

NACAS Foundation Board
Meeting Minutes
Tuesday, January 20, 2026, 3:00pm – 4:30pm ET

Board of Directors

Emily Messa, PhD, CASP	Past President
VACANT	President
Jim Dwyer, CASP	Treasurer
VACANT	Vice President
Ella Carrol	Director (Central)
Lorelle Davies, DM, CASP	Director (West)
Andy Lachman, PhD, CASP	NACAS Board VP
Kennedy Turner	Director (BP)
Salli Darden	Director (BP)
Kevin D’Onofrio	Director (East)
Danielle Klinkhamer	Director (BP)
DaNesha Allen, CASP	Director (South)

Staff

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

- 1) **Call to Order / Roll Call** – *Rich Steele, CASP*
Meeting was called to order at 3:04pm
- 2) **Election of Temporary Presiding Officer** - *Rich Steele, CASP*
M/S/P Andy Lachman, Kevin D’Onofrio to approve Emily Messa as the Temporary Presiding Officer for the January 20, 2026 meeting. All in favor.
- 3) **Approval of the November 15, 2025 & November 18, 2025 Meeting Minutes** –
Temporary Presiding Officer
M/S/P Lorelle Davies, Ella Carrol to approve the November 15, 2025 and November 18, 2025 meeting minutes. All in favor.

Strategic Issues

- 1) **Vacant President’s Role** – *Temporary Presiding Officer*
 - a. Per NACAS Foundation bylaws, the role of the Past President relates to Board continuity. Asking the Past President to return to the President’s role is allowable.
 - b. There is no requirement in the Bylaws to backfill a vacant Past President’s role.
M/S/P Jim Dwyer/Kevin D’Onofrio to elect Emily Messa to complete the remainder of the vacated term as President of the NACAS Foundation.
- 2) **Vacant Vice President’s Role** - *Emily Messa, PhD, CASP*
M/S/P Lorelle Davies / DaNesha Allen to elect Jim Dwyer as the incoming NACAS Foundation Vice President. All in favor.

A discussion around a replacement NACAS Foundation Treasurer will be held in a future meeting.

- 3) **2025 Fundraising report** – *William Hurley*
 - a. Both the Flip a Coin event and the NACAS Cornerstones received significant donation improvements in 2025 compared to 2024.
- 4) **NACAS Foundation Brand Shop Taskforce** – *Ella Carrol*
 - a. Outfitters was a budget line that did not meet revenue which has resulted in the need for a tactical marketing plan.
 - b. A task force will be launched to help develop a marketing plan.
- 5) **Leadership Team Meeting (LTM)** – *Temporary Presiding Officer*
 - a. Topics could include: Expanding the student program (including mentorship); Update elevator speech/talking points for 2026; Assess Board membership and pipeline; Brand Store promotions; Foundation Strategic Plan connections to NACAS plan; Fundraising goals and connection to Regional Boards and CX events

Financial Updates

- 4) **Treasurer Report** – *Jim Dwyer, CASP*
 - a. Revenue and expenses were reviewed, showcasing an overall strong financial year.
 - b. Highlighted that the South 2025 payment has not yet been processed but will likely be received in Q1 2026.
- 5) **NACAS/ Foundation MOU** – *Jim Dwyer, CASP*
 - a. The NACAS National Board voted at the January 15th, 2025 meeting to approve the MOU with the NACAS Foundation.

Routine Board Business

- 6) **National Board Report** – *Andy Lachman, PhD, CASP*
 - a. The Regional Engagement Task Force will resume work after LTM. The task force is scheduled to complete its work by C3X 2026.
 - b. The NACAS Board of Directors voted at the January 15th, 2025 meeting to approve the 2026-2030 Strategic Plan.
- 7) **NACAS Office Update** – *Rich Steele, CASP*
 - a. 2026 C3X Theme - Rising to New Heights Theme
 - b. 2025 C3X Financial Recap - Netted \$200k better than budget, overall 2025 Budget netted over \$400k compared to \$27k budget. Reserve target of 25% of annual expenses has been met/exceeded.
 - c. APEX Benchmarked Assessment pilot program - deadline of February 27th.
- 8) **Approval of amended October 26, 2024 minutes** - Emily Messa, PhD, CASP
M/S/P Lorelle Davies / DaNesha Allen to approve the amended October 26, 2024 minutes. All in favor.

9) **Adjourn**

M/S/P Lorelle Davies / Ella Carrol to adjourn the January 20th, 2026 meeting. All in favor.

Future C3X Conferences

- **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 22-25, 2028 (Grapevine, TX)
- **C3X 2029 Annual Conference & Expo:** October 7-10, 2029 (Denver, CO)

Future CX Conferences

- **Central CX** – April 7-9, 2026 – St. Louis, MO
- **South CX** – April 26-29, 2026, Charlotte, NC
- **West CX** – May 31-June 3, 2026, Long Beach, CA
- **East CX** – June 14-17, 2026, Richmond, VA

Parking Lot

- 2026 Timeline and action items
- Cornerstone Class of 26