



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

DATE: May 15, 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
Carey Chambers, Treasurer
Megan Ackaert (via proxy)
Lauren Chazal
Shannon Clancy
Allison Duffy (arrived 11:57 AM)
Hershey Khan
Heather Rausch

ASSOCIATION MANAGEMENT PRESENT

Heather May

MEMBERS ABSENT

Mary Mitchell

GUEST PRESENT

None

1. President's Call to Order and Roll Call

President, JoAnn Holland, called the Board of Directors Meeting to Order at 11:31 AM. Secretary Lisa Hartsock conducted a roll call. Quorum was present.

2. Items from Guests Present

No guests present.

3. Approval of Minutes from April Board Meeting

President, JoAnn Holland, called for a motion to approve the minutes from April 17, 2025 board meeting.

Heather Rausch motioned to approve the minutes from the April 17, 2025 board meeting; seconded by Shannon Clancy.

President, JoAnn Holland, declared the motion passed unanimously.

4. Treasurer's Report

Treasurer, Carey Chambers, presented the April 2025 and year-to-date financial reports. Carey reported that there was minimal activity in April and the organization remains financially stable.

President, JoAnn Holland, shared that the Phoenix Business Journal is offering a reduced rate of \$637.50 for next year's Women's History Month featured listing (which would normally cost \$850 in 2026) if prepaid now.

JoAnn Holland motioned to approve \$637.50 for the Phoenix Business Journal featured listing for the 2026 Board of Directors in the Women's History Month issue; seconded by Lauren Chazal.

President, JoAnn Holland, declared the motion passed unanimously.

BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

5. Program Chair's Report

Vice President | Program Chair, Adelaida Severson, reported on two recent successful events: the WOW event "A Day in the Life of National Guardsman" and our Meet & Greet with IWF DC | Finland Sister, Kristiina Helenius.

Upcoming Programs:

- June No-Host Happy Hour (date to be determined)
- August 19 Elly's Ladder event in Santa Fe, New Mexico with IWF Global CEO Stephanie O'Keefe
- October 15th Behind the Scenes event, with IWF AZ Sister, Gabrielle Vitale, leading the program

Adelaida shared she is working on the launch of our Forum's new Signature Series, "Conversations Unplugged" and hopes to announce a date soon.

Adelaida presented four logo options, which are in compliance with IWF's new branding guidelines, for our Forum's new Signature Series "Conversations Unplugged" and a brief discussion followed by a motion being made.

Adelaida Severson motioned to confirm option number four as the logo for the new "Conversations Unplugged" program series; seconded by Lisa Hartsock.

President, JoAnn Holland, declared the motion passed unanimously.

BOARD QUESTIONS | COMMENTS

The board did not have any additional questions or discussion.

6. Membership Chairs' Report

Membership Chair, Heather Rausch, reported that the May 30th deadline for the annual nomination cycle is approaching. While no nominations have been received yet, members have indicated they are working on submissions. The Membership Committee will meet to review all nominations, and the new member slate will be presented at the next board meeting.

Heather shared feedback from a member who continues to express dissatisfaction with the once-a-year nomination cycle.

BOARD QUESTIONS | COMMENTS

The question was asked about the response to the member regarding the once-a-year membership cycle. Heather explained that IWF Arizona has historically used a once-a-year cycle, with the exception of one year when they attempted a twice-yearly cycle. During that year, the second nomination period only received resubmissions of previously denied applications with no substantive changes. Heather also shared statistics from IWF Global indicating that 31% of Forums use a once-a-year cycle, which is

the highest percentage among the four categories (once a year, twice a year, open enrollment, and other). Our current cycle aligns with Global guidelines.

President, JoAnn Holland, thanked Heather for the comprehensive email sent to membership on April 30th, which clearly explained Global guidelines, how IWF Arizona is aligned with these guidelines, and the focus on recruiting preeminent women leaders from every industry in Arizona. In addition, it was noted that our IWF AZ website Membership Qualifications page has been updated to reflect this information. It was recommended that nominators consider preparing their nominations in a Word document, then cut & paste, since our online form cannot be saved and returned to later.

