



Board of Directors Meeting Notes

Thursday, June 12, 3:00 pm - 4:30 pm EST

In Attendance:

Board Members

LaNiece Tyree, MPA, CASP – President
Scott Seagren, CASP – President Elect (Absent)
Jared Ceja, CASP - Vice President (Absent)
Brett Jackson, CASP - Past President (Joined at 3:15 PM)
Neil Markley – Treasurer (Joined at 3:15 PM, departed at 4:10 PM)
Kim Rademacher, CASP - Central Rep
Kristy Vienne, PhD, CASP - Member At-Large
Emily Messa, PhD, CASP - Foundation President (Absent)
Andy Lachman, PhD, CASP – West Rep
Jim Dwyer, CASP - Member At-Large
Esmeralda Valdez, PhD, CASP - South Rep
Monica Rattigan - East Rep

Staff

Rich Steele – CEO
Raj White - Director of Education
Artem Mulitsa - CSMO
Matt Portner - Sr Director of Finance and Admin
William Hurley, CSO

Minutes:

1. Call to Order / Roll Call – *LaNiece Tyree, MPA, CASP*
 - a. *LaNiece to call the meeting to order at 3:10 PM.*
2. Approval of April 24th 2025 Minutes – *LaNiece Tyree, MPA, CASP*
M/S/P Esme Valdez, PhD, CASP / Andy Lachman, PhD, CASP to approve the April 24th 2025 minutes. All in favor.

Strategic Issues:

3. CEO Updates - *Rich Steele, CASP*
 - a. NACAS has finalized our search for the Senior Director of Events and an offer letter has been submitted.
 - b. NACAS has successfully been awarded a grant to use the NACAS platform to promote Plant-rich menus, \$725K provided over two years (\$306K for NACAS and regional programming and \$30K for the NACAS Foundation). We are hopeful that this relationship will continue past the two-year grant period.
 - c. As a reminder, the Gaylord Texan has been contracted for C3X 2028 and the Gaylord Rockies for C3X 2029. Contracts have now been signed.
 - d. A financial recap for the 2025 Senior Executive Summit was provided. The event netted \$30K compared to 2024's event which netted -\$26K.
 - e. No major price updates have been requested for dues/fees in 2026.
 - i. Slight adjustments have been made to early-bird date registrations and non-member registrations for C3X, CASP, and the Senior Executive Summit.
 - ii. 10x10 booth fees will be raised by \$50 to help cover extra costs related to Chicago.

M/S/P Kristy Vienne, PhD, CASP / Kim Rademacher, CASP to approve the 2026 dues and fees as presented.

- f. NACAS staff will be booking hotels for Board members attending C3X and will send a form out asking about arrival/departure times.
 - g. Board members should schedule to arrive onsite by Friday, November 14th by 3pm. NACAS will cover that first night if Board members' institutions are unable to cover the expense. It is the goal that NACAS will build this into the budget for the 2026 budget and create a policy to cover that first night.
 - h. Rich will send out room rates for C3X 2025 to the board.
4. ELT Updates - *Rich Steele, CASP, Raj White, William Hurley, Artem Mulitsa, Matt Portner*
- a. 356 new LinkedIn followers, growing to nearly 5,000 followers.
 - b. YTD email rates are holding strong with a 44% open rate, a 3% click rate, and a 7% click through rate.
 - c. NACAS exceeded our sponsorship goal for Senior Executive Summit and are on track to exceeding our goal for Women In Leadership and C3X. We have also exceeded the exhibiting revenue goal for C3X and there has been minimal pushback against passing along credit card fees to vendors.
 - d. 2026 Prospectus will be going out to all business partners by July 1.
 - e. Summer is traditionally a strong period of cash flow for NACAS as membership and C3X revenue flows in.
 - f. Many NACAS members are still using mailing addresses from five years ago and we have extended the Charlottesville PO box through 8/30/2025 to keep auto-forwarding membership checks. William and Matt are working with payables teams to ensure our address is updated for 2026.
 - g. The rebranding of DIAL to "Developing Impactful Auxiliary Leaders" has been met with positive feedback. 22 individuals attended a virtual interest meeting and 8 applicants have signed up ahead of the 7/1 deadline. We plan on accepting a cohort of 8-10 individuals.
 - h. Strong programming has been developed for the end of the first DIAL cohort ahead of their September virtual graduation and the second cohort is planned to be announced at C3X 2025. There is interest from the first cohort for some sort of commemorative item for their graduation, likely a DIAL pin.
 - i. Recommendation was made to showcase and highlight DIAL cohort members who successfully pass their CASP exam or joined NACAS volunteer groups.
 - j. 15 individuals have applied for CASP ahead of our June and December testing windows. 22 individuals attended a CASP Interest webinar to learn more about the certification.
 - k. Recommendation was made to have a standardized slide for Certification Commission representatives showcasing CASP at the Regional CXs. Jim will pass this information along to the Commission.
 - l. 446 individuals are currently listed within the Online Institute and we have held 16 programs YTD with 522 participants, averaging a 99.7% satisfaction rate.
 - m. Call for Programs for C3X closed with 100 submissions and the review process is well underway. The full educational session information will be marketed ahead of the early-bird deadline to assist with marketing.
 - n. 100% of attendees at the Senior Executive Summit indicated that they were satisfied with the event and wish to attend again.
 - o. Raj will email out marketing copy for the Women in Leadership Summit for Board members to forward along to colleagues who may be interested in attending the event.

