



Central Arizona Chapter Roundtable

February 6, 2020

The State of the ACP

A conversation with Scott Ream, National Board Chair



ASSOCIATION OF CONTINUITY PROFESSIONALS

Who We Are

Vision

The world's premier association of resiliency professionals.

Mission

Shaping and supporting the global community of resilience practitioners.

Core Values

- **Knowledge** - We are valued as experienced thought leaders
- **Integrity** - We are committed to the highest standards of ethics and integrity
- **Innovation** - We are forward thinkers developing better ways to guide the profession
- **Support** - We are committed to supporting our members and chapters

ACP website



ASSOCIATION OF CONTINUITY PROFESSIONALS

ACP Bylaws – Article I, Overview

ACP is established as a mutual benefit association of individuals and organizations responsible for, or participating in **Business Continuity, Crisis Management, Continuity of Operations, Emergency Management / Preparedness, and Disaster Recovery** hereinafter referred to as the “Profession,” and related disciplines.



ASSOCIATION OF CONTINUITY PROFESSIONALS

Your 2020 National Board

<https://acp-international.com/about/leadership>

Executive Committee



**National Chair
Scott Ream**



**Treasurer
Ed Goldberg**



**Secretary
Susan Guinn**



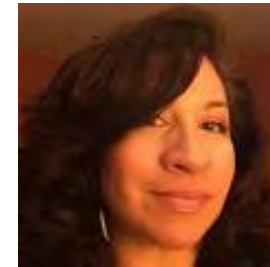
Scott Baldwin



Mary Carrido



Megan Epperson



Lissette Giorgi



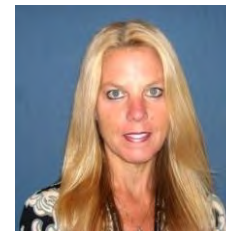
Mary Herbst



Bernie Jones



Robbie La Rocca



Cathy Robbins



Allan Schmidt



ASSOCIATION OF CONTINUITY PROFESSIONALS

2020 National Board Committee Structure

Consider volunteering on one of the National Board Committees

Chapter Development Committee

- Megan Epperson – Co-chair
- Mary Carrido – Co-chair

Executive Committee

- Scott Ream – Board Chair
- Ed Goldberg – Treasurer
- Susan Guinn – Corporate Secretary

Innovations Committee

- Scott Baldwin – Co-chair
- Scott Ream – Co-Chair

Board Committee Charters can be found at the end of this presentation deck

Marketing Committee

- Cathy Robbins – Co-chair
- Allan Schmidt – Co-chair

Member Engagement Committee

- Lissette Carrillo – Co-chair
- Bernie Jones – Co-chair

Professional Development / Education Committee

- Robbie La Rocca – Co-chair
- Ed Goldberg – Co-chair

Strategic Partnerships Committee

- Mary Herbst – Co-chair
- Susan Guinn – Co-chair



ASSOCIATION OF CONTINUITY PROFESSIONALS

We have a new management company effective February 2, 2020!

- ADG served ACP for 9 years
- Their contract expired 12/31/19
- National Board conducted extensive RFP process Q3-4 '19
- Management HQ was chosen from among 10+ management companies evaluated

Dara Rudick and her team completed the majority transition during January '20. There may still be a few 'hiccups' as they complete the transition. Your patience during this transition is appreciated.

THE MHQ TEAM SERVING ACP MINNESOTA



DARA RUDICK, CAE
MHQ CEO, ACP INTERIM EXECUTIVE DIRECTOR

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As CEO of Management HQ (MHQ), Dara leads the association management firm, whose team of outstanding business professionals and partners drive unprecedented results to clients. Dara is a Certified Association Executive (CAE) with nearly two decades of proven success in serving associations that are determined to thrive. Dara drives resources and innovation to MHQ and our clients. Serving as the primary contact in contract-related matters, Dara is ultimately responsible for client service and delivery. [Dara's full biography](#)



