

NACAS Education Foundation

Board of Directors Meeting Minutes

January 14, 2015

2:00pm – 3:30pm ET

In attendance: Matt Sirinek, Nancy Becerra, Maria Hoagland, Dave Kratzer, Mary Perry, Bill Redwine, Laura Stevens, Melissa Moore, Tony Lynch, Dan Adams, Ron Campbell

Guest: Charlie Figari

Absent: Mike Ellis, Ken Ramey, Teri Bump, Frank Mumford, Jim Jenkins

Staff: Eleanor Mower, Caleb Welty, Sneha Pokharel, Ashley Vercellone, Emily Welty, Marcia Oakley

Meeting called to order at 2:04 pm ET

November Minutes

M/S/P Redwine/Stevens to “approve the November minutes as presented.”

Financials

Audit Update

- NACAS and the Foundation have selected new auditors, Harris, Hardy & Johnstone, a firm located in Richmond, VA. The engagement agreement has been signed and the 2014 audit is officially underway. NACAS and the Foundation’s 2013 audit was combined; for 2014, each organization will have its own audit. The cost to the Foundation will be \$5,000.

Unaudited Year to Date

- Ms. Pokharel reviewed the unaudited financials through November 2014. The Regional Fund included \$5,000 in support from the South and East region for the Certification Fund. The \$21,500 in the Annual Conference fundraiser is comprised of \$2,500 from Pepsi and \$19,000 from NACAS for

sponsorships collected for the business partner events. The same amount of \$19,000 is also expensed out to costs incurred by NACAS for the business partner activities. The year-end revenue will increase by a substantial amount due to unrealized gains from the Fidelity account. The awards program includes Annual Conference registrations for the Institute for Managers scholarship attendees. The endowed and restricted funds include awards and the costs associated, along with the reserves. The year-end balance currently reflects 4.5% of a three year moving average; this should be a 5% three year moving average. Ms. Pokharel will update this for the next statement.

- President Sirinek noted that he would like to see an accounting of sponsorship dollars that were passed through, to see where funds were allocated.

NACAS National Office Update

- Mr. Campbell informed the Foundation board that Dianne Hamilton has accepted an offer as the new director of professional development. The Certification Commission and Professional Development Committee chairs assisted in the extensive interview process. A press release will be sent out once NACAS has received the letter of job confirmation from Ms. Hamilton. This position will assume responsibility for education programming, certification, and will be heavily involved in education aspects of the Institutes and Annual Conference.
- The NACAS National Office is heavily focused on the Leadership Team Meeting taking place in February. The agenda is structured to relate primarily with the NACAS Strategic Plan. The Foundation board is encouraged to read and understand the purpose of the NACAS Strategic Plan. There may be implications for initiatives and conversations between NACAS and the Foundation.
- NACAS is moving forward with lots of energy for the 2015 Annual Conference, and is working on planning the summer board meeting this July in Indianapolis.

- Mr. Campbell informed the Foundation board that a letter had been received from East, requesting the continuation of the Past President Challenge. The understanding is that all of the regions are in agreement regarding the challenge, so an eblast was sent out at the end of 2014.
- President Sirinek noted that the Foundation is very grateful to East for starting and perpetuating this campaign. The new committee structure will allow the Campaign Committee to be able to work with resources outside of the Foundation for fundraising initiatives.

Past President Challenge

- Ms. Pokharel reviewed the three year history of giving by past presidents. Last year there was a large increase in the number of participants, compared with the previous two years.

Annual Conference Update

- Mr. Figari, the liaison between the 2015 Annual Conference Committee and the Foundation, gave an update regarding the Golf Tournament. Mr. Figari has been in contact with La Cantera, and is negotiating a contract that will include the resort course at \$70 per person, a \$1 charge per every outside drink brought in, the allowance of outside food for no additional charge, club rentals, and a required participant guarantee 14 days out from the tournament. The price per club rental will be negotiated before the contract is signed. Mr. Figari recommended that the Foundation board move forward with this opportunity.
- Mr. Figari has been in contact with Groome Transportation and is working on organizing free transportation for the Golf Tournament. This a PGA course, which increases the registration value, and La Cantera will allow the Foundation to begin at 8:00 am CT.