7. Communications Chair's Report

Communications Chair, Heather Rausch, reported that an email was sent to members attending the IWF World Leadership Conference in Seattle with conference app information and LinkedIn posting requests. Members attending will be encouraged to use the provided hashtags to amplify messaging during the conference. Members attending the conference will receive a final conference update on Monday.

Our Forum will conduct a second quarter member survey. After a brief discussion, JoAnn Holland motioned to approve four questions for the second quarter member survey which are:

1. Would you be interested in hosting a Fall Dine Around on Wednesday, October 15, from 5:30 pm to 7:30 pm?
2. Do you plan to attend the IWF Cornerstone Conference in Cape Town, South Africa on November 5 to November 7, 2025?
3. Do you plan to attend the IWF Cornerstone Conference in London, England on May 13 to May 15, 2026?
4. Do you plan to attend the IWF World Leadership Conference in Denver, Colorado on November 11 to November 13, 2026?

And the motion was seconded by Heather Rausch.

President, JoAnn Holland, declared the motion passed unanimously.

BOARD QUESTIONS | COMMENTS

President, JoAnn Holland, provided an SMS/Text Message update and reported that specific language must be added to the website before implementation can happen. The organization may need to consult our attorney to review the language. The text messages would be informational reminders about events and deadlines, not marketing messages, and members would have to opt in to receive the messages and may opt out at any time.

President, JoAnn Holland, reported the first quarter newsletter was well-received with our member's highest open rate. The Forum is making a change with the newsletter designer, as the previous designer increased her price and is moving in a different direction. The new designer, who was referred to us by Adelaida Severson, is the individual who designed our "Conversations Unplugged" logo. She will be creating the quarterly newsletters at a lower cost than budgeted this year and in addition she is familiar with IWF branding requirements.

8. Mission Advancement Chair's Report

Mission Advancement Chair, Lauren Chazal, reported the IWF Arizona Leadership Fellows Program "Women Opening Doors to Women" application is now available on the website with updated program timelines. The timeline includes:

- In-person opening meeting in Phoenix in September (exact date to be confirmed)
- Virtual monthly meetings from October 2025 to April 2026
- In-person closing meeting scheduled for May 26, 2026 in Phoenix

Currently, there is one confirmed applicant and three others who have expressed strong interest. The program seeks between five up to twelve qualified candidates. Board members are encouraged to continue leveraging their networks to connect potential candidates with the program. Many of our members have raised their hands to be mentors.

The goal for all IWF AZ Leadership Fellows is to apply for the IWF Fellows program in June 2026, with Fellows being offered membership within three years of completing the program.

Regarding sponsorships, the committee is seeking companies, foundations, or individuals interested in sponsoring the program. A potential sponsor has deferred their support to 2026 due to the current economic climate. Board members are asked to share sponsorship opportunities within their networks and to provide warm introductions for potential sponsors.

BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

9. President's Report

President, JoAnn Holland, reported on the following items:

- The Forum mourns the loss of member Kathy Kolbe, who passed away unexpectedly last week. Kathy was a former IWF Women Who Make a Difference Honoree in 1992 and was featured in Time magazine. The Communications Committee created a beautiful tribute to her on LinkedIn. Information regarding her celebration of life will be shared with membership when available, and board members are encouraged to attend to show IWF Arizona support.
- We exceeded our 2025 KPI for attendance at the upcoming IWF World Leadership Conference in Seattle with a goal of eight members and 12 members will be attending which includes six board members, and two new members.
- Vice President | Program Chair, Adelaida Severson, will be attending the President's Council meeting during the IWF World Leadership Conference in Seattle, representing IWF Hawaii President as she is a dual member. In addition, she will be attending the Global Leadership Dinner on Tuesday evening. This provides valuable insight prior to her assuming the presidency of our Forum.
- Another friendly reminder that new member nominations are due by May 30, 2025. Members are encouraged to submit qualified candidates.
- Board members are encouraged to share the IWF Fellows application link with potential candidates through our homepage.

10. Old Business

No old business was presented.

11. New Business

The next board meeting will be on June 19, 2025, via Zoom.

12. Adjournment

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

Submitted by:

A handwritten signature in blue ink that reads "Lisa Hartsock" followed by a circled "SM" (Secretary's Mark). The signature is written over a horizontal line.

Lisa Hartsock, Secretary