



Agenda for Board Meeting – November 15, 2017

Meeting Logistics:

11/15/17 11:00p to 12:30p MST

Preparation / To Dos:

- Review documents in Dropbox meeting folder

Location:

218-936-3817

510426#

Board Members:

x Ben Kopp - **Chair**

x Bahman Azarm – **Vice Chair**

x Carson Rivers - **Treasurer**

x Scott Andrews - **Secretary**

x Micah Henderson

x Michelle Hepler

x Ryan Olson

Dylan Burt

x Sara Bell

x Shawn Tierney – **Executive Director**

Anti-Trust Statement:

It is the policy of the Association for Challenge Course Technology, and it is the responsibility of every Association member company, to comply in all respects with federal and State antitrust laws. No activity or discussion at any the Association meeting or other function may be engaged in for the purpose of bringing about any understanding or agreement among members to:

- (a) raise, lower, or stabilize prices;
- (b) regulate production;
- (c) allocate markets;
- (d) encourage boycotts;
- (e) foster unfair trade practices;
- (f) assist monopolization, or
- (g) in any way violate federal or State antitrust laws.

Any questions regarding the meaning or applicability of this policy, as well as any concerns regarding activities or discussions at Association meetings, should be promptly brought to the attention of the Association Executive Director or the Chair of the Board of Directors.

Absent: Dylan Burt

Quorum present? Yes

Others Present: Natalie Hill for Managing Matters Update

Proceedings:

Meeting called to order at: 11:01a MST

Agenda

- I. Review and Approve Agenda
Motion to Approve by: Scott Andrews
Seconded by: Ryan Olson
Discussion: changes made, items tabled because of missing members
Motion Carried: Unanimous
- II. Review and Approve Meeting Minutes from September 18- 19, 2017 **approved by BOD**
- III. Review and Approve Meeting Minutes from October 18, 2017 **approved by BOD**
- IV. Executive Director Update (*copy attached*)
- V. Managing Matters Update: (*copy attached*)
- VI. Monthly Financial – October Draft Financials
- VII. Quarterly Q1 financials (*copy attached*)



- VIII. Priorities Update: (for greater detail see "TASK LIST Board Priorities 170424.xlsx")
- I. Savings Plan: \$200,000 in reserves
 - II. Government Relations
 - III. Program Accreditation
 - IV. Increase Professionalism of Conference Workshops
 - V. Standards Development Process
 - VI. Document and File Management System

Unfinished Business

- VII. Nomination Committee Terms of Reference (Bahman) Discussed new terms of reference. Roll of committee in evaluation of committee members and committee chairs and how that is related to the board. Item tabled and will be brought up for discussion in December
- VIII. Accreditation/ Certification Committee Update (Sara) See Executive Director Report for this update. Committee will not meet December 1 deadline for piolet review but will have one shortly after that date.
- IX. File Structure (Dylan) tabled
- X. File Naming Structure (Scott) tabled

New Business

- XI. Conference Information review (Ryan) concern about how far down in the webpage the information is in the website.
- XII. Membership (closed session) (Ben)

Motion to go into closed session by: Bahman Azarm
Second by: Carson Rivers
Motion: Unanimous

Motion to leave closed session by: Scott Andrews
Second by: Bahman Azarm
Motion: Unanimous

- XIII. Tasks from Previous Board Meeting – update (et all) tabled
- XIV. Board Meeting at the Conference Planning (Ben) We will meet Monday and Tuesday January 29 and 30 in Ft. Worth, TX. Please fly on Sunday January 28th. Conference BOD meeting intended to be Saturday not Sunday. Shawn will send details in next few days.