AIDA MARTINEZ-FREEMAN, PhD
MHQ MANAGING DIRECTOR

(877) 834-5550 ext. 150
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Aida is a strategic, equity-minded innovative leader who translates organizational vision into transformative initiatives. Serving as MHQ's managing director, Aida's role at MHQ is to drive organizational excellence by supporting systems, people and processes. She oversees the MHQ staff team and operations, ensuring stellar delivery of services to MHQ clients. [Aida's full biography](#)



MACKENZIE KELLEY
EVENTS MANAGER

(877) 834-5550 ext. 122
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With more than 8 years' experience working with membership associations, Mackenzie serves as MHQ's Events Manager. She provides leadership to client conferences, conventions and events. [Mackenzie's full biography](#)



JEN NEWBERG
MEMBERSHIP STRATEGIST

(877) 834-5550 ext. 134
jen.newberg@management-hq.com

Jen serves as the MHQ Membership Manager, leading MHQ client membership growth and retention. Using her extensive communications and development expertise, she creates, manages and implements processes that drive membership engagement, retention and growth for MHQ clients. [Jen's full biography](#)



REBECCA MERRILL, MA
EVENTS AND OUTREACH COORDINATOR

(877) 834-5550 ext. 123
rebecca.merrill@management-hq.com

Rebecca's expertise in events and development supports MHQ clients in delivering outstanding programming. With more than 10 years' experience serving non-profit organizations, Rebecca has also served as a volunteer board member, including president of her townhouse association. She holds an M.A. in Arts and Cultural Management.



KRYSTIN ELDRIDGE
CUSTOMER SERVICE AND OFFICE COORDINATOR

(877) 834-5550 ext. 131
Krystin.eldridge@management-hq.com

With more than 8 years of experience in providing customer service and office coordination, Krystin serves as MHQ's front-lines customer service coordinator. Her focus is to provide stellar service to MHQ clients and their members.



LESLIE JOHNSON
OPERATIONS MANAGER

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Leslie supports MHQ clients in operational areas including membership and certification / credentialing. [Leslie's full biography](#)



JASON MCGRAW
TECHNOLOGY DIRECTOR

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Jason serves as the MHQ Technology Director, providing oversight for client technology systems and processes. With more than 14 years' experience leading technology management and systems administration, Jason brings to MHQ a passion for information systems and the people that interact with them. Jason has more than 7 years of experience in the association management field, and a variety of experience in education, non-profit, and for-profit sectors. From overseeing technology and association management systems, to ensuring relevance and accuracy of web sites and databases, Jason adeptly delivers and implements solutions for MHQ and the associations we serve.



KENT FORDYCE
ACCOUNTANT

(877) 834-5550 ext. 112
kent.fordyce@management-hq.com

Kent brings more than 30 years of experience working with small businesses and the non-profit community. He provides strategic financial oversight, delivering monthly financial reports and serving as a liaison with client financial committees and treasurers.



ANNIE BRITT
BOOKKEEPER

(877) 834-5550 ext. 114
annie.britt@management-hq.com

Annie brings to Management HQ (MHQ) more than 7 years' accounting experience working with non-profit organizations and small businesses. She supports MHQ clients by providing daily bookkeeping and accounting. Annie is responsible for driving success to MHQ clients, ensuring the utmost professionalism in financial management. [Annie's full biography](#)





ASSOCIATION OF CONTINUITY PROFESSIONALS

2019 National Goals

- ③ 3+ new products & services launched
- ③ Opportunities for member growth & leadership development
- ③ Positive growth in active & nurturing new chapters
- ③ Positive growth in membership year-over-year
- ③ Positive growth in non-dues revenue



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2019 New Products & Services Results

Identify, build and implement at least three new products or services that support our Vision & Mission and clearly enhance the ACP value proposition to our members

- ✓ ACP Store – is open with apparel and accessories – more to come
- ✓ ACP Best Practices Book (pdf) – completed and available for sale on website
- ✓ Membership Engagement “All About ME” in weekly News & Views
- ✓ 2020 ACP Summit – April 22-23, 2020
- ER Professional Toolkits (Tech Continuity, Metrics) – in process
- Organizational Resilience Framework Toolkit – in process



