



Board of Trustees – 2021 Fall Meeting

MINUTES September 24, 2021 12:15 p.m. EST

In attendance: Jeremy L. Arthur, IOM, CCE; Matt R. McCormick, IOM, CCE; Megan A. Lucas, IOM, CCE, CEcD; Erin Carter, IOM; Kim Dahlsten, IOM; Ryan Evans, IOM; Mark L. Field, IOM, CCE; Jeff Griffin, IOM; DJ Johnson, IOM, CAE, FASAE; Nick Kieffer, IOM, CP; Jack Lank, IOM; Douglas O'Flaherty, IOM; Stephanie M. Parton, IOM, CAE; Jodie A. Perry, IOM, CCE, CCEO-AP; Teri H. Smiley, IOM, GCCE; Anissa Starnes, IOM; Gene Terry, IOM, CAE; Raymond P. Towle, IOM, CAE; Scott Waller, IOM; Karyn K. MacRae, IOM, CAE, CMP; Katelynne G. Cox, IOM, CNC, CNE; Isabel Stone

Observers: Lynn Olberding, IOM, CCE; Pammie Jimmar, IOM; Angie Whitcomb, IOM; Morri Yancy, IOM

I. Welcome and Introductions

Jeremy L. Arthur, IOM, CCE welcomed everyone to the meeting and roll was called.

II. Approval of Minutes – February 9, 2021

Minutes from the February 9, 2021 meeting were approved with no changes.

III. Approval of Nominating Committee Report

The Board of Trustees, Curriculum Committee, and Southeast Board of Regents nominating committee reports were approved (all effective November 15, 2021). It was reported that due to all of the site cancellations, another term extension was offered to the Midwest and Northeast Boards of Regents, in addition to the Board of Trustees and Curriculum Committee.



Board of Trustees – 2021 Fall Meeting

BOARD OF TRUSTEES

Chair

Matt R. McCormick, IOM, CCE
President
Columbia Chamber of Commerce
Columbia, MO
Term: 2021-2022

Chair Elect

Kelle Marsalis, IOM, CCE
President and CEO
Plano Chamber
Plano, TX
Term: 2021-2022

Vice Chair

Stephanie M. Parton, IOM, CAE
Vice President, Communications
Indiana CPA Society
Indianapolis, IN
Term: 2021-2022

Past Chair

Jeremy L. Arthur, IOM, CCE
Director, Government and Economic Development
Institute
Auburn University Outreach
Auburn, AL
Term: 2021-2022

Board of Regents Chairs (one-year term):

Erin Carter, IOM
President
Denton Chamber of Commerce
Denton, TX
Term: Through 2022 *as Chair of Winter Board of Regents (confirmed February 4, 2020)*

Jeff Griffin, IOM
President and CEO
Sioux Falls Area Chamber of Commerce
Sioux Falls, SD
Term: Through 2022 *as Chair of Midwest Board of Regents*

Pammie Jimmar, IOM
President
Greater Limestone County Chamber of Commerce
Athens, AL
Term: Through 2022 *as Chair of Southeast Board of Regents*

Douglas O'Flaherty, IOM
South Carolina Director of Operations
South Carolina Restaurant and Lodging Association
Columbia, SC
Term: Through 2022 *as Chair of Northeast Board of Regents*

Curriculum Committee Chair:

Morri Yancy, IOM
President
Lake Guntersville Chamber of Commerce
Guntersville, AL
Term: Through 2023 *as Chair of Curriculum Committee*

NEW NOMINATIONS

At-large position (two-year term):

Ryan Evans, IOM
Executive Director
Chambers for Innovation and Clean Energy
Murfreesboro, TN
Term: 2021-2023



Board of Trustees – 2021 Fall Meeting

Angie Whitcomb, IOM
Executive Vice President
Minneapolis Regional Chamber of Commerce
Minneapolis, MN
Term: 2021-2023

Mark L. Field, IOM, CCE
Senior Vice President of Membership
Knoxville Chamber of Commerce
Knoxville, TN
Term: 2018-2022