Adjourn

Motion to Adjourn

Motion to Adjourn by: Michelle Hepler

Second by: Bahman Azarm

Motion: Unanimous

Time: 12:31p MST



To: ACCT Board
From: Shawn Tierney, Executive Director
Date: 11/10/17

RE: November Board Report

Summary of Activities

October Financial Statements: the October DRAFT financial statements, along with the FINAL Q1 FY18 report are in Dropbox for review prior to the BOD meeting. We had a very strong income month in October with a total of \$227,680 in actual revenue. This amount exceeded our budgeted revenue of \$176,300 by \$51,380. The majority of the October income was conference related with \$143,300 in conference registration, and \$44,750 in exhibitor fees. Net income for the month was \$173,617. Carson and I meet weekly, and we continue to make adjustments to our forecast and accountability tool.

990 Prep and Filing: a draft of the 990 tax form is in Dropbox for review. There are some minor adjustments that I will make with the accountant but overall the information is accurate. Please review this prior to our electronic filing, which will be on November 15th.

Program Accreditation: the ACC has been meeting weekly and they appear to be on-target with meeting the deadlines that the BOD established in September. Current work involves selecting the program accreditation panel (6 members), finalizing documents (i.e., the application, program manual, various checklists, etc.), preparing for conference related presentations, and selecting a pilot program (3 applications received), which will be conducted in the next month.

Government Relations: a final draft of the updated position statement on regulation is in Dropbox for review. This document has been vetted and developed with input from the GRC. A draft of the multi-year plan is currently in development with a completion date of November 30, at which time it will be circulated to the GRC for their input.

PVM Symposium: the symposium will be held on Wednesday, January 31st, and the agenda is currently in development. At a minimum, the agenda will include a review of the survey work that the PVM task force started last year, and a report out from the VAP and perhaps an update from the ACC on program accreditation. Tom Leahy has committed to facilitating the day. Once we have an agenda we will get the registration set-up in YM. The cost for the day will be \$95 per person including lunch. At this stage it does not look like the group planning the symposium has requested anything from the BOD (reporting, etc.), nor is full BOD attendance mandatory.

Standard Revisions: the SDC has made further edits to the document they submitted to the Consensus Group for the Denver meeting in September. The changes are being incorporated into the master standards document in preparation for the CG meeting on 11/15, and for public comment in December. The SDC feels the document is ready for public comment. The CG will not need to ballot the revisions to the standards. Sending the document out for public comment is a decision of the SDC and the Secretariat.

ANSI Audit: all of the documents requested by the ANSI auditor were sent to ANSI at the end of October. The auditor has requested some follow-up documentation, mostly related to ACCT procedures and CG membership. Those documents are currently being assembled. We should know the outcome of the audit by the end of November or sometime in December.

Parallel Lines/Clipboard/Social Media: with the assistance of the Weiss Group we released a re-designed Clipboard in October, and we are in the process of re-designing Parallel Lines with a mid-November publication date. The first draft has been submitted and is currently being reviewed. We have also created new social media accounts for twitter, and linked-in, and have placed the Facebook account into a business account managed by ACCT. Facebook had previously been set-up as a personal page. We will also be making some changes to the website slider on the homepage, and the overall plan is to tie all of our social media together to build off of each other in a more cohesive and targeted manner (i.e., strengthen our brand and cross-promote).

Board Elections: the member announcement went out in early October for the three seats that are open for election. Candidates have until December 1 to submit their nominations, after which the online voting will take place for the one seat elected by the individual and organizational members of ACCT. At this time we have not received any nominations. Another elections announcement will be in the November P-Lines, and a member announcement will go out before the December deadline.

FY18 Organizational Priorities: October Updates

1. Savings Plan

- a. \$200k in reserve account: *DONE. \$200k was place in a Chase savings account on June 29th.*
- b. \$100k budgeted for each year to reach \$500k by FY20: *On-Track. The FY18 budget has a net income surplus goal of \$107,842.*
- c. 10% net income goal: *On-Track. The FY18 budget has a slightly higher net income goal.*
- d. \$100k liquid minimum: *On-Track. As of 11/10 our operations account has a balance of \$289,000.*

