can learn about new NetSuite add-ons or meet implementation partners – a great way to bring home actionable ideas.

In summary, Summer 2025 offers a mix of **in-person conferences and virtual learning opportunities** for the NetSuite community. CFOs will gain from broad finance summits and high-level NetSuite forums focused on strategy, while NetSuite administrators will benefit from user-centric meetups, training labs, and webinars that dive into technical details. By selecting the events that align with your role and goals, you can make the most of this summer to network, learn, and keep your NetSuite knowledge cutting-edge.

### Sources:

- Oracle NetSuite Events page – schedule of flagship events and regional series [netsuite.com](https://netsuite.com); Southeast NetSuite User Group upcoming events [suitesoutheast.com](https://suitesoutheast.com)
- CFO Leadership Council Spring 2025 (Boston) – event overview and theme [linkedin.com](https://linkedin.com); Zone & Co announcement of sponsorship [zoneandco.com](https://zoneandco.com)
- 4A's MPF 2025 (Austin) – official agenda/themes and venue details [aaaa.orgaaaa.org](https://aaaa.orgaaaa.org)
- Novutech "Grow with NetSuite Day 2025" announcement (Utrecht) – event date, focus, and audience [novutech.com](https://novutech.com)
- GovSense at GFOA 2025 – dates and location of GFOA, NetSuite partner expo presence [govsense.com](https://govsense.com)

- Oracle NetSuite Community and partner resources – example webinars and virtual events (Zone & Co webinar June 10) [zoneandco.com](https://zoneandco.com); NetSuite community July events (2024) [community.oracle.com](https://community.oracle.com)
- Highlights from 2024 events – e.g. Grow with NetSuite 2024 recap (AI and compliance themes) [novutech.com](https://novutech.com); SuiteConnect 2025 tour highlights (global expansion, automation) [celigo.com](https://celigo.com).

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Tags: netsuite, erp, conferences, finance management, it administration, professional development, industry trends, cfo, enterprise software

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## About Houseblend

HouseBlend.io is a specialist NetSuite™ consultancy built for organizations that want ERP and integration projects to accelerate growth—not slow it down. Founded in Montréal in 2019, the firm has become a trusted partner for venture-backed scale-ups and global mid-market enterprises that rely on mission-critical data flows across commerce, finance and operations. HouseBlend's mandate is simple: blend proven business process design with deep technical execution so that clients unlock the full potential of NetSuite while maintaining the agility that first made them successful.

Much of that momentum comes from founder and Managing Partner **Nicolas Bean**, a former Olympic-level athlete and 15-year NetSuite veteran. Bean holds a bachelor's degree in Industrial Engineering from École Polytechnique de Montréal and is triple-certified as a NetSuite ERP Consultant, Administrator and SuiteAnalytics User. His résumé includes four end-to-end corporate turnarounds—two of them M&A exits—giving him a rare ability to translate boardroom strategy into line-of-business realities. Clients frequently cite his direct, “coach-style” leadership for keeping programs on time, on budget and firmly aligned to ROI.

**End-to-end NetSuite delivery.** HouseBlend's core practice covers the full ERP life-cycle: readiness assessments, Solution Design Documents, agile implementation sprints, remediation of legacy customisations, data migration, user training and post-go-live hyper-care. Integration work is conducted by in-house developers certified on SuiteScript, SuiteTalk and RESTlets, ensuring that Shopify, Amazon, Salesforce, HubSpot and more than 100 other SaaS endpoints exchange data with NetSuite in real time. The goal is a single source of truth that collapses manual reconciliation and unlocks enterprise-wide analytics.

**Managed Application Services (MAS).** Once live, clients can outsource day-to-day NetSuite and Celigo® administration to HouseBlend's MAS pod. The service delivers proactive monitoring, release-cycle regression testing, dashboard and report tuning, and 24 × 5 functional support—at a predictable monthly rate. By combining fractional architects with on-demand developers, MAS gives CFOs a scalable alternative to hiring an internal team, while guaranteeing that new NetSuite features (e.g., OAuth 2.0, AI-driven insights) are adopted securely and on schedule.

**Vertical focus on digital-first brands.** Although HouseBlend is platform-agnostic, the firm has carved out a reputation among e-commerce operators who run omnichannel storefronts on Shopify, BigCommerce or Amazon FBA. For these clients, the team frequently layers Celigo's iPaaS connectors onto NetSuite to automate fulfilment, 3PL inventory sync and revenue recognition—removing the swivel-chair work that throttles scale. An in-house R&D group also publishes “blend recipes” via the company blog, sharing optimisation playbooks and KPIs that cut time-to-value for repeatable use-cases.

**Methodology and culture.** Projects follow a “many touch-points, zero surprises” cadence: weekly executive stand-ups, sprint demos every ten business days, and a living RAID log that keeps risk, assumptions, issues and dependencies transparent to all stakeholders. Internally, consultants pursue ongoing certification tracks and pair with senior architects in a deliberate mentorship model that sustains institutional knowledge. The result is a delivery organisation that can flex from tactical quick-wins to multi-year transformation roadmaps without compromising quality.

**Why it matters.** In a market where ERP initiatives have historically been synonymous with cost overruns, HouseBlend is reframing NetSuite as a growth asset. Whether preparing a VC-backed retailer for its next funding round or rationalising processes after acquisition, the firm delivers the technical depth, operational discipline and business empathy required to make complex integrations invisible—and powerful—for the people who depend on them every day.

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