Message From the National Chair

Dear Fellow Members,

It is my pleasure to present you the ACP 2018 Annual Report.

I have been honored to serve our ACP members as National Board Chairman. I am proud of the contributions ACP has made to the industry during 2018 – we are a community, with growing global presence, with a greater need to continue to build our network and serve our stakeholders.

I want to recognize the outstanding work by our ACP members and fellow resiliency professionals in responding to the tragic events we faced in 2018 - severe weather, natural and manmade disasters, wildfires, active shootings, etc. are growing far too common in the world we live in today. This is a testament to the important work each and every one of us do in this industry in serving the public, our businesses, our communities, our government - thank you for all of our contributions as resiliency professionals - many rely on your knowledge, skills and abilities to help us plan, respond and recover to navigate through these unfortunate events.

As this report details, we made some significant strides in 2018. At our very productive February meeting we created six committees that better aligned with the needs of the association. We established five goals with an ambitious timeline for 2018 delivery. Although we did not meet every deadline, we are positioned to continue the work in 2019 and add to the value of your ACP membership.

It is important to note that after the Board committees were created, we asked for help from the membership. More than 30 members volunteered to assist the Board with the committee work. We thank them for providing their talents and their added service to ACP.

This 2018 report will also speak to our new ACP Chapter, a new partnership connecting ACP to another group of continuity professionals, renewed partnerships with industry stalwarts and a new, more equitable dues schedule for professionals looking to join ACP for the first time.

It was truly a year of change for ACP, and I would like to thank you all for your continued support. On behalf of the National Board, we wish you a great 2019, personally and professionally.

With warm regards,

National Chair
ACP Board of Directors
The National Board welcomed four new members in the new year. Scott Baldwin from California, Mary Herbst from Minnesota, Donna Jacobs from the ACP Liberty Valley Chapter and Cathy Robbins from our Northeast Florida Chapter were all elected by membership in the fall of 2017.

To fill the vacancy created when 2017 National Chair Bonnie Canal resigned at the end of the year, new National Chair Scott Ream appointed Megan Epperson of the Middle Tennessee Chapter to the position. Later in January, Board member Charles Jones retired. David Sayles of the Colorado Rocky Mountain Chapter was appointed to fill that seat. The appointments of Epperson and Sayles were confirmed by the full Board.

There were two additional Board changes in 2018. In February Cheyene Marling stepped down as National Secretary to devote her time as Co-Chair of the new Member Engagement Committee and was replaced by Board member Bret Adams. In July, Adams stepped down from the Board; Susan Guinn was appointed to the Secretary position and Roberta LaRocca was appointed and confirmed to fill Adams’ Board seat.

In the 2018 fall elections for the 2019 Board, Lissette Giorgi, Ed Goldberg and Susan Guinn were re-elected. Alan Schmidt from the ACP North Texas Chapter was elected to the remaining seat.

The Board would like to thank David Sayles for his dedication, engagement and outstanding work as Co-Chair of the Chapter Development Committee. David was the Board’s liaison to the Presidents Council, guided ACP of Ohio in becoming our newest chapter, and was instrumental in developing the partnership with CPO of Ohio. He remains a valuable asset to the Board and ACP.

2018 National Board of Directors

Scott Ream  
Bret Adams  
Dr. Ed Goldberg  
Scott Baldwin  
Megan Epperson  
Lissette Giorgi  
Susan Guinn  
Mary Herbst  
Donna Jacobs  
Cheyene Marling  
Cathy Robbins  
David Sayles
Strategic Board Meeting

Chapter Websites
The National Board held its organizational face-to-face meeting on February 10, 2018 in Nashville, TN. The day long workshop immediately produced three significant results:

- Re-organization of Board Committees
- Five achievable goals for 2018
- New ACP mission and vision statements

Committees
Board members created six new committees for 2018, each with charters designed to address specific areas of oversight:

Operations (Co-Chairs Ed Goldberg, Bret Adams)
Manage and facilitate a positive customer experience of ACP members in their dealings with the organization’s headquarters and maximize the value to members provided by ACP’s outsourced association management vendor.

Strategic Partnerships (Co-chairs Susan Guinn and Mary Herbst)
Strengthen and foster existing and potential partnerships and relationships with both public and private organizations. Working to drive revenue and exchange of ideas with new and existing sponsors.

Chapter Development (Co-Chairs David Sayles and Megan Epperson)
Build on the qualities of our successful local chapters and offer opportunities to support/ strengthen and grow local chapter membership. Expand into the geographic areas by connecting with the communities where we live and work and open the lines of communications to all ACP chapter presidents and members.

Membership Engagement (Co-Chairs Cheyene Marling and Lissette Giorgi)
Create opportunity to attract individuals to ACP and increase the ability to participate and network in order to further develop as a professional.

Marketing (Co-Chairs Cathy Robbins and Donna Jacobs)
Develop, distribute and maintain a variety of communications, education and social media vehicles to elevate ACP’s presence and support other Committees and the National ACP Office in complementing efforts to meet our strategic goals.

Innovations (Chair Scott Baldwin)
Develop and deliver new products and services on behalf of the ACP with the explicit goal of creating additional, quantifiable value for our membership.