2. Government Relations

- a. Updated position statement: *In process. A first draft has been completed, in Dropbox for review and further comment.*
- b. Hire a consulting firm: *DONE. I entered into a Scope of Work agreement with Jason Keith, principal of Public Land Solutions in June.*
- c. Organized volunteer system with regional contact identification list: *this will be part of the GRC multi-year plan to be completed by the end of November. (We are slightly behind on the completion date of this priority as we had hoped to have a first draft of the plan completed by the end of October)*

- d. Jurisdictional approach strategy: *this will be part of the GRC multi-year plan to be completed by the end of November.*
- e. Current standing in each State/Jurisdiction: *this will be part of the GRC multi-year plan to be completed by the end of November.*

3. Program Accreditation

- a. Phase 1 pilot completed by December 1, 2017: *On-track, but dependent on the availability of the program selected.*
- b. Limited opening by July 2018: *On-track. We will have a soft launch of the program in spring 2018 -- after gathering further input, and making additional changes to the program model.*

4. Increase professionalism of conference workshops: *In-process. The conference workshop committee and Melissa extended the review period for 2018 workshop submissions in light of this priority, and will give greater attention to this priority for the 2019 conference.*

5. Standards development

- a. ANSI/ACCT standard revisions: *In process. The SDC submitted proposed revisions in the areas of DPI and Operations to the Consensus group who reviewed and commented on them at their meeting in August. A PINS was filed at the end of September. The document is being prepared for public comment and should be ready to go out December 1 for a 45-day comment period.*
- b. ANSI/ACCT standards translated into Spanish: *DONE.*
- c. Consensus Group face-to-face meeting: *DONE.*
- d. Regular meeting and reporting schedule: *DONE. The SDC already holds a monthly meeting, and the CG laid out a schedule for their next three calls. Their next call is 11/10, and they will be discussing the need for a face-to-face meeting post conference.*

6. Document and file management system

- a. Pick a new tool: *Has not been done.*
- b. File naming policy: *Scott Andrews proposed a file naming system/policy for BOD documents that was reviewed at the Denver BOD meeting. See file-naming policy in Dropbox.*
- c. File organization strategy and chart: *In process. Dylan has a draft of a flow chart for organizing files.*
- d. Understand needs of ACCT groups: *has not been done.*
- e. Move files to new system: *has not been done.*
- f. Digitize Operation Dept. files for storage: *DONE. The Ops dept. ANSI files have been digitized.*
- g. Train users: *has not been done.*

Quarterly Management Report

Association for Challenge Course Technology
For the period ended September 30, 2017



Prepared by

Kristi L. Hattig, CPA LLC

Prepared on

October 30, 2017

Table of Contents

Balance Sheet.....3

Profit and Loss Comparison4

Monthly Budget vs. Actuals FY 2018.....7

Balance Sheet

As of September 30, 2017

	Total
ASSETS	
Current Assets	
Bank Accounts	
Chase Operating	115,994.10
Chase Savings	200,042.05
Total Bank Accounts	316,036.15
Accounts Receivable	
Accounts receivable	2,203.87
Total Accounts Receivable	2,203.87
Other Current Assets	
Merchant Card - Undeposited Funds	2,977.00
Prepaid Expenses	2,500.00
Prepaid Insurance	9,865.80
Total Other Current Assets	15,342.80
Total Current Assets	333,582.82
TOTAL ASSETS	\$333,582.82
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Chase Card	-41,432.28
Chase Card - 0614	9,980.22
Chase Card - 1061 Shawn	28,471.42
Chase Card - 1344	8,035.47
Total Chase Card	5,054.83
Total Credit Cards	5,054.83
Total Current Liabilities	5,054.83
Total Liabilities	5,054.83
Equity	
Retained Earnings	357,712.53
Net Income	-29,184.54
Total Equity	328,527.99
TOTAL LIABILITIES AND EQUITY	\$333,582.82