TERM EXTENSIONS

At-large position (one-year term):

Steve Clark, IOM, CFE, J.D.
President and CEO
Fayetteville Chamber of Commerce
Fayetteville, NC
Term: 2018-2022

Nick Kieffer, IOM, CP
President and CEO
Goshen Chamber of Commerce
Goshen, IN
Term: 2019-2023

Kimberly Dahlsten, IOM
Vice President of Operations
Catawba County Chamber of Commerce
Hickory, NC
Term: 2018-2022

Jack Lank, IOM
President
United Regional Chamber of Commerce
Plainville, MA
Term: 2017-2022*
**Includes one-year at-large term (2017-2018)*

Gene Terry, IOM, CAE
Executive Director, American Society of Hand
Therapists
Association Headquarters, Inc.
Mt. Laurel, NJ
Term: 2018-2022

Jodie A. Perry, IOM, CCE, CCEO-AP
President
Richland Area Chamber of Commerce
Mansfield, OH
Term: 2018-2022

At-large position (two-year term):

Rich Cantillon, IOM
President and CEO
Ponca City Area Chamber of Commerce
Ponca City, OK
Term: 2017-2022*
**Includes one-year at-large term (2017-2018)*

Scott Waller, IOM
President and CEO
Mississippi Economic Council
Jackson, MS
Term: 2015-2022*
**Includes one-year at-large term (2015-2016)*



U.S. Chamber of Commerce Foundation
Institute for Organization Management

Board of Trustees – 2021 Fall Meeting

STANDING

Christin Berry, CAE
Senior Director, Business Analytics
ASAE: The Center for Association Leadership
Washington, DC
Term: Standing

Anissa Starnes, IOM
Vice President, Member Engagement
Association of Chamber of Commerce Executives
Alexandria, VA
Term: Standing

Raymond P. Towle, IOM, CAE
Vice President
Federation Relations and Institute for Organization
Management
U.S. Chamber of Commerce
Washington, DC
Term: Standing

ROTATING OFF BOARD

CURRICULUM COMMITTEE

Chair

Morri Yancy, IOM
President
Lake Guntersville Chamber of Commerce
Guntersville, AL
Term: 2021-2023

Board of Regents Chair (one-year term):

Teri Smiley, IOM, GCCE
President
Walton County Chamber of Commerce
Monroe, GA
Term: Through 2021 *as Chair of Southeast Board of Regents*

At-Large, Two-Year Term:

DJ Johnson, IOM, CAE
Vice President, Membership and Volunteer
Engagement
Association of Women's Health, Obstetric &
Neonatal Nurses (AWHONN)
Washington, DC
Term: 2015-2021

Past Chair:

Megan A. Lucas, IOM, CCE, CEcD
CEO and Chief Economic Development Officer
Lynchburg Regional Chamber Alliance
Lynchburg, VA
Term: 2019-2021

Vice Chair

Allison Walden, IOM, CCE, CFRE
Senior Vice President of Resource Development
Tulsa Regional Chamber
Tulsa, OK
Term: 2021-2023

Board of Regents Vice Chairs (one-year term):

Jenna Armstrong, IOM
Chief Executive Officer
Partnership Lake Houston
Humble, TX
Term: 2020-2022 *as Vice Chair of Midwest Board of Regents*



U.S. Chamber of Commerce Foundation
Institute for Organization Management

Board of Trustees – 2021 Fall Meeting

Lynn Olberding, IOM, CCE
Vice President of Economic Development,
MMAC/Milwaukee 7
Metropolitan Milwaukee Association of Commerce
Milwaukee, WI
Term: 2020-2022 *as Vice Chair of Winter Board of Regents (confirmed February 4, 2020)*

Michael Smith, IOM, CAE, CPA
Chief Business Officer
Solar Energy Industries Association
Washington, DC
Term: 2020-2022 *as Vice Chair of Northeast Board of Regents*

