



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

DATE: June 19, 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 (via proxy)
Shannon Clancy (arrived 11:33 AM)
Allison Duffy
Hershey Khan (arrived 11:32 AM)
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 11:30 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 May 15, 2025 board meeting.

Adelaida Severson motioned to approve the minutes from the May 15, 2025 board meeting; seconded by Carey Chambers.

President, JoAnn Holland, declared the motion passed unanimously.

4. Treasurer's Report

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

Carey reported that the 990-EZ form was required this year due to receipts over \$50,000. The form has been reviewed in detail with all necessary corrections made.

BOARD QUESTIONS | COMMENTS

Adelaida Severson asked for clarification on WOW event expenses, which Carey confirmed were gifts sent to event hosts.

5. Program Chair's Report

Vice President | Program Chair, Adelaida Severson, reported on upcoming programming.

Upcoming Programs:

- September 16 - Forum-to-Forum Cocktail Cafe
- October 15 - "Behind the Scenes" event at the zoo
- October 8 - Dine-arounds

Our new Forum Signature Series, Conversations Unplugged, is a virtual program and will be held in September pending confirmation of the inaugural featured guest and will be featured in the second quarter newsletter.

Adelaida shared insights from her recent trip to Hawaii, where she participated in a dinner with IWF Hawaii members that drew 20 attendees (nearly all their members), compared to their usual 7-8 attendees. She also noted that IWF Northern California hosts 103 events annually across 10 regions within their umbrella, averaging 10 events per region annually.

BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

6. Membership Chair's Report

Membership Chair, Heather Rausch, reported that May 30th was the closing date for nominations. The membership committee reviewed eight nominations submitted for 2025 membership and was pleased with the completeness and diversity of the submissions.

The committee is moving all eight candidates forward as they meet membership qualifications and recruiting priorities. The nominees represent diverse industries including agriculture and agribusiness, construction, energy, armed forces and defense, food and beverage, human resources, banking, and public relations. Several industry categories previously unrepresented will be filled, and the slate includes the Forum's first members from Yuma and Cottonwood.

Heather Rausch made a motion to approve the 2025 new member slate of eight candidates; Adelaida Severson seconded the motion.

President JoAnn Holland declared the motion passed unanimously.

BOARD QUESTIONS | COMMENTS

The board discussed the voting process which requires membership (regular members) approval on the membership slate with a three-week voting period ending July 10th. The slate will be sent with candidate bios attached.

The board congratulated Heather and her committee for their excellent work.

7. Communications Chair's Report

Communications Chair, Heather Rausch, reported on LinkedIn analytics showing strong growth during the conference period. Impressions increased 35%, reactions increased 60%, comments decreased 57% and reposts increased 400%. IWF Global reposted several of the Forum's posts, amplifying reach.

Survey results (28% response rate – 27 members) from membership showed:

- 20% interested in hosting a Dine Around
- 28% plan to attend the Cornerstone Conference in Cape Town
- 52% plan to attend the Cornerstone Conference in London
- 48% plan to attend the World Leadership Conference in Denver

Conference registration for South Africa will open next week for Elly's Ladder members first, then 48 hours later for all membership. The conference registration for London will open in January. Given that London sold out in eight hours when first planned in 2020 (pre-Elly's Ladder), registration is expected to sell out even faster this time.

Text messaging capability has been approved and implemented for follow-up communications only, with positive responses already received.

The graphic designer who created the "Conversations Unplugged" logo will be designing the second quarter newsletter. She is developing a more modern design using IWF Global's updated brand guidelines.

BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

8. Mission Advancement Chair's Report

President, JoAnn Holland, reported on behalf of Mission Advancement Chair, Lauren Chazal, that Mission Advancement applications will remain open until July 31st. Economic uncertainty has impacted the program, with three of five pipeline candidates informing the committee that their companies will no longer pay the \$2,500 program fee. And a sponsor which was looking to commit this year has pushed their participation to 2026.

BOARD QUESTIONS | COMMENTS

The board discussed the potential for mentioning the program at upcoming events to generate interest.

9. President's Report

President, JoAnn Holland, reported on the following items:

- For board members who attended the World Leadership Conference in Seattle to share their conference experience.
- President's Council meeting summary was presented as JoAnn Holland and Adelaida Severson attended representing Arizona and Hawaii respectively held on May 21, 2025.
- The Chicago Elly's Ladder event was cancelled in favor of virtual programming.
- For the second quarter newsletter each board member who attended the World Leadership Conference in Seattle was asked to contribute a write-up.

10. Old Business

No old business was presented.

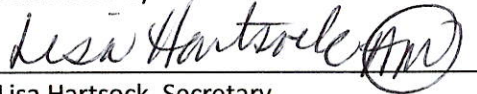
11. New Business

The next board meeting will be on August 21, 2025, via Zoom.

12. Adjournment

President, JoAnn Holland, adjourned the meeting at 12:30 PM.

Submitted by:

A handwritten signature in cursive script that reads "Lisa Hartsock" followed by a circled "AM". The signature is written over a horizontal line.

Lisa Hartsock, Secretary