Profit and Loss Comparison

July - September, 2017

	Jul - Sep, 2017	Jul - Sep, 2016 (PY)	Total
INCOME			
Events			
Advertising Income			3,575.00
Conference fees			
Conference - Other	1,692.48		608.76
Total Conference fees	1,692.48		608.76
Exhibit Hall Fees	95,000.00		90,200.00
Total Events	96,692.48		94,383.76
Membership			
Individual Memberships	6,640.00		6,200.00
Organizational Memberships	28,804.70		20,169.65
Total Membership	35,444.70		26,369.65
Operations			
Inspector Certification			1,570.00
Application/Renewal Fees	2,400.00		
Certification Test	125.00		
Total Inspector Certification	2,525.00		1,570.00
Vendor Accreditation	5,237.69		3,364.09
Total Operations	7,762.69		4,934.09
Other Income			
Interest	39.86		3.35
Total Other Income	39.86		3.35
Publication & Retail Sales			
Job Listings	310.00		125.00
Standards Sales	6,084.24		11,152.82
Standards Shipping Fees			406.86
Total Standards Sales	6,084.24		11,559.68
Total Publication & Retail Sales	6,394.24		11,684.68
Recovery Income (deleted)			
Reviewer Travel Expense Fees (deleted)			1,298.40
Total Recovery Income (deleted)			1,298.40
Total Income	146,333.97		138,673.93
GROSS PROFIT	146,333.97		138,673.93
EXPENSES			
Bank Fees			
Credit Card Finance Charges	68.22		712.46
Merchant Service Fees	5,345.70		3,956.39
Paypal Fees			36.51
Service Charges	140.00		457.59
Total Bank Fees	5,553.92		5,162.95
Board of Directors & Governance	4,124.77		

	Jul - Sep, 2017	Total Jul - Sep, 2016 (PY)
BOD & Committee Meeting Expenses	413.74	1,042.58
BOD & Committee Travel	4,680.98	5,483.19
Total Board of Directors & Governance	9,219.49	6,525.77
Events-		
Conference Expenses		
Cvent/Crowd Compass	1,536.38	2,161.38
Hotel Room Fees	8.50	
Miscellaneous Conference Expenses	862.50	
Site Selection	4,121.68	
Total Conference Expenses	6,529.06	2,161.38
Exhibit Hall Expenses		
Conference Service Provider	25,687.50	21,634.33
Total Exhibit Hall Expenses	25,687.50	21,634.33
Total Events-	32,216.56	23,795.71
General Operating 1		
Meals & Entertainment	18.44	182.66
Software Subscriptions	629.75	857.37
Staff Travel	6,706.86	
Travel (deleted)		8,711.84
Travel Meals (deleted)		541.77
Total Staff Travel	6,706.86	9,253.61
Total General Operating 1	7,355.05	10,293.64
General Operating 2		
Office Rent & Storage	2,414.67	2,244.67
Office Supplies	174.01	-30.38
Outside Labor		19.80
Postage and Shipping	176.70	1,299.44
Printing		49.18
Total General Operating 2	2,765.38	3,582.71
Insurance		
Directors & Officers		1,505.01
Workers Comp	305.46	158.20
Total Insurance	305.46	1,663.21
Licenses/Taxes/Dues		
Colorado Fees		50.00
Total Licenses/Taxes/Dues		50.00
Marketing		
Website Fees	6,351.00	4,659.98
Total Marketing	6,351.00	4,659.98
Operations-		
Panel & Work Group Expenses	13,645.22	
Standards Development	1,100.00	4,844.92
Vendor Accreditation Expenses	1,566.83	947.56

