

NACAS Foundation Board
Meeting Minutes
Tuesday, October 13, 3:00 – 4:30 PM ET

Board of Directors

Emily Messa, PhD, CASP - President
Angela Peterson – Vice President
Jim Dwyer, CASP - Treasurer
Kevin D'Onofrio - Director
Joseph Pearson, CASP – Director
Scott Seagren, CASP – NACAS Board VP
Kennedy Turner - Director
Salli Darden - Director
Danielle Klinkhamer – Director
Ron Portwine, CASP – Director
Jason Rex Tolliver - Past President (Joined at 3:20 PM ET)

Staff

Rich Steele, CASP - CEO
Matt Portner – Senior Director of Finance & Administration
Artem Mulitsa – Chief Sales & Marketing Officer
William Hurley – Chief Strategy Officer

- 1) Call to Order / Roll Call – *Emily Messa, PhD, CASP*
Emily called the meeting to order at 3:03 pm ET
- 2) Approval of the September 9, 2025 Meeting Minutes – *Emily Messa, PhD, CASP*
M/S/P D'Onofrio/Peterson/Passed

Strategic Issues

- 1) TILT Collective Grant – *Sid Mehta*
 - *Sid was unable to join due to a last minute conflict*
- 2) Foundation 2025 timeline – *Angela Peterson*
 - *Flip-a-Coin is coming up next on the timeline.*
 - *Angela shared thoughts about how to solicit sponsorship for Regional Flip-a-Coin*
 - *Key is getting to the right person who can make the decision*
 - *The added value of sponsors for Regional Flip-a-Coin would be great*
 - *William added the importance of transition conversations between incoming and outgoing Regional Directors in terms of supporting Flip-a-Coin*
- 3) “Beyond Graduation: Auxiliary Services as a Profession” – *William Hurley*
 - *Complimentary individual student memberships will be offered to students who attend C3X 2025*
 - *Will have a presence for the students in the Expo to take questions and have conversations with members*
 - *Will also ask students to rate Expo booths*
 - *Emily will serve as moderator for the Student Panel*
 - *Emily has confirmed a Houston student who will write a follow-up article for College Services*
- 4) Incoming 2025-2026 Foundation Board – *Emily Messa, PhD, CASP*
 - *Emily thanked Ron and Joseph for their valuable years of service and expressed appreciation from the entire Foundation Board*

- *Excitement was expressed for the returning and incoming board members and the energy for new and innovative ideas*
 - *Ensuring the successful onboarding of new members will be critical*
- 5) Strategic planning – *William Hurley*
- *Thank you for everyone's participation - which started a year ago*
 - *The National Board will review a draft of the plan this week and a public draft should be available soon*

Review & Adjustment of Strategy

- 6) Treasurer Report – *Jim Dwyer, CASP*
- *\$900-3000 Net positive expected for the year*
 - *Plan to have a 2026 budget for review and approval at C3X*
 - *Club Colors revenue has been minimal, will need to discuss this expense, but the overall value of the store may be worth the \$1k annual cost. Could encourage more group and regional purchases to help (West Region just made a purchase)*
 - *Work being done with the Plant-rich Grant and KASA may be managed differently on the P&L in 2026*
 - *Over-budgeted LTM expenses (\$14k vs \$7k actual) will be realigned in 2026*
 - *Draft version of the MOU with NACAS will be presented at C3X for review/approval*
- 7) NACAS Cornerstones – *William Hurley*
- *Will share fund raising progress with Regional Directors and Presidents - progress is well ahead of last year*
 - *Ron plans to send out a promotional message about their Central Cornerstone leading up to C3X to encourage contributions*
 - *Suggestion was made to decide Cornerstone awardees earlier in the year to allow longer timeframe for raising funds - announcement was Aug 27 this year - others allow 6 months for their process*
- 8) Flip a Coin at C3X – *Emily Messa, PhD, CASP*
- *Will have \$100 Jumbo beads again this year (but not gold)*
 - *Angela confirmed a cash Sponsor for the C3X Flip-a-Coin event*
 - *Flip-a-Coin will be discussed/explained in the Know-before-you-go webinar*
 - *Have a restaurant gift certificate from the hotel for the Jumbo beads round*
 - *Have implemented the price change to \$25 for regular beads - and unlimited purchase (still can only play with 2 sets).*
 - *Kennedy will help kick off sales at LTM*
 - *Budget is \$4k (last year raised \$9k) - so hoping for \$10k or more*

Routine Board Business

- 9) National Board Report – *Scott Seagren, CASP*
- *Will approve 2026 budget later this week*
 - *2025-26 Committee and Board nominations were approved*
 - *Lot of conversation and planning about C3X*
 - *Jared Ceja has left the Board - taking a great opportunity with a Business Partner*
- 10) NACAS Office Update – *Rich Steele, CASP*

- Stacey Shaw joined the staff as the Regions & Events Manager on October 1
- SES will be headed to Cape Coral Florida March 15-18, 2026
- NACAS created "NextGen Dining" as the overarching program that will house the Promotion of the Plant-rich Menus grant program and other dining-related programs in the future - this will be launched at C3X

11) Adjourn

M/S/P Tolliver/Peterson/Passed - Adjourned at 3:52 pm ET

(Rex recommends the Eagles show and Wizard of Oz at The Sphere in Vegas)

Future C3X Conferences

- **C3X 2025 Annual Conference & Expo:** November 16-19, 2025 – (Las Vegas)
- **C3X 2026 Annual Conference & Expo:** September 26-30, 2026 – (Chicago)
- **C3X 2027 Annual Conference & Expo:** October 31-Nov. 3, 2027 (Washington, DC)
- **C3X 2028 Annual Conference & Expo:** October 15-18, 2028 (Denver, CO)