

NACAS Education Foundation

Board of Director's Meeting Agenda

July 22-23, 2014

Westin Atlanta Airport Hotel

In Attendance: Frank Mumford, Matt Sirinek, Ken Ramey, Nancy Becerra, Jim Jenkins, Dave Kratzer, Kathryn Le Gros.

Absent: Patty Eldred, Mike Ellis, Charlie Figari, Mary Perry, Laura Stevens, Maria Hoagland

Staff: Ron Campbell, Emily Welty, Eleanor Mower, Caleb Welty, Marcia Oakley

Tuesday, July 22 – Call to order 2:15 pm; adjourned 5:00 pm

Wednesday, July 23 – Call to order 8:34 am; adjourned 11:37 am

April & June Minutes

- Approved by acclamation

Financial Report

- Mr. Ramey reviewed the 2013 audit for the NACAS Education Foundation and stated that the Association was in good standing.
- Mr. Ramey noted that the Silent Auction & Raffle and Golf Tournament were the largest fundraising events for the Foundation in 2013.
- Mr. Campbell noted that NACAS will be looking for new auditors for the following year.
- The Foundation needs funds allocated to the Fidelity account automatically every year and does not need to wait until the audit has been approved.
- The Foundation will develop a policy to either allocate funds every year to NACAS or develop a review process for NACAS to ask the Foundation for funds.
- Moving forward, NACAS will invoice the Foundation for awards and payments that are made by NACAS and need to be reimbursed by the Foundation.
- A policy and procedure will be created to automate all budgeted transfers to NACAS on an annual basis. These automatic transfers will include the Foundation support for NACAS Institutes and Foundation supported NACAS employees.
- To date, NACAS has received \$4,840 combined from all regions for the Flip-a-Coin fundraiser at regional conferences.

M/S/P Ramey/Kratzer “to accept the 2013 audit and review as presented.”

- The Future Fund is endowed and allows for 4.5% of the fund to be given to NACAS every year to be used toward new projects.
- The Tomorrow Fund is unrestricted and is strictly a member fund.
- The Foundation will work on displaying information regarding the funds in an effort to be transparent and encourage people to donate.
- A five year budget has been created for the NACAS certification program. NACAS is

orchestrating CASP to be self-sufficient and funded by registrations, not by sponsorships. The highest cost for running the program was in the first two years; looking forward CASP will not be a high expenditure for NACAS to run. Once CASP is a financially stable and self-sufficient program, NACAS will begin to look at obtaining accreditation. Accreditation is a very expensive process and will take place once the CASP program is financially stable.

Awards

- All member award funding should come from the Foundation. NACAS needs to invoice the Foundation for reimbursement on award and scholarship spending.
- The On-Campus Hospitality sponsorship of the College Foodservice Excellence award has ended and will not be continued. There is money leftover in this fund to pay for the 2014 award. The Foundation will need to find another sponsor to continue the award in 2015.

Fundraising

- Mr. Kratzer noted that he has received a \$5,000 verbal sponsorship agreement from ARAMARK.
- NACAS will work toward creating a sponsorship package for business partners. This package will allow business partners to more accurately budget for NACAS national and regional conferences for the entire year. It will help to foster a more efficient and beneficial relationship.
- Since there will be no fundraising activity done this year to replace the Golf Tournament, recurring sponsors will be asked to sponsor the Foundation without an event this year. They will still be recognized throughout the conference, just not at a particular event.
- The Foundation will work to create a special fundraising theme for the NACAS 50th year anniversary. It will be placed on the website to generate excitement. NACAS will focus on celebrating our history in a pictorial way. Receptions will be renamed to honor the 50th.
- The following people will be the inaugural donating group for the 50th anniversary fund: Frank Mumford, Nancy Becerra, Jim Jenkins, Ken Ramey, Jean Kwaterski, and Matt Sirinek. The Foundation will form a committee, create a logo and a campaign, and then kick off the fundraising effort.

Silent Auction

- All Foundation Board members have been asked to solicit exhibiting Business Partners for donations. The BiddingForGood mobile platform will open the door for an auction base wider than the NACAS conference attendees. There will be leaderboards around the Business Solutions Center to display bids in real time.
- The Foundation will need volunteers to organize the Flip-a-Coin game during the Celebration Luncheon.
- The Business Partner Committee is organizing the Business Partner Reception, but the branding will be under the Foundation's name.

Business Partner Packaging and the Rockbridge Study

- A Business Partner strategy is important to have moving forward. Work is needed with the regions and NACAS itself to be purposeful in the packaging strategy.
- The Rockbridge study explored current practices between the Foundation, NACAS, and its Institutional and Business Partner members. The goal was to determine how much value was

being generated and how much value was being lost. Mr. Johnston and Mr. Klein went to the 2013 NACAS Anaheim Conference to speak with Business Partners and Institutional members as they sought to understand the NACAS climate and landscape. The study is representative as a profile, not a complete picture of the NACAS value.