	Jul - Sep, 2017	Total Jul - Sep, 2016 (PY)
Total Operations-	16,312.05	5,792.48
Professional Services	3.25	
Accountant	1,200.00	6,000.00
Attorney	2,711.00	
Delaware Representation	358.00	
Government Relations	750.00	
Management Company	10,517.05	16,373.71
Other services		341.24
PR/Marketing	12,000.00	
Total Professional Services	27,539.30	22,714.95
Publications & Retail Sales		
Postage & Shipping	19.60	
Standards Publication	30.00	490.61
Spanish Translation of Standards	2,178.00	
Total Standards Publication	2,208.00	490.61
Total Publications & Retail Sales	2,227.60	490.61
Salaries, Wages, & Related		
Payroll Processing Fees	603.07	617.50
Payroll Taxes	19,300.44	4,318.48
Salaries & Wages	43,057.75	48,385.54
Total Salaries, Wages, & Related	62,961.26	53,321.52
Special Projects	1,449.14	
Telecommunications	1,002.35	
Internet		246.44
Telephone	259.95	645.09
Total Telecommunications	1,262.30	891.53
Total Expenses	175,518.51	138,945.06
NET OPERATING INCOME	-29,184.54	-271.13
NET INCOME	\$ -29,184.54	\$ -271.13

Monthly Budget vs. Actuals FY 2018

July - September, 2017

	Actual	Budget	over Budget	Total % of Budget
INCOME				
Events				
Conference fees				
Conference - Other	1,692.48		1,692.48	
Conference Registration		46,000.00	-46,000.00	
Total Conference fees	1,692.48	46,000.00	-44,307.52	3.68 %
Exhibit Hall Fees	95,000.00	33,750.00	61,250.00	281.48 %
Total Events	96,692.48	79,750.00	16,942.48	121.24 %
Membership				
Individual Memberships	6,640.00	6,400.00	240.00	103.75 %
Organizational Memberships	28,804.70	22,000.00	6,804.70	130.93 %
Total Membership	35,444.70	28,400.00	7,044.70	124.81 %
Operations		0.00	0.00	
Inspector Certification				
Application/Renewal Fees	2,400.00	0.00	2,400.00	
Certification Test	125.00	0.00	125.00	
Total Inspector Certification	2,525.00	0.00	2,525.00	
Vendor Accreditation	5,237.69	0.00	5,237.69	
Total Operations	7,762.69	0.00	7,762.69	
Other Income				
Interest	39.86	399.00	-359.14	9.99 %
Total Other Income	39.86	399.00	-359.14	9.99 %
Publication & Retail Sales				
Job Listings	310.00	375.00	-65.00	82.67 %
Publication Advertising		750.00	-750.00	
Standards Sales	6,084.24	5,550.00	534.24	109.63 %
Total Publication & Retail Sales	6,394.24	6,675.00	-280.76	95.79 %
Total Income	146,333.97	115,224.00	31,109.97	127.00 %
GROSS PROFIT	146,333.97	115,224.00	31,109.97	127.00 %
EXPENSES				
Bank Fees				
Credit Card Finance Charges	68.22	186.00	-117.78	36.68 %
Merchant Service Fees	5,345.70	2,700.00	2,645.70	197.99 %
Service Charges	140.00	250.00	-110.00	56.00 %
Total Bank Fees	5,553.92	3,136.00	2,417.92	177.10 %
Board of Directors & Governance	4,124.77		4,124.77	
BOD & Committee Meeting Expenses	413.74	1,500.00	-1,086.26	27.58 %
BOD & Committee Telephone		5,000.00	-5,000.00	
BOD & Committee Travel	4,680.98		4,680.98	
Total Board of Directors & Governance	9,219.49	6,500.00	2,719.49	141.84 %
Events-				