To further staff the committees, the Board reached out to the ACP membership. More than 30 members responded to the call to volunteer their time and expertise in assisting the chairs in executing their charters and bringing value adds to members and the National association.
Goals:
The Board’s 2018 goals included:

- Increase total paid membership by 10% to 1,855 members by 12/31/18.
- Increase non-dues revenue by 50% to $50,000 by 12/31/18.
- 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 by 9/30/18.
- Sustain and retain all active Chapters, excluding those that have already voted to close, and aid in the positive growth of all Chapters.
- Restructure the ACP National Board to better serve our community around clearly defined committees led by National Board members and adequately staffed by the general membership by 3/31/18.

Mission/Vision
The Board revised the existing mission and vision statements to better reflect the evolving industry and ACP role in it.

Mission: Shaping and supporting the global community of resilience practitioners.

Vision: The world’s premier association of resiliency professionals.

The Board also adopted *Shaping Careers, Advancing Resilience* as a tag line for use in marketing and other appropriate areas.
Advancing the ACP

ACP of Ohio Becomes 34th ACP Chapter
In February, ACP member and Ohio resident James Knox began a discussion with National Board Chapter Development Committee Co-Chair David Sayles about starting an ACP Chapter in Ohio. Soon thereafter, development work began. In July interested Ohioans attended an introductory meeting. The group was given Emerging Chapter status and a profile page on the ACP website. Subsequent meetings in September and December continued the growth, and at the December National Board meeting, ACP of Ohio was given full Chapter status under the direction of its President, James Knox, Secretary Christopher Schmidt and Treasurer Darren Sliwinski. (ACP of Ohio logo)

2018 Presidents Council

Andrew Smith
NYC Metro Chapter, President

Samantha Van Zilen
Connecticut Chapter, Secretary

The Council welcomed 15 new Presidents in 2018. We thank them for their service and engagement.

Bill Baker, Atlanta
Cheri Umlauf, Central Arizona
Erin Valentine, Central Maryland
Janice Deverell, Colorado Rocky Mountain
Jennifer Paris, Washington DC
Jay Williams, Eastern Great Lakes
Dr. Bernard Jones, Garden State
David Briar, Greater Alaska
Donna Arabone, Liberty Valley
Michael David Begler, Mid-Penn
Larry Peck, Middle Tennessee
Wendy Nelson, North Texas
Joe Layman, Orange County
Karen Lowham, San Francisco Bay Area
Erin Swearingen, Washington State
Sponsors & Partners

DRI
ACP’s long-standing relations with the Disaster Recovery Institute International (DRI) continued with the signing of a new two-year contract. DRI is uniquely a sponsor and a partner of ACP, providing support for our programs and initiatives, as well as collaborating in other areas of mutual interest and benefit.

CPO of Ohio
ACP and the Continuity Professionals of Ohio (CPO) reached a partnership agreement that provides for the sharing of resources in marketing and promotional areas, and continuing exploration of additional ways to collaborate for mutual benefit. CPO is a professional trade organization serving Ohio and environs.

The agreement opened an important dialogue between ACP National and similar organizations operating at the state level.

ACP also re-established partnerships with the Disaster Recovery Journal (DRJ), Continuity Insights (CI) and the Business Continuity Institute (BCI)

Raising the Profile
ACP National and the Board Committees were proactive in re-energizing the Association’s national profile. The exhibit booth was onsite at the DRI2018 in Nashville, DRJ Spring in Orlando Continuity Insights’ Conference in Miami, and DRJ Fall in Phoenix. In addition, the ACP Mid Florida Chapter held its annual combined meeting with the other ACP Florida Chapters at the DRJ Spring event and the Central Arizona Chapter had a special meeting at the DRG Fall conference, further expanding ACP’s visible presence.

The National office also sent our exhibit tablecloth to the Greater Alaska Chapter in Fairbanks and the Washington State Chapter in Seattle for their respective local/regional events.
Social Media
In collaboration with the Marketing Committee, ACP significantly increased our presence on the various social media platforms. A weekly reminder is sent to chapter presidents soliciting content in addition to the postings of the National office. LinkedIn is the most popular platform.

LinkedIn Growth

![LinkedIn Growth Chart]

Online store
The Marketing Committee accepted a bid from Horizon Promotional Products of Jacksonville, FL to stock a new ACP Online Store. Ladies and Men’s polo shirts, an ACP mug and a pen are the initial offerings. Additional items will be added moving forward. You can find the store on the ACP website home page. Look to the end of the horizontal menu bar to find Shop ACP.
Membership

With the full support of the President’s Council, the National Board approved the creation of a pro-rated dues schedule that would apply only to those joining ACP for the first time. It would not apply to renewals or any expired memberships looking to re-join. The proration allows new members to pay for the time remaining in the membership year when they join, rather than paying full dues for less than a full year’s membership. As the chart below indicates, it had a very positive impact.

![New Members Acquired Chart]

![How Did You Hear About ACP Chart]
ACP again worked within a conservative budget and kept expenses in line. While non-dues revenue was less than anticipated, discussions with potential external revenue sources continued and it is expected 2019 Q1 will see significant commitments in the external revenue area.
Looking Ahead

The National Board of Directors will be gathering for their annual fact-to-face meeting on February 16 in Las Vegas, NV, at which time they will set the strategic agenda for 2019.

2019 National Board of Directors

Scott Ream  Chair
Susan Guinn
Dr. Ed Goldberg  Treasurer
Scott Baldwin
Megan Epperson
Lissette Giorgi
Mary Herbst
Donna Jacobs
Roberta LaRocca
Cheyene Marling
Cathy Robbins
Allan Schmidt