



MINUTES

BOARD OF DIRECTORS MEETING

Thursday, May 16, 2024

Approved by the Board of Directors on June 23, 2024.

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Thursday, May 16, 2024

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PRINCIPAL APPROVED MOTIONS

Board of Directors Meeting

Thursday, May 16, 2024

No. - Pg.	Motion
1 – 5	Society engage K&L Gates for their phase one services.
2 – 8	That ROB section 1.140.002.2 Conflict of Interest Policy Definition be revised as shown below: A. “Covered Person” includes each of ASHRAE’s current and former (within the last two years) (i) directors, (ii) officers and (iii) employees, volunteers, independent contractors, substantial contributors and others who have the ability to exercise substantial influence over the affairs of ASHRAE. For purposes of this Policy, whether an individual has the ability to exercise substantial influence over the affairs of ASHRAE shall be determined in accordance with the intermediate sanctions provisions of the current Internal Revenue Code and related regulations.

ACTION ITEMS

Board of Directors Meeting

Thursday, May 16, 2024

No. - Pg.	Responsibility	Summary of Action	Status	Goal Date
1	Austin	Investigate the possibility of developing region specific ALI courses. Region specific courses would be developed by members outside of North America and presented by members from the regions where they were developed. (Assigned October 13-14, 2022)		
2	Scoggins	Work with AASA to review and provide recommendations on external actionable items from the Global HVAC Summit. (Assigned February 5, 2023)		
3	Leung and Rakheja	Investigate organizations in the global south that Society can proactively enter into MOUs with. (Assigned January 21, 2024)		
4	Austin	Work with Pub and Ed Council to investigate why ALI course participation and revenue decreased since last Society Year. (Assigned January 24, 2024)		
5 – 4	ExCom	Discuss the current relationship with MEP2040 and provide a recommendation to the BOD for consideration at the Sunday BOD meeting in Indianapolis.		June 2024



MINUTES

BOARD OF DIRECTORS MEETING

Thursday, May 16, 2024

MEMBERS PRESENT:

Ginger Scoggins, President
Dennis Knight, President-Elect
Bill McQuade, Treasurer
Billy Austin, Vice President
Wade Conlan, Vice President
Ashish Rakheja, Vice President
Chandra Sekhar, Vice President
Jeff Littleton, Secretary
Steven Sill, Region I DRC
Ronald Gagnon, Region II DRC
Mark Tome, Region III DRC
Jim Arnold, Region V DRC
Susanna Hanson, Region VI DRC
Scott Peach, Region VII DRC
Joe Sanders, Region VIII DRC

Jonathan Smith, Region IX DRC
Buzz Wright, Region X DRC
Eileen Jensen, Region XI DRC
John Constantinide, Region XII DRC
Cheng Wee Leong, Region XIII DRC
Mahroo Eftekhari, Region XIV DRC
Richie Mittal, RAL DRC
Doug Cochrane, DAL
Patrick Marks, DAL
Blake Ellis, DAL
Art Giesler, DAL
Kishor Khankari, DAL
Luke Leung, DAL
Corey Metzger, DAL
Heather Schopplein, DAL
Wei Sun, DAL

GUESTS PRESENT:

Sarah Maston
Devin Abellon
Ken Fulk
Genevieve Lussier
Sherry Abbot-Adkins

Rob Craddock
Bassel Anbari
Carrie Brown
David Yashar
Lauren Flynn
Karishma Page

STAFF PRESENT:

Candace Denton, Sr. Manager - Board Services
Chandrias Jolly, Manager - Board Services
Vanita Gupta, Director – Marketing
Lizzy Seymour – Director – Member Services
Kirstin Pilot, Director - Development
Stephanie Reiniche, Director - Technology
Alice Yates, Director - Government Affairs
Craig Wright, Director of Finance

Daniel Gurley, Sr. Manager - Membership
Ragan McHan, Manager – Conference Services
Tony Giometti, Group Manager - Conferences
Emily Toto, Manager – Codes
Thomas Loxley – Asst. Manager of Standards - Codes

CALL TO ORDER

The meeting was called to order at 9:00am ET.

VALUE STATEMENT

Ms. Scoggins read the value statement and advised that the full code of ethics, core values and diversity statements were available online.

ROLL CALL/INTRODUCTIONS

Roll call was conducted; members, guests, and staff were in attendance as noted above.

REVIEW OF MEETING AGENDA

Ms. Scoggins reviewed the meeting agenda. There were no changes or additions.

REVIEW OF ACTION ITEMS

Action items 3, 4, and 7 were reported as complete. All other action items were reported as ongoing.

AI 1-4**EXCOM REPORT TO THE BOD – APRIL 30, 2024**

Ms. Scoggins reported on behalf of ExCom. The full report was attached to the agenda.

She reported that as part of an overall cost reduction strategy, the companion program at the upcoming Annual Conference would be adjusted. There would be a companion brunch, there would be no meet and greet, and the member and companion lounges would be merged. The changes will result in a savings of approximately \$17,4000.

MEP2040 UPDATE

Mr. Littleton reminded the BOD that Society's relationship with MEP2040 originated from the TFBD. He reported that there had been some struggles in working with them. They continue to emphasize that Society will have little input and that the relationship is a one-way provision of services and staff support.

Most recently, MEP2040 announced a partnership with the commercial firm OneClick and there were concerns with Society's perceived endorsement of, or partnership with, a commercial firm.

He expressed that a close affiliation and staff support may no longer make sense; especially when Society would have absolutely no say in the activities of MEP2040.

He suggested that Society could help promote MEP2040 and use Society's market reach to encourage participation. He suggested Society may not want to have the MEP2040 logo on the webpage or provide staff support if Society has no input.

