

NACAS Education Foundation
Board of Director's Meeting Agenda
June 25, 2014, 2:00 PM EST
Teleconference

In attendance: Matt Sirinek, Nancy Becerra, Patty Eldred, Kathryn Le Gros, Laura Stevens

Absent: Frank Mumford, Ken Ramey, Mike Ellis, Maria Hoagland, Jim Jenkins, Dave Kratzer, Mary Perry

Guest: Jean Kwaterski

Staff: Ron Campbell, Emily Welty, Marcia Oakley, Eleanor Mower, Sneha Pohkarel, Stephanie Feuerstein, Luis Salazar, Tiffany Wagner

Called to order at 2:05 pm EST

Approval of the April 23, 2014 minutes were tabled due to there being no quorum.

Introduction of new staff

- Mr. Campbell introduced the new NACAS National Office Staff: Tiffany Wagner (administrative assistant), Luis Salazar (staff accountant), Stephanie Feuerstein (records information specialist), and Dr. Eleanor Mower (chief operating officer).
- Mr. Campbell encouraged the Board to talk to each new employee and take time to ask questions and impart information regarding the NACAS culture.

Financial Report

- Mr. Campbell informed the Board that the 2013 audit discussion would be tabled until Mr. Ramey and President Mumford were able to sit down with him and discuss the audit. The audit will be discussed with the Board during the July summer BOD meeting.
- Ms. Pohkarel went over the Education Foundation cash flow; there have recently been a lot of incoming receipts due to the Past President's Challenge and Regional Flip-a-Coins. The Education Foundation's Statement of Cash Flows shows a balance of \$197,287.
- Mr. Campbell noted that the Future and Tomorrow Funds were previously not shown in the revenue and will now be included as of this month. It was noted that there needs to be clarity on the unrestricted Tomorrow Fund and Future Fund. This will be discussed at the July board meeting.

Review of year-to-date Giving

- Ms. Welty presented the Board with the year to date fundraising amounts from the Regional Flip-a-Coins and the Past President Challenge (these reflect updated numbers after President Kwaterski corrected Mr. James' regional designation):
 - **Flip-a-Coin:** NACAS East = \$1,680, NACAS South = \$1,400, NACAS Central = \$940, NACAS West = \$820
 - **Past President Challenge:** NACAS East = \$3,463.57, NACAS West = \$3,080, NACAS South = \$1,595, NACAS Central = \$1,580.
- Ms. Welty reviewed the updates that had been made to the Mereese Ladson page on the NACAS website. The description was expounded upon to include more language regarding the Scholarship's mission.

- Ms. Welty noted that the Foundation decided to stop asking the Regions for a \$5,000 donation toward Certification. Mr. Campbell suggested that the Board identify an initiative that the regions would be proud to support – something that they can quantify and rally behind, like technology.
- Mr. Sirinek mentioned that he thought sub-committees had been organized to solicit donations from individuals, regions and business partners.
- NACAS President Kwaterski pointed out that there had been talk regarding sub-committees and that those conversations should be regenerated. Ms. Kwaterski reiterated Mr. Campbell's suggestion of a technology initiative.
- Mr. Sirinek suggested that sub-committee assignment be reviewed and streamlined at the July summer Board meeting.

NACAS National Office Update

- Mr. Campbell noted the NACAS National Office has been doing a lot of work on updating policies and procedures, taking care of audits, etc. He noted that the Lassiter Award would not be offered this year. A lot of work was done last year on creating the award and there will be a lot of work done on it again this year. The Award will be postponed so that it can be implemented well and respectfully next year.
- Mr. Campbell mentioned that a five year certification budget was drafted during the financial meeting at the NACAS West Regional Conference. It is a practical plan that allows for a practical relationship between the CASP program and the Education Foundation. The program still needs the Foundation to put in fundraising efforts, but the goal is for the program to become self-sufficient. The timeline and draft will be presented at the 2014 summer Education Foundation Board meeting.

Conference Fundraiser (\$35,000 Budget)

- Mr. Campbell informed the Board that Jim Jenkins said he would solicit the same sponsors from the golf tournament last year for sponsorships this year. Mr. Campbell will work with the Business Partner Committee and Mr. Arvizu on the Business Partner Reception. Sodexo will be sponsoring the Sodexo Lounge again, which has been re-envisioned as a showcase lounge that will allow business partners to engage with attendees.
- Mr. Figari mentioned that in previous years the golf and Texas Hold'em tournaments allowed business partners to sponsor events while garnering exposure. A Texas Hold'em Tournament would allow for that exposure, and in 2011 total cost for the Foundation ran between \$5,000 - \$6,000.
- Ms. Le Gros noted that for this to be legal in Canada the tournament must be charitable and must not have any money in play. Mr. Figari mentioned that in years past the participants played for gift cards.
- Mr. Campbell noted that it would need to be determined quickly whether or not the Foundation would host a Texas Hold'em tournament.

Silent Auction/Raffle

- Ms. Welty informed the Board the Silent Auction would be a mobile event this year. It will open pre conference and close live Tuesday morning.
- Mr. Sirinek noted that the board would be receiving information on how and when to solicit business partners for auction and raffle donations within the next few weeks.

Business Partner Reception

- Mr. Campbell missed the previous Business Partner Committee meeting, but informed the Board that the committee is organizing this reception.

- Ms. Becerra mentioned that she will reach out to Tony Lynch prior to the July summer Board meeting for an update.

Communications

- Mr. Sirinek mentioned that he is working with the NACAS National Office on creating a ‘where does the money come from and where does it go’ flyer. This is a work in progress, but flyers will be ready for distribution at the 2014 Annual Conference.
- Mr. Sirinek will follow up with President Mumford to streamline communication plans with the subcommittee efforts.
- Ms. Eldred will send Mr. Sirinek an excel spreadsheet with a list of all sub committees.

Regional Updates

Central

- Mr. Sirinek noted that NACAS Central generated \$940 during their regional Flip-a-Coin and that the NACAS Central board recommitted to giving \$5,000 to the Education Foundation.

East

- Ms. Eldred noted that NACAS East raised \$1680 in their regional Flip-a-Coin event and that they are doing well in the Past President Challenge. She reminded the Board that the Challenge will continue up until the 2014 Annual Conference.

South

- Mr. Figari noted that Doug Ross is the new NACAS South President and that their Flip-a-Coin event went very well.

West

- Mr. Campbell informed the Board that NACAS West had a profitable conference and a beneficial Town Hall meeting.

Sponsorship Update

- Mr. Campbell updated the Board regarding sponsorship: last year \$179,000 was raised. NACAS currently has invoice commitments of \$195,000 and have collected \$59,000.

Rockbridge Report

- Mr. Campbell noted that there is a report that looked into dollars raised throughout the year and opportunities that NACAS may be missing, as well as possible ways for NACAS to partner with business partners for increased engagement and sponsorship. Regional business partners have been invited to join in the Business Partner Committee meetings for discussions on better ways to engage and partner. This study found that the NACAS package is of great value and that there is room to increase the cost for this package, by raising business partner membership rates and exhibit hall rates. This study will be posted in the NACAS Lounge.
- Mr. Campbell noted that there will be a ‘Presidential Conversation’ on the last day of the NACAS Board meeting. This will be a time to talk about events and ways we can partner with our business partners to work on the emotional synergy of efforts and communications for better outcomes for our NACAS members.

M/S/P Figari/Eldred “to adjourn the meeting at 2:59 pm EST”

Matthew L. Sirinek 7/15/14 12:28 PM

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Respectfully submitted,

Ron Campbell
CEO

Emily Welty
Education Foundation Coordinator