				Total
	Actual	Budget	over Budget	% of Budget
Conference Expenses				
Conference Reg & Program Design		1,000.00	-1,000.00	
Cvent/Crowd Compass	1,536.38	2,161.38	-625.00	71.08 %
Hotel Room Fees	8.50	0.00	8.50	
Miscellaneous Conference Expenses	862.50	0.00	862.50	
Site Selection	4,121.68		4,121.68	
Total Conference Expenses	6,529.06	3,161.38	3,367.68	206.53 %
Exhibit Hall Expenses				
Conference Service Provider	25,687.50	25,612.00	75.50	100.29 %
Total Exhibit Hall Expenses	25,687.50	25,612.00	75.50	100.29 %
Total Events-	32,216.56	28,773.38	3,443.18	111.97 %
General Operating 1				
Meals & Entertainment	18.44	200.00	-181.56	9.22 %
Professional Development		1,125.00	-1,125.00	
Software Subscriptions	629.75		629.75	
Staff Travel	6,706.86	1,500.00	5,206.86	447.12 %
Total General Operating 1	7,355.05	2,825.00	4,530.05	260.36 %
General Operating 2				
Office Rent & Storage	2,414.67	2,385.00	29.67	101.24 %
Office Supplies	174.01	750.00	-575.99	23.20 %
Outside Labor		300.00	-300.00	
Postage and Shipping	176.70	750.00	-573.30	23.56 %
Total General Operating 2	2,765.38	4,185.00	-1,419.62	66.08 %
Insurance				
Conference Cancellation		332.76	-332.76	
Cyber Policy		324.99	-324.99	
Directors & Officers		1,019.25	-1,019.25	
General Liability		339.24	-339.24	
Office & GL Insurance		137.01	-137.01	
Professional Liability		1,685.73	-1,685.73	
Volunteer Accident		159.99	-159.99	
Workers Comp	305.46		305.46	
Total Insurance	305.46	3,998.97	-3,693.51	7.64 %
Licenses/Taxes/Dues				
Colorado Fees		300.00	-300.00	
Total Licenses/Taxes/Dues		300.00	-300.00	
Marketing				
Website Fees	6,351.00	3,787.00	2,564.00	167.71 %
Total Marketing	6,351.00	3,787.00	2,564.00	167.71 %
Operations-				
ANSI Membership		1,845.00	-1,845.00	
Inspector Certification Expenses				
ACC Meeting		4,500.00	-4,500.00	

				Total
	Actual	Budget	over Budget	% of Budget
VAP Meeting		7,000.00	-7,000.00	
Total Inspector Certification Expenses		11,500.00	-11,500.00	
Panel & Work Group Expenses	13,645.22	7,000.00	6,645.22	194.93 %
Standards Development	1,100.00	2,250.00	-1,150.00	48.89 %
Vendor Accreditation Expenses	1,566.83		1,566.83	
Total Operations-	16,312.05	22,595.00	-6,282.95	72.19 %
Professional Services	3.25		3.25	
Accountant	1,200.00	3,600.00	-2,400.00	33.33 %
Attorney	2,711.00	2,000.00	711.00	135.55 %
Delaware Representation	358.00	5,001.00	-4,643.00	7.16 %
Government Relations	750.00	5,001.00	-4,251.00	15.00 %
Management Company	10,517.05	15,375.00	-4,857.95	68.40 %
PR/Marketing	12,000.00		12,000.00	
Total Professional Services	27,539.30	30,977.00	-3,437.70	88.90 %
Publications & Retail Sales				
Postage & Shipping	19.60		19.60	
Standards Publication	30.00	30.00	0.00	100.00 %
Spanish Translation of Standards	2,178.00	2,143.00	35.00	101.63 %
Total Standards Publication	2,208.00	2,173.00	35.00	101.61 %
Total Publications & Retail Sales	2,227.60	2,173.00	54.60	102.51 %
Salaries, Wages, & Related				
Payroll Processing Fees	603.07	780.00	-176.93	77.32 %
Payroll Taxes	19,300.44	15,519.00	3,781.44	124.37 %
Salaries & Wages	43,057.75	47,004.00	-3,946.25	91.60 %
Total Salaries, Wages, & Related	62,961.26	63,303.00	-341.74	99.46 %
Special Projects	1,449.14		1,449.14	
Telecommunications	1,002.35		1,002.35	
Internet		660.00	-660.00	
Telephone	259.95		259.95	
Total Telecommunications	1,262.30	660.00	602.30	191.26 %
Total Expenses	175,518.51	173,213.35	2,305.16	101.33 %
NET OPERATING INCOME	-29,184.54	-57,989.35	28,804.81	50.33 %
NET INCOME	\$ -29,184.54	\$ -57,989.35	\$28,804.81	50.33 %

To: ACCT Board of Directors

From: Natalie Hill (Account Coordinator), Jenny Faucher (President) and Nicole Cork (Account Manager)

Date: November 15th, 2017

STRENGTHENING THE ACCT BRAND

This report is intended to provide an update on our action items, activities, improvements and initiatives we have completed since the last Board meeting, held on October 18th, 2017. This report will be provided to the board on a monthly basis.

