NACAS BOD & Regional Presidents Meeting Minutes
November 4, 2017
Colorado Springs, CO

Diane Reynolds  President
David Wahr  President Elect
Carlos Garcia  Vice President
Margarida Vieira  Treasurer
Bill Redwine  Past President
Scott Seagren  Central Rep
Peter North  East Rep
Connie Davis  South Rep
Jared Ceja  West Rep
David Looney  Member at Large
Gheretta Harris  Member at Large
Matt Sirinek  Foundation Pres.
Kelsey Harmon Finn  CEO
Marcia Oakley  Executive Assistant
Chris Dastoli  Director of Finance
Lillian De Lisle  Assoc. Exec. Director
Kennedy Turner  Sr. Dir. of Business Dev
Corey Salem  Dir. of Member Engage
Ron Portwine  Central Region
Stephon Knox  East Region
Sharon Boyd  South Region
Deborah Huebler  West Region
Matt Portner  Foundation Board
Frank Mumford
Laura Stevens
Dan Adams

Final 12-6-17

Welcome
- President Reynolds called the meeting to order at 10:01 a.m.
- Minutes from last year’s joint meeting were included in the board materials.

Regional President Updates

Central Region
- Mr. Portwine reported gave an update on how they handle operations in the Central region.
- Central is hoping to fund some scholarships in the future.
- The 2018 Central Regional Conference will be held in Kansas City, MO.

East Region
- Mr. Knox reported that the 2018 East Regional Conference will be held in Saratoga Springs, NY.
- East is focusing on developing a plan to engage members and get them more involved.
- The “On the Road” program is a vital part of this.
- The East region is financially strong.

South Region
- Ms. Boyd reported that the South board represents six states and they are working on diversity.
- The South region is hoping to continue collaborating with the NACAS Institute for Managers.
- South is giving back to their region by giving scholarships.
- South is working on their strategic plan.
- The South Regional Conference is growing each year. South is working on membership by looking at more members represented at each institution as well as succession planning.

**West Region**
- Ms. Huebler reported the West region met this summer in Chicago, as they are looking to co-host with the Central region again in 2019.
- The West strategic plan is expiring this year and they are looking at updating this to align with the national strategic plan.
- West is looking to replace the regional annual conference coordinator position that was recently vacated, and have added a Canadian at-large position (Andrew Parr.)
- The West region plans to hold the 2020 or 2021 regional conference in Canada as they do at least every 10 years.
- The 2018 West Regional Conference will be held in Coeur d'Alene, Idaho.
- The West financials are strong and their investment plan has been updated.
- West has 136 institutional members as of October 31st.

**Regional Affiliation Agreement**
- Mr. Redwine noted that the regional affiliation agreement has clarified the roles of the regions and the NACAS office.

**MOU with Regions**
- Ms. Finn reported that Joanna Kessling has joined the NACAS staff as the Member Services Coordinator position.
- NACAS is working to put together MOUs for each region on how the NACAS staff can assist them with events, etc. Mr. Dastoli is working with each of the regional treasurers. The MOU with the East region is complete.

**Business Partner/Sponsorship Updates**
- Mr. Turner noted that there will be a designated area in the Expo for each region.
- There has been one “ask” for regional sponsorships this year with some business partners. Mr. Turner will continue working with the regions on this.
- The 2018 Sponsorship Plan will include an eight-page NACAS document that includes one page for each region with sponsorship packet information.
- 2018 C3X conference pre-sale has begun started and over $350,000 has been locked in.
- NACAS Foundation member, Tony Lynch expanded the net for business partners to reach out for silent auction items.

**Campaign for the Future**
- Mr. Sirinek noted that the Campaign for the Future (where we are today and where we are headed) will be covered during this meeting.
- Mr. Mumford gave an overview of the history of the NACAS Foundation campaigns.
- Mr. Adams gave an update on the 50th Anniversary of NACAS and how to create momentum around individual giving. The goal is to make this a part of an on-going annual campaign and a culture where everyone gives something toward their professional association.
- Mr. Portner noted the NACAS Foundation's four pillars:
  1. Fundraising and financial support for NACAS
  2. Develop member affinity
  3. Champion the industry
4. Steward gifts and resources

- The NACAS Education Foundation has been renamed the NACAS Foundation as it is more than education.
- Mr. Sirinek spoke on the reasons to give to the campaign by supporting the profession of auxiliary services and positioning NACAS for the future.
- The funds raised by the Foundation support awards, scholarships, CASP, institutes, NACAS Research, the new NACAS Marketplace, and webinars.
- The silent phase of the Campaign for the Future is complete and has raised over $335,000 from business partners and individuals.
- Mr. Sirinek spoke on other Foundation fundraisers that are helping to build affinity.
- Ms. Finn gave an overview of where we are headed in 2018. The activities goal is $50,000 (flip-a-coin at the regions and C3X, year-round giving opportunities and Top Golf at C3X). The goal is to increase the number of individual donors from 70 to 250 in 2018.
- Discussion was held on how to get individuals compelled to give to their professional association as well as messaging on how to champion the industry.
- Business size messaging cards are available for the leadership to hand out when promoting the campaign.
- President Reynolds noted that there is an approximately $90,000 gap to raise to reach the $500,000 Campaign for the Future goal by the 2018 C3X.
- Mr. Knox suggested holding a special webinar on the Campaign for the Future to explain it and possibly ask the regions to match dollars raised. Another suggestion was to hold an event/party outside of conference at a campus for both members and non-members and use business partners to provide food and beverages etc. to raise funds. The money does not necessarily need to come from our members. Mr. Wahr noted that events such as a walk-a-thons could be used to raise funds.
- Mr. North spoke on needing ways to get members vested and more interested in NACAS.
- Mr. Portwine noted that testimonials on how people's lives have been touched by funds raised by the NACAS Foundation are vital to getting people to give.
- The regional presidents have agreed to take this back to their regions and do additional brainstorming.
- The group will come back together at LTM in January 2018 to finalize plans

**LTM Discussion**

- Ms. Finn noted that the focus of LTM is the strategic initiatives.

**Other Business**

- None

**M/S/P** Redwine/Ceja “to adjourn the meeting at 11:30 a.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant