



International Association
of Business Communicators

IABC Annual General Meeting

Virtual AGM

Tuesday, 24 June 2025, 4:00 – 5:15 p.m. CDT

MINUTES

Call to Order

Kamyar Naficy called the meeting to order at 4:01 p.m. CDT.

Presentation of Credentials Committee:

Chair Kamyar Naficy introduced the 2025 Credentials Committee.

- Brad Whitworth, SCMP, Credentials Committee Chair (IABC United States)
- Alexandra Sebben (IABC Canada East)
- Theomary Karamanis, PhD, SCMP, IABC Fellow (IABC United States)
- Theresa Lee, SCMP (IABC Africa)
- Chris Saxby, SCMP (IABC Asia Pacific)

Credentials Committee Report with Brad Whitworth

All chapters and regions are asked to have a voting delegate to participate in the AGM vote, which was held virtually this year. Registered voting delegates or proxies were notified that online voting was open on 13 June.

To meet quorum, IABC needed 255 votes to be represented in the vote. 28 Chapters, 5 Regions, and 12 International Executive Board members participated in the vote, representing 292 votes and exceeding quorum.

The credentials committee met to review the AGM vote on 23 June, at 4:00 p.m. CDT. As Chair of the Credentials Committee, Brad shared the result of each item as motions were made throughout the AGM.

Treasurer Report with Ed Kamrin:

- This was the first year of the new governance model, where the Finance Committee included all region finance directors/treasurers.
- IABC's cash flow is steady, and we are actively paying down the SBA loan used to support IABC during the pandemic.
- The Finance Committee has also developed a 3-year rolling budget, which includes an analysis of World Conference and regional events. Event costs rose faster than inflation, adding pressure to the budget expenses.
- The committee is looking into diversify revenue streams, extend the US chapter centralization model to Canadian chapters, and completing a review of Foundation restricted funds.

Audit Report with Mark Evans:

- Selden Fox audited the accompanying consolidated financial statements of IABC for the 2024 fiscal year. IABC obtained quotes from three different auditing firms and chose Seldon Fox for a three-year contract based on the best fees.
- The audit showed improvement over recent years, with Seldon Fox removing a note of financial concern for IABC for the second consecutive year. This reflects IABC's improved financial position.

Approval of 2025-2026 IEB Positions

The proposed slate of board positions to be elected as specified in the Notice of Annual General Meeting, how do you vote?

- Ed Kamrin moved to approve the presented IEB slate. Anuja Kale-Agarwal seconded.
- 100% of respondents approved of the vote.
- **Motion carried.**

Approval of 2024 AGM Minutes

Have you read and reviewed the minutes of the 2024 AGM? How do you vote?

- Anuja Kale-Agarwal motioned to approve the minutes. Karen Matthews seconded.
- 98% of delegates approved of the vote.
- 2% of delegates abstained from the vote.
- **Motion carried.**

Chair Report with Kamyar Naficy:

- Kam thanked each IABC staff member by name for their great contributions to IABC.
- Kam reviewed the 5-year strategic plan, which began in 2020, and was focused on improving operations and growing membership services. He reported that IABC delivered on every single aspect of the strategic plan. He thanked all the staff and volunteers involved in the accomplishment.
- IABC will engage membership in the creation of a new strategic plan for 2025 and beyond.

Executive Director Report with Peter Finn:

- Peter reviewed the recent governance changes taken over the previous 5 years to improve resource efficiency and delivery of member services. Those include:
 - Commercial Strategy Task Force to enhance member offerings and expand membership
 - Growth of SIGs
 - Revitalizing corporate membership program
 - Developing and implementing a shared member service model for chapters and regions
 - Transforming the US Region structure through centralization
 - Revamping the membership Hub
- Member Lite:
 - IABC is launching a new membership type to help grow and engage new members at a lower price point. IABC piloted a similar member type at the chapter level in Kansas City (US) to great success.
 - Member Lite will launch in September 2025 ahead of the renewal cycle.
- Peter reviewed the financial history of IABC and demonstrated how revenue and expenses have changed over the past five years. He noted that the organization has seen financial improvement since the 2020 pandemic. A major goal is to return IABC to a positive net asset financial position.

Incoming Chair Remarks with Anuja Kale-Agarwal:

- Anuja introduced an outline for the new Vision 2030 strategic plan. The three pillars of the plan are directed toward building an IABC that is:
 - Reimagined: Meeting members where they are
 - Relevant: Create future-ready offerings for the practitioner of the future
 - Resilient: Achieve long-term financial stability

General Q&A:

- *Can we offer Member Lite to lapsed members? Can members downgrade?*
 - *Yes, this is in the plan to reengage lapsed members. Yes, current members can downgrade.*
- *How long can someone be at Member Lite level?*
 - *For multiple years. It is intended to be a new membership level.*
- *Will Member Lite cannibalize other member types?*
 - *That is a concern the IEB discussed, but ultimately determined that the benefits of potentially growing membership outweigh the risks.*
- *How many members are a part of IABC?*
 - *Membership is around 5,400. Membership is holding steady after a large drop in 2020. The Commercial Strategy Task Force and the Membership Committee are invested in growing membership back.*
- *Are there any changes planned for the format of World Conference?*
 - *IEB is looking at changing the structure and possibly shortening the conference. Attending a conference for 4 days has become a financial burden for members. IABC is looking at changing the overall event strategy with new regional meetings and reintroducing the Leadership Institute.*
- *What are the planned changes for the new Leadership Institute?*
 - *IABC will engage chapters and regions to make sure that the program is sustainable and ground-up. Planning is ongoing.*
- *What is the strategy to grow membership?*
 - *IABC has focused the last five years on improving governance. The next five years will be focused on improving membership services and touchpoints to meet members where they are and prepare them for the future. Improving educational resources and the event strategy will also lead to growth.*
- *What is the plan to engage Gen-Z?*
 - *There is a place for IABC in helping Gen-Z in their early careers. Attracting young people will be critical to growing membership.*
- *What are the ways members can get involved as volunteers?*
 - *There is a formal call for volunteers for committees in the Spring. There are also opportunities at the local level. You can reach out to leader_centre@iabc.com for more information.*
- *How will Member Lite impact chapters and regions?*
 - *Creating the new membership types was in part to increase new joins to IABC and local chapters. One chapter piloted the membership type and saw a large increase in new joins.*
- *What is the bottom-line contribution to Member Lite?*
 - *\$100 goes to international, \$10 for chapter, \$5 for region, \$115 total.*
- *Is there a marketing plan to target lapsed members?*
 - *Yes, lapsed members receive monthly communications and will be targeted with the new Member Lite option.*
- *Can IABC sustain negative net assets? What is the plan to move IABC to positive net assets and regain a more secure financial position?*
 - *Negative net assets are not sustainable and IABC is moving in the right direction improving its financial position. The new strategic plan focuses more on growth to improve the financial footing.*

Adjournment:

Kam motioned to adjourn the meeting. Matt Tidwell seconded the motion, and the 2025 Annual General Meeting adjourned at 5:15 p.m. CDT.