- The findings of the study were encouraging; it verified that NACAS could benefit from the structuring of a corporate package. NACAS is looking toward a yearlong strategy to keep Business Partners engaged. The engagement will include a platform for NACAS Business Partners to provide educational segments to the NACAS membership. NACAS offers a high value and quality membership. This membership will be quantified, and the economic value that should be directed through the Foundation will be determined. The hiring of Mr. Arvizu, the director of corporate relations, was a stop gap measure to help raise funds. Looking forward, NACAS and the Foundation need this to be a fulltime in office position, not a part time remote position.
- Policies will be put into place that outlines the roles of NACAS, NACAS Regions, Foundation, and volunteers. The fulltime director of corporate relations position will help to make sure that the aforementioned NACAS roles are coordinated. The return on investment that NACAS looks to gain with this new position will allow the position to pay for itself.

M/S/P Kratzer/Becerra “to designate \$40,000 of NACAS Education Foundation funds toward the position of a NACAS Director or Corporate relations.

- NACAS will position itself to have continued quality programming which will include professional development for emerging professional and retired professionals.
- The Foundation will use its undesignated funds to support the Lassiter Award until the Fund is large enough to support itself.

Stewardship and Communications

- The Foundation will post a wall of donors at the 2014 Annual Conference.
- President Mumford is working on a stewardship letter to send out to large donors. This letter will thank them for their contribution and give them updates on what the Foundation is doing with their generous donations.
- President Mumford and Ms. Welty will continue to send out letters to institute attendees and recently designated CASP professionals.
- Ms. Welty will send a communication to all 2014 Institute for Manager attendees that are eligible to attend Annual Conference for free. These attendees will receive the guest rate from NACAS and the Foundation will pay the guest rate registration.
- The Foundation will have a flyer prepared by the 2014 Annual Conference. This flyer will be an easy way to convey the Foundation’s mission to NACAS members. The flyer will include information on how much money is donated and what the Foundation does with its donations. The information on this flyer will be included on the website, in eblasts, and linked to via the Qgiv receipt.
- Ms. Welty will update the Qgiv receipt language to be more personal and will include information regarding the Foundation and a link to the webpage.
- Following the 2014 Annual Conference the Foundation will explore redoing the ‘Why I support NACAS’ series. In the old series, 10 different people wrote a short paragraph on why they donate monthly. For the updated series Business Partners would be included in the testimony

series.

2014 Annual Conference

- President Mumford's suite will be hosted at the Hyatt in Montreal.
- The Intercontinental is full and the other two contracted hotels have reached about 60%. The NACAS cancellation policy is now five days out instead of 24 hours out as it has been in the past. There are 63 booths still available. The three general speakers are lined up and NACAS is confident that this conference will be a great success.
- Looking forward NACAS will continue its vision of being upfront and global. In order to perpetuate this mission NACAS is hosting an international conference, reaching out to chief business officers, international auxiliary and ancillary services professionals, and the CEO is doing a lot of travel to ensure that NACAS is prevalent and relevant.

Regions

- Central Region: No updates for the Foundation Board.
- East Region: No updates for the Foundation Board. Ms. Eldred will be retiring at the end of the year and is speaking with President Mumford regarding her continued involvement with the Foundation.
- South Region: Had a successful Regional Conference in Clearwater, Florida. In 2015, they will return to San Destin where their conference numbers are historically favorable. South is working toward streamlining their conference events.
- West Region: Follows a pattern of hosting a regional conference in a boutique setting one year and in the next in a setting that will draw in a large number of attendees. In 2016, West and Central will host a joint conference in Boulder Colorado.

Succession

- Mr. Shiba's term expired in 2013 and the Foundation Board still has not filled his spot on the Board. This year Mr. Figari and Ms. Eldred's term will expire. If Ms. Eldred chooses to not stay for a second term, then the Foundation will have three Board vacancies to fill.
- The Board will consider diversity when doing succession planning. The Board has also been asked to consider people within their region. The Board needs members that are committed to the Foundation and will look toward filling the spaces with new members.

Budget

- In 2015, the Foundation will create a fundraising strategy to gain more member donations.
- The Foundation Board will follow up with the NACAS regions regarding how much they plan to donate to the Foundation in 2015.
- The budget shall include a golf tournament fundraising event to be hosted during the Annual Conference in San Antonio.
- In 2015, the Foundation's budget will include expected transfers to NACAS, which the NACAS Board may then use as they see fit.
- The NACAS National Office will have a proposed budget prepared for the September 17, 2014 Board call.

Sub Committees

- The Board will create a document which will detail who is in which committee, and will designate the chairs for those committees.
- The Corporate Committee's responsibilities will change and evolve when the new full time director of corporate relations joins the NACAS National Office.
- The Regional Committee will work on communications that are sent out to regions and regional presidents. The Committee will create a template to thank donors and give a report on the use of funds. This template will help to ensure that the Foundation is being transparent in front of the NACAS Board and in front of its members.
- The Foundation would like the foundation president to be involved with the NACAS regional president's calls. This should be built into the NACAS national calendar.
- Mr. Sirinek will put together a framework and timeline of communications that will get sent out in 2015. The Board will discuss this timeline on the September conference call.
- The NACAS Business Partner Committee will be included as needed in fundraising strategies moving forward.

Respectfully submitted,
Ron Campbell
CEO

Emily Welty
Education Foundation Coordinator