TBD
Term: 2021-2022 *as Vice Chair of Southeast Board of Regents*

NEW NOMINATION

At-large position (two-year term):

Erin Carter, IOM
President
Denton Chamber of Commerce
Denton, TX
Term: 2021-2023

TERM EXTENSIONS

At-large position (two-year term):

Desiree Bennyhoff, IOM, CCE, ACE
President and CEO
Edwardsville/Glen Carbon Chamber of Commerce
Edwardsville, IL
Term: 2017-2023

Christine Kennedy, IOM, CCE, CPC, ELI-MP
COO and Executive Vice President
Lynchburg Regional Business Alliance
Lynchburg, VA
Term: 2019-2023

Kelle Marsalis, IOM, CCE
President and CEO
Plano Chamber
Plano, TX
Term: 2017-2023

Timothy M. McKee, IOM
Chief Executive Officer
Olathe Chamber of Commerce
Olathe, KS
Term: 2014-2022

Robert Medler, IOM
Manager, Arizona Government Affairs
Western Growers Association
Phoenix, AZ
Term: 2019-2023

Jodie Perry, IOM, CCE, CCEO-AP
President
Richland Area Chamber of Commerce
Mansfield, OH
Term: 2018-2022

Jacqueline Rakers, IOM, PFMM
Executive Director
Illinois Association of Mutual Insurance Companies
Ohlman, IL
Term: 2016-2022



Board of Trustees – 2021 Fall Meeting

Libby Spears
Owner
Bravo cc
Lantana, TX
Term: 2019-2023

Faculty Members (two-year term):

Lowell Aplebaum, CAE, CPF
CEO and Strategy Catalyst
Vista Cova, LLC
Gaithersburg, MD
Term 2018-2022

Steven Swafford, IOM, Ed.D.
Balance Warrior and CEO
Leadership Outfitters
Santa Monica, CA
Term: 2015-2023

STANDING

Christin Berry, CAE
Senior Director, Business Analytics
ASAE: The Center for Association Leadership
Washington, DC
Term: Standing

Anissa Starnes, IOM
Vice President, Member Engagement
Association of Chamber of Commerce Executives
Alexandria, VA
Term: Standing

Raymond P. Towle, IOM, CAE
Vice President
Federation Relations and Institute for Organization
Management
U.S. Chamber of Commerce
Washington, DC
Term: Standing

ROTATING OFF COMMITTEE

Chair

Matt R. McCormick, IOM, CCE
President
Columbia Chamber of Commerce
Columbia, MO
Term: 2019-2021

Board of Regents Vice Chair (one-year term):

Pammie Jimmar, IOM
President
Greater Limestone County Chamber of Commerce
Athens, AL
Term: 2019-2021 *as Vice Chair of Southeast Board of Regents*

Faculty Member (two-year term):

Nika White, IOM, CDE
President and CEO
Nika White Consulting
Greenville, SC
Term: 2018-2021



Board of Trustees – 2021 Fall Meeting

SOUTHEAST BOARD OF REGENTS

Chair

Pammie Jimmar, IOM
President
Greater Limestone County Chamber of Commerce
Athens, AL
Term: 2021-2022

Vice Chair

TBD
Term: 2021-2022

Past Chair

Teri Smiley, IOM, GCCE
President
Walton County Chamber of Commerce
Walton, GA
Term: 2021-2022

TERM RENEWALS

Elisabeth Deville, IOM
Vice President, Finance and Administration
SWLA Alliance
Lake Charles, LA
Term: 2016-2023

Henry Florsheim, IOM
President and CEO
Wichita Falls Chamber of Commerce
Wichita Falls, TX
Term: 2016-2023

Heath Taylor, IOM
President and CEO
Dublin-Laurens Chamber of Commerce
Dublin, GA
Term: 2018-2023

Allison Walden, IOM, CCE, CFRE
Senior Vice President of Resource Development
Tulsa Regional Chamber
Tulsa, OK
Term: 2016-2023

REMAINING ON BOARD (NO ACTION REQUIRED)