M/SP Kratzer/Perry “to sign a contract with La Cantera golf course for the 2015 conference in San Antonio. ”

- The Foundation Events Committee will work with Mr. Campbell and the NACAS National Office to determine sponsorship opportunities for

golf, as well as transportation. Once finalized the NACAS National Office will sign the contract on behalf of the Foundation. The registration needs to be finalized quickly so that it can go live on February 9, along with the conference registration.

- The Foundation will pursue having a Texas Hold'em tournament take place during the night of the gala. It is being discussed that the tournament will begin an hour before the gala starts and end an hour after the gala starts. The Foundation will explore whether or not it will charge for spectators to stay in the room and observe the games. The Foundation and the NACAS National Office will research all cost and legality implications.
- Cost for Texas Hold'em is \$350, per table of nine, and will allow the Foundation to have as many tables as needed. The Foundation will discuss prize points and the NACAS National Office will research history to help determine what the prize point should be.
- The Foundation will create a sponsorship package that includes the Golf and Texas Hold'em Tournaments.

Director of Corporate Relations Position

- Mr. Campbell informed the board that NACAS is still pursuing someone for the director of corporate relations position. A compensation package is being crafted that will be based on performance. This position will close the communication gap between NACAS and the Foundation by enhancing events and streamlining sponsorship activities. This position will be advertised through the end of January; the board is encouraged to recommend applicants for this position as recruitment is important.

Old Business

Bylaws Committee Update

- Ms. Stevens and Ms. Hoagland are currently working on the Bylaws revision. They have discovered that much work is involved and will be prepared to present their revision proposal at the Board meeting in Vegas in February.

Board Membership Update

- Mr. Adams is the newest Foundation board member. He had to leave the call early, but will be joining the Foundation for their board meeting in Vegas.
- President Sirinek reminded the board that there are a few directors whose terms will be expiring at the end of the year. The board was asked to keep this in mind and spend some time thinking about potential applicants to invite onto the board.

Committee Structure

- President Sirinek assigned all board members to one of the three available committees:
 - Events Committee:
 - Silent Auction/Raffle - Laura Stevens, Maria Hoagland, Mike Ellis
 - Golf/Texas Hold'em - Jim Jenkins, Dave Kratzer, Ken Ramey
 - (Corporate) Sponsorship Committee:
 - Tony Lynch, Teri Bump, Mary Perry, Melissa Moore
 - Campaign Committee:
 - Frank Mumford, Dan Adams, Bill Redwine, Nancy Becerra

New Business

Stewardship

- President Sirinek suggested that the Campaign Committee review correspondences that are sent to donors. All current communication pieces were shared with the Board prior the call.

Strategic Plan Update

- Mr. Redwine informed the board that the NACAS Strategic Plan will be the focus of LTM in February. A strategic direction worksheet was sent out, as well as a 2015 draft action plan matrix. This will be looked at and discussed at LTM. Mr. Redwine encouraged the Foundation board to review these documents and understand the NACAS Strategic Plan to help while strategizing for Foundation growth and fundraising. Nothing formal is expected from the Foundation, but the Foundation will include this as an agenda item during their board meeting in Vegas.

50th Anniversary Planning

- President Sirinek informed the Foundation that the NACAS board has begun to talk about the anniversary planning. Interest has been expressed for creating a committee to discuss and plan events around the 50th anniversary. Jean Kwaterski, NACAS Past President, will preside over this process. The goal is to have a chair in place by the February LTM meeting.

LTM Schedule and KBYG (Know Before You Go)

- The Foundation board will begin its meeting Tuesday afternoon on February 17, 2015 and end at noon on Wednesday February 18, 2015. All Foundation board members are invited to attend LTM Wednesday afternoon through Friday morning, but only the Foundation President is expected to attend.

2015 Board Calendar

- President Sirinek proposed a date change for the April and June board calls, no conflicts were presented.
 - February 17-18, 2015 - Board meeting prior to LTM in Las Vegas
 - April 8, 2015, 2:00pm - 3:30pm ET - Conference call - Date change**
 - June 3, 2015, 2:00pm - 3:30pm ET - Conference call - Date change**
 - July 22-23, 2015 - Summer Board meeting in Indianapolis
 - September 16, 2015 2:00pm - 3:30pm - Conference call
 - November, 2015 - Board meeting at Annual Conference TBD
 - December 16, 2015 - 2:00pm - 3:30pm - Conference call

There being no other business the meeting was adjourned at 3:21 pm ET

Respectfully submitted,
 Ron Campbell, CASP
 CEO

Emily Welty
 NACAS Education Foundation Coordinator