

**NACAS Foundation Board
Meeting Minutes
Tuesday, February 17, 2026, 1:00pm – 2:15pm ET
Even Hotel – Miami, FL**

Board of Directors

VACANT	Past President
Emily Messa, PhD, CASP	President
VACANT	Treasurer
Jim Dwyer, CASP	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 (Zoom)
Artem Mulitsa – Chief Sales & Marketing Officer

- 1) Call to Order / Roll Call – *Jim Dwyer, CASP*
 - a. Meeting was called to order at 1:08 PM.
- 2) Approval of the January 20, 2026 Meeting Minutes – *Jim Dwyer, CASP*
 - a. M/S/P Lorelle / DaNesha to approve the January 20, 2026 meeting minutes as presented. All in favor.

Strategic Issues

- 1) Treasurer's Role – *Jim Dwyer, CASP*
 - a. The Nominating Committee will review suggested candidates and bring recommendations to the Foundation Board
 - b. Desired qualities include: strong organizational, budgeting, fundraising, financial, & communication skills and the ability to articulate the quarterly financial position.
 - c. Suggested announcing a nominations process in order to solicit and vet nominees through March and vote on candidates at the April Foundation Board meeting
- 2) NACAS Foundation Brand Shop Taskforce – *Ella Carrol*
 - a. *Ella reviewed a draft marketing plan to achieve a goal of \$5,000 in annual sales through the Brand Store. She will convene a task force to continue this effort.*
- 3) Student Program at C3X – *William Hurley*
 - a. *William asked the group to be prepared at the April meeting to discuss the student activations at C3X in 2025 to determine what to continue/improve in 2026*
- 4) Sponsorships – Artem Mulitsa
 - a. Artem discussed a request from the Communication Services Committee for the Foundation to consider supporting a student author contest. There was interest for this contest but more details need to be worked out.
 - b. Sodexo has committed to a \$10k sponsorship for Flip-a-Coin this year.

Financial Updates

- 5) Treasurer Report – *Jim Dwyer, CASP*
 - a. No significant activity to report.

Routine Board Business

- 6) Jim acknowledged that Kennedy Turner is starting a new position with Native - a relatively new Business Partner member
- 7) National Board Report – *Andy Lachman, PhD, CASP*
 - a. Next National Board meeting is later today
- 8) NACAS Office Update – *Rich Steele, CASP*
 - a. Will provide a report in the Leadership Team Meeting
- 9) Adjourn
M/S/P Andy/Danielle to adjourn the meeting at 2:17 pm ET

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