

MINUTES
NAHMA Education Foundation Board of Directors
Washington, DC
Sunday, October 26, 2014
4:30 – 6:00 PM

Wayne Fox called the Meeting to order at 4:36pm. June 2014 meeting minutes were approved.

Election of new Foundation Board - Kris Cook

Wayne Fox and Jim McGrath have termed out as Chair and Vice Chair of the board, and were honored for their years of service. New executive nominations were announced and unanimously approved: Chair- Melissa Fish-Crane and Vice Chair- Nancy Hogan. Secretary- Mark Livanec remains through 2015 term
Welcome to new Foundation board members: Giana Solari, Megan Davidson, Janine Lind and Michael Johnson.

Financial Reports - Kris Cook

Review of 2015 budget; discussion of marketing expenses; reviewed in detail; 80% of operating funds available for scholarships during the following fiscal year. Motion to approve budget; approved by unanimous vote.
September 2014 financial report - poster auction Monday night; strong financial position reported.

June 2015 Event Subcommittee report – Gemi Ozdemir

Las Vegas location scouting completed. The Palms is confirmed for both the NAA opening NAHMA party and Foundation event. By combining food & beverage and guarantee of \$40,000, the Foundation will benefit from lower cost. 53rd floor (capacity 200+) will be used for the Foundation event, and the NAHMA party will be held later in the evening on the first floor at Rain (capacity 800). Discussed AHMA outreach and event subcommittee roles. Looking to Brakely Briscoe (BB) for new donor development.

Old Business – Wayne Fox

Affiliate Business Exchange fundraising discussion – Dave Durik

Affiliate committee has proposed executive networking event in March 2015. NAHMA member and non-member vendors will meet with NAHMA member executives one-on-one. Each vendor rep will pay a fee for this direct access event. Concept similar to “speed dating.” All proceeds benefit the Foundation, with projected \$10k donation. Request assistance to get additional 10 -15 executive members to sign on for participation (in addition to the 12 or so executive members of the Foundation Board). Non-members vendors would be invited for a larger fee and event used as a member recruitment tool. Motion made to recommend the board support this event; unanimous approval.

BB/Grant Writing Subcommittee - Eric Strong

Process taking longer than expected. Internal member interviews have started and external interview list created. Hope to have list confirmed by year end. Wayne and Melissa feel progress is slow also. Now with Board focus and more regular contact, BB has stepped up to the role we expected for them to perform, and taking on the appropriate responsibilities. Eric stressed that personal connection is required for donor success. Also realize we have some competition for donors with some AHMAs and need to understand their concerns and discuss.

Open discussion of the June 2014 Fundraising event, and specifically presentation by scholarship recipients "telling their stories." Some members feel we need to offer coaching on their message so this portion for next year is more polished, and so presentation is more impactful. Suggested doing a video instead of live presentations to ease nerves and have media use after the event. Also consider table cards for passive donation. Debbie Piltch discussed having a board member matched to, or sponsor, each scholarship recipient. Perhaps mentored through a local AHMA. Need to think of new ideas to raise money beyond just the scholarships. Debbie will follow up with Melissa.

Executive Session – Wayne Fox

Wayne asked the board to go into executive session. The executive session minutes are available upon request to members of the NAHMA Educational Foundation Board of Directors.

Adjournment at 5:57pm by Wayne Fox

Respectfully Submitted,
Mark Livanec
Secretary