Our team, led by Natalie Hill, has been putting a significant focus on customer service excellence to the ACCT membership. This has been done by promptly communicating with members via e-mail, phone and contact forms, and providing answers efficiently and in a timely manner.

We are always looking for ways to save ACCT money and bring fresh ideas to the table.

BOARD & COMMITTEE SUPPORT

- MM has assisted with 20+ PVM training dates by adding them to the website calendar.
- MM has shipped 14+ copies of the ACCT/ANSI 03-2016 Standards and 2 copies of the 8th Edition Standards
- MM has updated membership metrics and yearly membership comparison spreadsheets for Board review.
- MM has been looking into basecamp options to make things easier for board and committee member communication.
- MM has been assisting and marking paid PVM membership dues in YM as applicable
- MM has generated and sent Shawn the October membership revenue report from YM.

GENERAL MANAGEMENT

- MM has fielded 150+ membership calls since the last board meeting. Receiving an average of 5 calls a day. Some call highlights include:
 - Membership renewal assistance
 - Job postings
 - Conference inquires
 - Training & certification questions
- MM has assisted with adding 9+ job postings to the Career Center. Among them:
 - 6 Job Postings in November
 - 3 posting in October
- MM has responded to 90+ emails and 25+ contact forms via email and through the website.
- MM has forwarded 7+ contact forms to Bill and 7+ phone calls to Melissa in regards to certification and testing and conference related questions.
- MM has sent out 4 of the following e-blasts to the ACCT database:
 - Renewal email (40+ people)
 - Benefits Package
 - November Clipboard
 - API State of the Industry Survey
- MM has been in regular contact with Jean from Weiss Group in regards to:
 - Article submissions
 - Member recognition
 - Website
 - Logistics of ongoing publications
- MM has provided research on ISSUU to Shawn in regards to possible online publication platform.
- MM has made continuous updates to the ACCT website in order to make navigation of the site easier. MM has created multiple changes for better appeal, including:
 - Homepage sliding banners
 - E-blast banners

- Staff page
- MM has create a 'New Member Welcome package' for new members have joined the association. It has been sent to:
 - New/renewed members from July-August (104 people).
 - New/renewed members from September (44 people).
- MM has also created a benefit package that will be sent out to expired members monthly, along with the 'we miss you' email.
- MM has created a new spreadsheet to keep track of all new membership growth initiatives in this new fiscal year.

NEXT STEPS

- MM will continue to assist ACCT members with membership renewals and general inquires.
- MM will continue to grow the ACCT membership and will involve the Membership Work Group in the process.
- MM will continue to assist Weiss Group with Publications & begin producing ongoing clipboards.
- MM will continue to reach out to lapsed members monthly via email and phone.
- MM will continue to update the website. We will:
 - Archive old pages
 - Add an ACCT staff page
- MM will continue to work with Bill and Joyce in regards to invoicing and reaching out to members for the PVM application process.
- MM will send out copies of the ACCT/ANSI Standards on a bi-weekly, or as needed, basis.
- MM will continue to update membership metrics and compare our yearly membership revenue/renewals/new sign ups.
- MM will continue work on a membership plan for this fiscal year, including:
 - Membership expiry emails
 - New membership packages
 - Thank you letters to long standing members

UPDATE ON MATTERS

managingmatters
event + association + creative

- o Membership benefits

managingmatters
event + association + creative