



MEETING MINUTES  
Board of Directors  
PO Box 44722, Phoenix, AZ 85064

DATE: April 17, 2025    TIME: 11:30 AM

The meeting was conducted on Zoom with options for public participation.  
Some items may be taken out of order.

MEMBERS PRESENT

JoAnn Holland, President  
Adelaida Severson, VP | Program Chair  
Lisa Hartsock, Secretary (11:47 AM)  
Carey Chambers, Treasurer (via proxy)  
Lauren Chazal (via proxy)  
Shannon Clancy (11:37 AM)  
Allison Duffy (11:31 AM)  
Hershey Khan  
Mary Mitchell (11:33 AM; left 11:59 PM)  
Heather Rausch

ASSOCIATION MANAGEMENT PRESENT

Heather May

MEMBERS ABSENT

Megan Ackaert

GUEST PRESENT

None

1. President's Call to Order and Roll Call

President, JoAnn Holland, called the Board of Directors Meeting to Order at 11:30 AM. VP | Program Chair, Adelaida Severson conducted a roll call. Quorum was present.

2. Items from Guests Present

No guests present.

3. Approval of Minutes from February Board Meeting

President, JoAnn Holland, called for a motion to approve the minutes from March 19, 2025, board meeting.

Heather Rausch motioned to approve the minutes from the March 19, 2025 board meeting; seconded by Adelaida Severson.

President, JoAnn Holland, declared the motion passed unanimously.

4. Treasurer's Report

President, JoAnn Holland presented the March 2025 and year-to-date financial reports on behalf of Carey Chamber, who was unavailable due to business travel. JoAnn reported that there was minimal activity in March and the organization remains financially stable.

JoAnn reported on a couple of March activities that included three sponsor-level members utilizing their complementary benefits for the Spring Dine Around at a cost of \$225 (\$75 each), our 990 is being completed and filed by our accounting firm, and our international dues were paid.

BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

5. Program Chair's Report

Vice President | Program Chair, Adelaida Severson, reported that the Spring Dine Arouns were successful. In addition, she shared there were a few available registrations for our WOW 2025 - A Day in the Life of National Guardsman."

Adelaida discussed the "Conversations Unplugged" series and along with reviewing two logo options. After a brief discussion, Adelaida will work with the designer to create four logo designs based upon the feedback from the board. If the program does launch in May then the board will be selecting the logo via e-vote asking the board to rank in order of their preferences.

BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

6. Membership Chair's Report

Membership Chair, Heather Rausch, reported that she attended the IWF Global Membership Chairs Zoom meeting. She confirmed that IWF Arizona is aligned with global best practices and we are in the majority with our current Forum size, one time a year recruitment cycle, member retention, onboarding program, recruiting priorities, and diversity goals.

She reminded the board that the nomination deadline for new members is May 30, 2025. Membership qualifications, which align with Global, along with our nomination information are available on the website. Heather explained the member transfer process from other Forums, highlighting the need for a required president-to-president communication, a \$325 transfer fee, and pro-rated dues based on the time of year. JoAnn underscored the importance of reserving space for transfer members, as per global guidelines, to ensure that those in good standing are seamlessly integrated into the new Forum.

BOARD QUESTIONS | COMMENTS

There was discussion about feedback from Tucson members regarding clarity on membership categories, definition of "underrepresented" industries, and concerns about limiting nonprofit while not limiting for-profit categories. It was reported the industry categories have been established by IWF Global. In addition, feedback was shared that suggests establishing a Forum dedicated solely to Tucson. The board is open to this idea, with successful precedents like IWF Texas and IWF Dallas.

There was discussion with regard to IWF Arizona's 2025 recruiting priorities include: diversity within member industry and statewide representation, ensuring that our Forum reflects the rich cultural fabric and remarkable talents found throughout Arizona.

In addition, as a board member, it is important to remember that your role serves the entirety of Arizona and transcends regional boundaries.

#### 7. Communications Chair's Report

Communications Chair, Heather Rausch, shared that the LinkedIn analytics showed significant growth with organic impressions, reactions, visitors, and unique visitors. The page currently has 314 followers, with 2 new followers added in the past 30 days.

Heather reported the importance of maintaining a consistent posting schedule, ideally at least once a week, to strengthen the Forum's social media presence. She encouraged board members to actively engage with posts and utilize the complete "International Women's Forum Arizona" tag. The development of a comprehensive social media strategy, including the use of hashtags, was discussed to further enhance online engagement and reach.

JoAnn provided an update on the first quarter newsletter, which is in its final stages. Extra care was needed to integrate IWF's new branding elements, resulting in a slight delay. The newsletter is expected to be emailed to membership next week.

#### BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

#### 8. Mission Advancement Chair's Report

JoAnn Holland presented updates on behalf of Mission Advancement Chair, Lauren Chazel, who was unable to attend due to a business conflict. She reported the Fellows application is now complete and will be sent to the Committee, as well as posted on the website by April 30. The program cost has been set at \$2,500, providing flexibility for offering one or two partial or full scholarships if needed. Additionally, many IWF AZ members have generously volunteered to serve as mentors.

#### BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

#### 9. President's Report

President, JoAnn Holland, reported on the following items:

- IWF Global's strategic goals, including targets of 50 countries and 10,000 members by the end of 2026, scaling to approximately 80 participants annually for the Fellows Program, developing infrastructure and digital capacity, and implementing a comprehensive fundraising plan that was reviewed during the online President's Council meeting.
- IWF Global's financial model for conferences was shared and noted that conference registration fees do not cover the full costs. In addition, in 2027 global dues will increase by \$25 and that cost can be expected to be onto IWF AZ members.

- IWF Arizona's status as a Forum in good standing was also confirmed. Our Forum meets all the Global organizations' requirements including having more than 25 members, legal entity registration, bylaws and governance documents, board election term limits and committees, avoiding political activity and lobbying, and compliance with IWF branding and trademarks.
- IWF Global has rebranded with an updated color palette, backgrounds, and typography.
- IWF Fellows Program video was shared.
- Nominating Committee for 2025 are Carey Chambers, Judith Leonard, and JoAnn Holland.
- Elly's Ladder is holding a two-day stewardship symposium in Chicago, in September, at no cost for Elly's Ladder members. More information to follow.

10. Old Business

No old business was presented.

11. New Business

The next board meeting will be on May 15, 2025, via Zoom.

12. Adjournment

President, JoAnn Holland, adjourned the meeting at 12:44 PM.

Submitted by:

A handwritten signature in blue ink that reads "Lisa Hartsock" followed by a circular flourish.

Lisa Hartsock, Secretary