

NACAS Education Foundation
Board of Director's Annual Meeting Minutes
October 27, 2013
Anaheim, CA

In attendance: Frank Mumford, Matt Sirinek, Ken Ramey, Patty Eldred, Marti Gray, Dave Kratzer, Jean Kwaterski, Charlie Figari Teri Bump, Mary Perry, Jim Jenkins, Mike Ellis

Absent: Jeff Pitman, Monica Stoch

Guests: Ron Martel, Nancy Becerra, Laura Stevens, Maria Hoagland

Staff: Ron Campbell, Marcia Oakley, Trace Gaskins

Call to order 4:24 pm

President Mumford presented a gift certificate to Jeff Perdue in recognition of his retirement from NACAS.

September 18, 2013 Minutes

- Minutes were approved by acclamation.

Financial Report

- Mr. Ramey reported that total net assets are up approximately \$25,000. Member donations are down about \$10,000 and business partner donations are down as well. The Annual Conference revenue will change these numbers.
- Mr. Campbell noted that we need a strategy to target more donors. The flip-a-coin fundraisers at the regional conferences generated a great deal of funds, but we need more donors on an annual basis. The Education Foundation needs to develop some solid fundraising activities to increase membership giving.
- Mr. Campbell explained the reorganization of the NACAS National Office.
- The NACAS National Office is looking to engage Rockbridge Sports Group for a three-month study to identify what our needs are for packages for NACAS. NACAS is looking to build a uniform sponsorship program and offer unique packages to support the regions, the NACAS events that require sponsorships and the Education Foundation. NACAS needs funding for this \$25,000 investment as seed money. The Education Foundation was asked to consider doing this. The Education Foundation asked Mr. Campbell for more information and to work with the regions before they can approve this effort. Mr. Jenkins noted that there needs to be a strategy regarding the study, with agreement from several Board members. Mr. Ramey would like to see the scope of work and a ROI. Mr. Campbell noted that we need to customize programs for our business partners. For example, Ricoh is supporting our annual conference, as well as all four of our regions.
- The Education Foundation currently provides support for IFM, AIM, Senior Executive Institute (SEI - formerly the Senior Leadership Forum).
- There have not been any further funds invested into the NACAS Fidelity account since the initial investment (unlike the Ed Foundation which has an investment policy in place

to funds for investment excess funds to Fidelity each year). NACAS will conduct a cash flow study that will determine available.

- Ms. Gray inquired why we are showing the Awards Programs funds (Ladson Fund, Future Fund Programs, the Regional Rising Star Scholarship, etc.) out of the annual budget when they should be supported from the funding provided for those awards. President Mumford stated that it was okay to leave it as is for this year.
- Foundation Programs \$15,000 expense includes funding for IFM, AIM and SEI.

M/S/P Sirinek/Gray “to approve the 2014 budget as presented.”

2014 Certification Budget

- Mr. Campbell noted that we now have over 100 members who have become CASP certified.
- We have three more years to become self-sufficient and have three years left from funding from Barnes & Noble. Three of the four regions contribute funds for Certification.
- We now are using computer based testing and a new exam will be evaluated next year.
- We are targeting 50 exam takers in the budget for 2014.

Conference Fundraising Events

Golf Tournament

- Total revenue including sponsorships was \$33,336. Expenses totaled \$11,335 for a net profit of \$22,001.
- Mr. Jenkins suggested that the golf tournament coordinators reach out to the usual sponsors to see if they will commit to sponsoring an Education Foundation event in Montreal in 2014, whether it is golf or another event. Mr. Mumford noted that the minimum for golf is 90 players for Montreal based on the proposal presented by the 2014 annual conference planning committee.
- It was the recommendation of the Board that we not sponsor a tournament in Montreal, due to the possibility of inclement weather and that other event opportunities be explored.

Flip-a-Coin

- Volunteers are needed to sell beads during the Celebration Luncheon.
- \$20 per string of beads (maximum of two strings per person).
- We will have Square credit card readers to take payments.

Silent Auction/Raffle

- The total value of the items is approximately \$18,000 not including the “priceless” items that Tony Lynch secured.
- Volunteers are still needed to sell raffle tickets.

Other Conference Activities

- Mr. Mumford thanked the regions for their contributions to the Certification Program. We are still looking for a three year commitment to keep the program going, as well as the “next big thing”. Mr. Mumford highlighted the activities that the Foundation supports beyond CASP. He also thanked individual donors who give either on a regular basis or

once a year.

- A brief update on the Foundation will be given by board members at each of the Regional Breakfast events.
- The Business Partner Reception may be moved indoors because of impending weather. The backup plan is to hold the event in the exhibit hall.

Annual Elections

The slate of officers was brought forth for consideration as new board member appointments for 3-year terms.

- Nancy Becerra – Business partner
- Laura Stevens – Central region
- Maria Hoagland – East region

M/S/P Eldred/Perry “to accept this slate of officers.”

The slate of officers was brought forth for consideration as board member appointments for a 1-year term.

- Frank Mumford, President
- Matt Sirinek, Vice President
- Ken Ramey, Secretary/Treasurer

M/S/P Figari/Eldred “to accept this slate of officers.”

National Office Update

- Mr. Campbell will present a plan to raise funds to support the Lassiter award.

Marketing/Media Update

- Ms. Stoch advised the board that she is no longer able to continue in this position. Discussion was held as to whether the NACAS National Office could assume the responsibility of handling the media needs of the Education Foundation.
- Ms. Perry suggested that the NACAS National Office hire a local intern to do this work.
- Ms. Gray will assist in the next couple of months and Ms. Perry agreed to a conference call to further discuss this.

Review and approval of 2014 meeting schedule

- January 15, Conference Call
- February 18-19, Leadership Team Meeting, San Antonio, TX
- April 16, Conference Call
- May 21, Conference Call
- Summer Board Meeting – proposed July 24th at The Westin Atlanta Airport (note that the NACAS BOD has asked the NACAS Annual Conference to consider going to Montreal for this meeting instead of Atlanta.)

- September 17, Conference Call
- October 5, Annual Meeting, Montreal, Quebec, Canada

M/S/P Kratzer/Ramey “to approve the meeting schedule.”

The board thanked Ms. Gray, Ms. Bump and Dr. Pittman for their service on the Education Foundation Board.

The meeting adjourned at 5:48 pm.

Respectfully submitted,

Ron Campbell
CEO

Marcia Oakley
Executive Administrative Assistant