- i. One word floating around to describe our zeitgeist is disruption. It has been a pervasive force that most find unescapable. From September 14-17th women from across industries and operational areas are gathering at the [Women in Leadership Summit](#) to learn how [Leading Through Disruption](#) will equip them with the knowledge and tools to enhance their leadership trajectory. Starting with the understanding that disruption doesn't need to just happen to you but can happen through you.
- p. Resource library is coming back to our benefit suite. Members have asked for templates and best practice checklists. The professional development and membership committees are working on these documents.
- q. We are hosting an event for business partners to assist them with maximizing their membership.
- r. NACAS lounge continues to be the highest rated benefit that we offer. Please continue to pay attention and engage with questions as you are able.
- s. Board and committee recruitment is going well. All chair and vice chair positions are slated to be full. Folks have demonstrated interest in the vice chair role and are looking for mentorship.
 - i. 16 incoming volunteer members
 - ii. Canadian committee still lacking in participation
- t. The Newton award tradition of secrecy is under review. Folks want the winner to know so they can ensure the winner and their families can attend and celebrate the award.
 - i. LaNiece presented the option to tell folks they are winning an award but not specifically which one.
 - ii. The board is comfortable informing the award winner but would be kept secret for the membership until it is awarded onsite.
- u. Strategic planning process is underway and in planning mode with the goal of being announced at C3X in Vegas.
 - i. William shared SWOT analysis and draft strategic outcomes statements.
- v. Strategic Priorities for 2026-2031
 - i. Member Value & Community
 - ii. Industry Leadership
 - iii. Organizational Excellence & Sustainability

Review & Adjustment of Strategy:

- 5. Treasurer's Report - *Neil Markley*
 - a. Our \$100,000K reserve repayment has been completed. We may consider moving additional money into investment and/or higher interest-bearing accounts depending on cash flow throughout the year.
 - b. The 2024 audit will begin next week and put NACAS back on an appropriate audit schedule. The 2025 audit is planned to start in Q1 2026.
 - c. We are still working on updating financial policies and will provide updates to the finance committee in their future meeting.

Policy Determination: Public & Operational:

- 6. Policy Committee Update – *LaNiece Tyree, MPA, CASP*
 - a. Updates from the finance committee will be added to written policies.
- 7. RETF Update

- a. Regional reps want support by regional president and having more than one person attending from each Region might be more successful
 - i. The board agreed with this and the ask will be circulated with new regional presidents.

Routine Board Business:

8. Foundation Update - *William Hurley*

- a. A new sponsorship is being developed to allow for graduate student participation at C3X. Dr. Messa from University of Houston, Rex Tolliver from University of South Carolina - Columbia, and a corporate sponsor will be funding student travel.
- b. Reviewing nominations for the NACAS Cornerstones, now only one per region.
- c. Close to having a full slate for the next year for the Foundation Board of Directors.
- d. A prospectus will also be sent out for Foundation activations.

9. Board Updates (as needed)

- a. Certification Commission - *Jim Dwyer, CASP*
 - i. Working to review the exam
 - ii. Providing various trainings and information sessions this summer
- b. Committee Chair Council - *Kristy Vienne, PhD, CASP*
 - i. New format is serving the CCC well, focusing more on discussion topics and ways for volunteer leaders to support one another.
 - ii. CCC Reports from the May 29 Meeting were shared with the board
- c. Nominating Committee - *Brett Jackson, CASP*
 - i. We are working diligently to ensure there is regional participation for the Nominating Committee, which will meet closer to the end of the nomination period.
- d. Central Region - *Kim Rademacher, CASP*
 - i. Central CX was a well-reviewed and financially successful event.
 - ii. State reps are being developed to help recruit members within the region.
 - iii. Central's DIAL cohort member attended a Board meeting.
 - iv. Continuing to host CX conference on a campus, 2026 will be at Washington University
 - v. Moving conference to April to hopefully increase attendance
- e. East Region - *Monica Rattigan*
 - i. East CX is right around the corner with around 100 registrants and 50 sponsors.
- f. South Region - *Esme Valdez, PhD, CASP*
 - i. San Antonio is now off the table for South CX 2027. The Board of Directors is now exploring other locations, possibly in Miami.
 - ii. The state directors will be participating in a membership drive in upcoming months.
- g. West Region - *Andy Lachman, PhD, CASP*
 - i. West CX was also well-received and financially successful.
 - ii. West CX 2026 will be in Long Beach and West CX 2027 will likely be held at the University of Utah.
 - iii. Jenn Reed from the University of Utah will be joining the West Board as the incoming Vice President.

Adjournment

M/S/P Kristy Vienne, PhD, CASP / Kim Rademacher, CASP to adjourn the meeting. All in favor.