ASSOCIATION OF CONTINUITY PROFESSIONALS

2020 ACP Summit San Antonio

Held immediately following Continuity Insights Conference

- When:
 - Wednesday, April 22 (2:00) – 24 (12 noon on Friday)
 - Where:
 - Hyatt Regency Hill Country Resort & Spa; 9800 Hyatt Resort Drive, San Antonio, Texas 78251
 - How:
 - Register on CI site for substantial discount to CI Conference if you bundle with ACP summit!
 - Price for just ACP Summit:
 - Register on ACP site for \$195.00 (a total bargain!)
 - What:
 - This year's theme is totally dedicated to ACP Chapters and Members.
 - April 22
 - Welcome Reception (great food!) and a very special guest
 - ACP National Chair, Scott Ream speaking on, "State of ACP – Overcoming Challenges and Embracing Opportunities."
 - April 23:
 - Keynote: Dr. Gleb Tsipursky on "How ACP Can Improve New Member Retention."
 - Cheyene Marling speaking on "Insights on Career Advancement and Professional Development."
 - Panel Discussion on "Profile of a Month in the Life of a Successful Chapter"
 - Breakout sessions will follow for all attendees for sharing best practices and exchange of ideas.
 - April 24:
 - Chapter Leaders are invited to attend the morning session of the ACP National Board Meeting facilitated by Dr. Tsipursky. The outcome will be a strategic plan for what Board and Chapter Leaders can do to recruit and retain young members. **BE THE FIRST TO SIGN UP! ONLY 20 SEATS ARE AVAILABLE!**
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2020 ACP Summit

What is in it for you:

- A unique networking venue among industry leading professionals
- An exclusive opportunity to gain insight into how we are transforming ACP into the world's premier association of resiliency professionals
- Camaraderie, food and fun!



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2019 Membership Stats

2018 Membership

1,627

2019 Membership

1,543



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2019 National Sponsors

Positive growth in non-dues revenue to support member services





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We are the ACP

BE THE DIFFERENCE

Interested in volunteering to work on one or more of our National Committees?

Reach out to any ACP National Board Member to discuss where and how you might have interest in contributing.



Questions?





ASSOCIATION OF CONTINUITY PROFESSIONALS

National Board Committees

Leading the way to achieve our strategic goals

WHERE WOULD YOU LIKE TO SERVE?

Chapter Development Committee

- Overview:
 - Building on the qualities of our successful local chapters, opportunities exist to support, strengthen and grow local chapters' membership, expand geographic areas, and connect with the communities where we live and work.
- Co-chairs: Mary Carrido, Megan Eppersen



ASSOCIATION OF CONTINUITY PROFESSIONALS

Executive Committee

- Overview:
 - Covers general, administrative and governance-type duties, including budget, finance, administration of website, member inquiries, etc.

- Chair: Scott Ream
- Secretary: Susan Guinn
- Treasurer: Ed Goldberg



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Innovations Committee

- Overview:
 - Identify new products and services that add value for current and prospective ACP members, their chapters and the resiliency industry consistent with ACP's vision and mission.
- Co-Chairs: Scott Baldwin, Scott Ream



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Marketing Committee

- Overview:
 - Coordinate with the National ACP Office a variety of communications and education vehicles to elevate ACP's presence in the marketplace through conferences, webinars, social media, print, web, logo merchandising, etc.
- Co-chairs: Cathy Robbins, Allan Schmidt

Membership Engagement Committee

- Overview:
 - Enhancing existing and creating new programs designed to grow and maintain members globally, accomplished through outreach, ambassadorship, mentoring, internships, etc.
- Co-chairs: Lissette Carrillo, Bernie Jones



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Education Committee

- Overview:
 - Tasked with oversight of webinars and ACP Annual Summit.
- Co-Chairs: Robbie La Rocca, Ed Goldberg



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Strategic Partnerships Committee

- Overview:
 - Key areas of focus will include managing sponsorships, attracting public/private partnerships with vendors, agencies, clients throughout the industry which produce mutual benefits for our members and ACP.
- Co-chairs: Susan Guinn, Mary Herbst