Skip Alford, IOM, FCCP
President and CEO
Lake Wales Area Chamber of Commerce & Economic
Development Council
Lake Wales, FL
Term: 2017-2022

Tammi Ford, IOM
Vice President, Chamber Operations
Blount Partnership
Maryville, TN
Term: 2019-2022

Beth Morrison, IOM
Vice President of Member Services
Greater Dalton Chamber of Commerce
Dalton, GA
Term: 2017-2022



U.S. Chamber of Commerce Foundation Institute for Organization Management

Board of Trustees – 2021 Fall Meeting

Cory Skeates, IOM, FCCP, J.D.

President

Lakeland Area Chamber of Commerce

Lakeland, FL

Term: 2019-2022

Carlton Tidwell, IOM

President

Terrell Chamber of Commerce

Terrell, TX

Term: 2017-2022

Judd Wilson, IOM

Vice President, Chamber of Commerce

Community Development Foundation

Tupelo, MS

Term: 2019-2022

ROTATING OFF BOARD

Rita Berry, IOM, CCEC

President and CEO

Greater Summerville/Dorchester County Chamber of
Commerce

Summerville, SC

Term: 2014-2021

Christine Kennedy, IOM, CCE, CPC, ELI-MP

COO and Executive Vice President

Lynchburg Regional Business Alliance

Lynchburg, VA

Term: 2014-2021

Rick Roden, IOM

President and CEO

Greater Jackson County Chamber of Commerce

Scottsboro, AL

Term: 2015-2021

IV. Curriculum Committee Report

Matt R. McCormick, IOM, CCE shared updates from the Curriculum Committee meeting, which included discussions on potential bonus session topics. Other discussions focused on looking ahead to the future and ensuring that Institute remains relevant, in addition to sunseting sacred cows.

V. Staff Updates

Staff reported that main priorities included launching Centennial Institute and working through logistics for the hybrid element. Additionally, it was shared that the goal is to launch Winter registration in mid-late October, prior to heading to Athens.



Board of Trustees – 2021 Fall Meeting

VI. Board of Regents Roundtable

Individual Board of Regents chairs had an opportunity to provide updates, ask questions, and share concerns.

- Southeast/Centennial

Teri Smiley, IOM, GCCE expressed excitement to chair the first site back from the pandemic. She shared some concern over uncertainty with all the unknowns, in addition to not wanting to lose Institute's traditional focus on relationship building as a result of the hybrid component.

- Winter

Erin Carter, IOM shared various updates that the Winter board was working on, despite facing challenges with board transition. It was reported that regents were looking forward to welcoming attendees from all sites to Tucson.

- Midwest

Jeff Griffin, IOM reported that the Midwest board will focus on intentional and purposeful recruitment and that their main goal is to keep engagement with attendees, particularly the graduates.

- Northeast

Douglas O'Flaherty, IOM shared how the Northeast board is excited about on-site changes relating to housing. Specifically, he reported that there is no official attendee room block and that the group will utilize the new dorms located across the street from Bartley Hall.

VII. Discussion and Brainstorming

The board discussed Institute's priorities and looking ahead, which included conversations revolving around recruitment, engagement, and relationships. Potential curriculum changes specific to finance (budget flexibility and reserves) were mentioned, in addition to leadership development and retention. Another topic discussed was providing a safe space for attendees to share their experiences throughout the pandemic, specifically around mental health and well-being. It was mentioned that these conversations will most likely occur organically. Offering virtual consultations was also mentioned.

VIII. Chairman's Report

Jeremy L. Arthur, IOM, CCE shared his excitement to move forward and return to the classroom. He thanked the board for allowing him to serve throughout the pandemic and also mentioned how he looks forward to tackling the challenges and opportunities that have been brought to the table.

IX. Other Business and Adjournment

Chair elect Matt R. McCormick, IOM, CCE thanked outgoing chair Jeremy L. Arthur, IOM, CCE on behalf of the Board of Trustees.

There being no other business, the meeting was adjourned.