

**NACAS Education Foundation  
Board of Director's Teleconference Call Minutes  
September 18, 2013**

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

Absent: Matt Sirinek, Charlie Figari, Jeff Pitman

Staff: Ron Campbell, Jeff Perdue, Marcia Oakley, Trace Gaskins

Call to order 2:05 p.m.

**July 28-29, 2013 Minutes**

- Minutes were approved by acclamation.

**Financial Report**

- Mr. Perdue reviewed the August financials with the board.
- When the budget is presented in October, there will be a separate line item for "Future Program" (not listed as Future Fund Program as in the 1<sup>st</sup> draft of the 2014 budget.)

**Board Succession Planning**

- Ms. Gray reported that all are interested in serving on the Foundation board:  
Nancy Becerra – Starbucks  
Maria Hoagland – East  
Laura Stevens – Central  
Brenda Soto – West (**Pending campus NACAS renewal**)

**Anaheim Conference**

- President Mumford reminded everyone to register and book a hotel room. The room block at the Anaheim Marriott is full and NACAS is not securing another block.
- Discounted Disney tickets are available on the NACAS website.

**Discussion of 2013 "Subcommittee" Assignments**

Golf Tournament

- Mr. Kratzer reported that we have secured \$22,500 in sponsorships.
- 33 golfers are registers; we have guaranteed 72 golfers
- The NACAS National Office sent out an e-blast with information on purchasing a tournament hole sponsorship package for \$900. The package includes appropriate signage and listings on our website, plus four golf registrations.
- The committee is contacting sponsors to see if they want to use their spots.
- Robert De Wit from the Host Committee is assisting with pairings.

Flip-a-Coin

- We will again use the Square Phone credit card readers for payments.
- The Foundation will not be offering a second prize during this fundraiser by collecting

business cards as they did at the regional conferences.

### Silent Auction/Raffle

- Mr. Ellis thanked President Mumford and Tony Lynch for securing some wonderful donations for the auction
- Assistance is needed from board members to make calls to secure donations. Mr. Ellis asked that each contact 4-5 business partners – Let him or Mr. Sirinek know if you need assistance accessing the spreadsheet.
- An e-blast will be sent to exhibitors if we can't reach everyone this way.

### Business Partner Reception

- This is a new event to recognize all of our business partners and will include entertainment.
- List of wineries who will be serving wine at the reception:
  - Francis Ford Coppola Winery (1 Station)
  - Constellation Brands (2 Stations)
  - Villa San Juliette (1 Station)
  - Treasury Wine Estates (1 Station)
  - The Wine Group (1 Station)
  - Rodney Strong Vineyards (1 Station)

Each of the above wineries will have a representative at their station to talk about their wines. We are also looking at having two stations showcasing craft beers, as well as having a station for assorted non-alcoholic beverages. We will have to pay a corkage fee. Mr. Campbell noted that we are working out the final details and this will be a great event.

### Communications

Ms. Gray will send info to Ms. Stock and Dr. Pittman to update the website. President Mumford noted that Dr. Pittman and Caleb Welty are working on an article for *College Services*.

### **Regions**

#### Central

- The Central region is working on their 2014 regional conference and is excited to continue contributing to the Foundation.

#### East

- Ms. Eldred reported that East President, Erma Baker is working on a Past Presidents challenge. This challenge is to the regions to see how many donors and how much money is generated from each region. This will be announced at the annual conference.

#### South

- Ms. Stoch reported that the South board will be meeting at the end of the month to plan their spring regional conference.

#### West

- President Mumford noted that the West board has put together a request to have a booth in the exhibit hall to promote their drive-ins and regional conference.

### **National Office Update**

- Mr. Campbell noted that he is looking at the pieces that connect us and to remind members about NACAS' history. We are gathering photos, etc. to put together a presentation for our

45<sup>th</sup> anniversary.

- We have developed “Dr. Wright L. Lassiter Jr. Day” stickers for the Annual Conference.
- The Lassiter Award will be announced at the conference and awarded in 2014.
- We need more donors, as we only have 52. We are looking at a “\$50 for 50” as our “next big thing” to secure more donors as we gear up for the 50<sup>th</sup> anniversary.
- Certification hit its target – 58 signed up to take the exam in this fiscal year. There have been marketing efforts to get exam takers signed up by August 1<sup>st</sup>.
- Mr. Campbell thanked the Foundation and regions for their support on this program.
- Ms. Eldred noted that the program is turning the corner.
- We have an opportunity to work with NACAS at CAMEX.

#### NACAS National Office restructuring

- Mr. Campbell shared the new NACAS National Office Staffing Chart with the board.
- CFO, Jeff Perdue is retiring this month; Jonathan Baynes and Heather Brown have both resigned their positions; and the Associate Executive Director’s position will be eliminated. New positions are being created and CCBO will now be one position and not shared with NACAS on their business partners. The Spelman & Johnson Group has been hired to fill the COO position via a national search. We hope to fill this position by January. A new full-time account has been hired.
- All staff job descriptions are being re-written to include the staff working on all areas, including membership, the regions, the Education Foundation, CCBO, etc. to provide support in all areas.
- We are currently searching for a Website and Technology Coordinator and a Membership Coordinator (both full-time positions).
- We will be engaging in a search to fill part-time positions for a Corporate Relations Coordinator and a Conference Coordinator. We need a person to look at conference work (leverage contracts and locations, etc.) for NACAS, the regions and CCBO.
- There will be a new approach as to how we work with our business partners. The NACAS National Office is working on putting together a business partner package.
- We want to work together with our regions and the Foundation on investing in our business partners.
- Mr. Campbell was hired to move the Association forward and believes that this restructuring will help do that.
- Net gain in positions? – will have one additional full-time position.

#### **Marketing/Media Update**

- Ms. Stoch reviewed the website and will work with the Communications Committee to bring this current.
- She is working with the committee on the magazine and on something to promote conference fundraisers in the monthly e-blast and *NACAS Quarterly*.

*College Services* – content due October 15 for winter issue

Monthly e-blast – content due to NACAS September 24

*NACAS Quarterly* – content due October 1 for October 8 distribution

The next meeting will be October 27<sup>th</sup> in Anaheim, CA from 4-5 pm at the Anaheim Marriott

Newport Beach room.

There being no further business, the meeting adjourned at 2:57 p.m.

Respectfully submitted,

Ron Campbell  
CEO

Marcia Oakley  
Executive Administrative Assistant