



Board of Directors Meeting Minutes

Saturday, November 15, 2025 9:15am - 10:15am PT

Paris Convention Center, Las Vegas Nevada

Board Members

LaNiece Tyree, MPA, CASP – President
Scott Seagren, CASP – President Elect
Andy Lachman, PhD, CASP - Vice President
Brett Jackson, CASP - Past President (Absent)
Neil Markley – Treasurer
Kim Rademacher, CASP - Central Rep
Kristy Vienne, EdD, CASP - Member At-Large
Emily Messa, PhD, CASP - Foundation President
Vacant – West Rep
Jim Dwyer, CASP - Member At-Large
Esmeralda Valdez, PhD, CASP - South Rep
Jonathan Kukta, CASP - East Rep

Guest:

Eileen Richey, CASP - Incoming West Rep

Staff

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

Minutes:

1. **Call to Order / Roll Call** – LaNiece Tyree, MPA, CASP
M/S/P Emily / Kristy to call the meeting to order at 9:18 AM.
2. **ACTION** - Approve Eileen Richey as new West Regional Representative
M/S/P Andy / Emily to approve Eileen Richey, CASP as the West Regional Rep to fill Andy Lachman's vacancy.
3. **ACTION** - Approval of October 16, 2025 Minutes – LaNiece Tyree, MPA, CASP
M/S/P Kristy / Esme to approve the October 16th minutes as presented.
4. **ACTION** - Ratification of Actions via Email - LaNiece Tyree, MPA, CASP
 - a. Ratify October 24, 2025 Approval of West Region Vice President Nominee to fill Vacancy - Passed with 9 Yes Votes
M/S/P Scott / Neil to ratify the October 24th, 2025 approval as presented. One abstention (Andy).
5. **ELT Updates** - Rich Steele, CASP, Tara Spolan, Raj White, William Hurley, Artem Mulitsa, Matt Portner



- a. A financial recap was shared for the 2025 Women in Leadership event showing the event was financially break-even with only 34 registrants. The hotel waived any attrition charges as they needed rooms for another group.
- b. NACAS will be piloting a customer experience assessment benefit in Q1 2026.
- c. NACAS will also be piloting an asset valuation benefit through our largest sponsor (Wasserman).
- d. Women in Leadership and Senior Executive Summit will be combined in 2026. There will be common and separate educational content for both target demographics to ensure the overall success of both focus areas.
- e. Regional CX registration platforms have been opened and will be socialized throughout C3X.
- f. The second DIAL cohort had an opportunity to meet their mentors and will be able to spend time with one another at C3X.
- g. We are projected to meet our KPI to maintain 25% of annual expenses in working capital and reserves.
- h. The re-launch of the Resource Library has been completed with around thirty current documents to share with the membership.
- i. A final audit of our Canadian Connect, Enrich and Exchange yielded 70 attendees, a 100% satisfaction score, and a positive financial impact. The NACAS Board, West Board, and East Board have agreed to support and move forward with another event in Canada in Fall 2026.

6. Treasurer's Report - Neil Markley

- a. 2025 Financial Update
 - i. NACAS is projecting a net positive for 2025, largely due to dedicated management of expenses and performing more operational work in-house and lowering reliance on outside consultants.
 - ii. NACAS' investments are also trending ahead of 2024.
- b. 2025/26 Cash Flow Update
 - i. Cash flow is always strongest ahead of C3X but will become tighter as Vegas related bills are paid post-conference. NACAS is still expecting a strong financial position by end of year.

7. Adjournment

M/S/P Kristy / Neil in favor of adjourning the meeting.

Approved January 15, 2026
R. Steele, Secretary