He suggested that the senior officers and staff could be given authority to come to a final conclusion regarding Society's relationship with MEP2040.

Ms. Scoggins expressed her opinion that the relationship with MEP2040 was one-way and Society should bow out. She opened the floor for discussion. A summary of that discussion is below:

Heard that LCAs are hard to come by and Society needed to support OneClick. Who is OneClick's competitor?

Ms. Scoggins stated that there are a lot of LCAs on the market, but Society would not promote one over another.

Mr. Littleton reported that OneClick is a commercial firm and Society wouldn't single them out for use. Does Society's doctrine align with theirs? OneClick is by far the largest and most substantive group offering good online calculators right now which is why MEP2040 partnered with them. MEP2040 felt it was their obligation to connect people to that firm because they are the most robust.

Would like to understand or better define what support would look like without staff support.

Mr. Littleton responded that Society would use social media and other marketing outlets to encourage our members to participate in MEP2040; could also make announcements about the quarterly forums. Society would provide encouragement but not staff support.

If Society participated in the steering committee isn't that a way to participate and provide feedback?

Mr. Littleton responded that Society would have some degree of input because Society would have a liaison representative on the steering committee and this might be a way to provide input. The steering committee has repeatedly said that Society will not control what they do. He spoke in favor of Society having a representative on the steering committee.

Society does not need to support a commercial entity; there is currently a pending PNNL research project to develop a universal and freely available calculation tool. Afraid of more one-way relational agreements with organizations. Would support MEP2040 as long as they are supporting Society's products and services.

Why are ongoing conversations needed?

Ms. Scoggins responded that discussion is necessary because the BOD voted to absorb MEP2040 and the parameters of that relationship are changing. If they do not want ASHRAE involvement, there are other things Society can do with our staff time.

In my mind, an agreement with MEP2040 is needed if Society is to move forward. In favor of ending whatever ties were previously approved.

It was suggested that the BOD rescind the previous vote to absorb MEP2040.

Ms. Scoggins stated that there seemed to be consensus that the relationship between Society and MEP2040 was one-way and should not be pursued further. There was no objection.

She suggested that the discussion could be tabled until after the upcoming CEBD meeting.

Mr. Littleton agreed that the BOD should receive input from the CEBD. He stated that it would be great for the senior officers or ExCom to be empowered to finalize this decision or bring a recommendation back to the BOD in Indy.

Ms. Scoggins expressed agreement and advised that ExCom would meet prior to the next BOD meeting. There was no objection.

ExCom will discuss the current relationship with MEP2040 and provide a recommendation to the BOD for consideration at the Sunday BOD meeting in Indianapolis.

AI - 5

NATIONAL IAQ STANDARD PROGRAM AND STRATEGY

Ms. Scoggins advised that representatives from K&L Gates were present on the call. K&L Gates is an organization that could help Society support and promote a national IAQ standard.

Mr. Littleton reported that the vision is to create the IAQ equivalent of Standard 90.1 and would be a national standard adopted into legislation based on ASHRAE standards. He expressed his opinion that the time is right for Society to move forward with this initiative.

Ms. Yates stated that Society already has fantastic standards. The proposal is not to create anything new. Instead, the initiative is to have Society's current IAQ standards recognized as the national model for standards.

Ms. Page and Ms. Flynn were representatives from K&L Gates. They are two members of a 50-person team that focus on advocacy before congress and the administration. They expressed that they work on a range of issues and were honored to have the opportunity to offer this proposal to Society.

Ms. Page and Ms. Flynn presented to the BOD. The full presentation was attached to the agenda.

Mr. Littleton reported that the cost for phase one would be \$50,000 and the implementation phase would require additional fees. He expressed his opinion that there is a lot of value in the strategic planning phase.

Mr. McQuade reported that, if approved, the fees would be pulled from reserves because it would be a strategic and one-time initiative. Given the uncertainty with the upcoming election, he expressed concern that Society would be starting too early. He expressed concern that Society might put a lot of effort forward in phase one that would then not be used. Society is currently going through the strategic plan process that won't be completed before summer. Would Society be better off waiting for the election and then moving quickly?

Ms. Page responded that contingency planning would be part of phase one. She stated that contingency planning can be done with some level of granularity. Stakeholders and working groups are already laying that groundwork and meeting for other issues.

She reported that there was a possibility that the outcome of the election wouldn't be known until January and at that time, it would be all systems go. She expressed her opinion that there will be an uncertain time following the election and then a very short tail when the policy debates get started.

Phase one will take about four months for due diligence.

Mr. Yashar asked how standards like this would be brought to the federal government. What agencies would be involved? These are not IAQ standards, they are ventilation standards to improve IAQ. Don't believe there is jurisdiction at the federal level other than buildings that are owned by the federal government.

Ms. Page responded that part of the planning process is to look at just that thing. This isn't an exact fit, but we want to do some due diligence with EPA and agencies that oversee public health. Is there a state-by-state process here? That is an important question and something we want to work through and find the right spot for it and make sure we have legal authority outlined so it has the most robust path forward.

Mr. McQuade added that the HVAC&R industry is very regulated.

Ms. Page stated that the goal would be to develop a broad, diverse coalition that speaks to members where they are. May sound naively optimistic but she expressed that the team feels that with the right leg work and investment, bi-partisan support is possible.

In the current environment with slim majorities, it takes one member to flip, get ill, or resign to have a flip in the majority. Could be well within the next congress and see a flip in the House or Senate. Developing that diverse coalition is to have resiliency in policy making.

Ms. Yates reported that the federal government cannot force states and localities to adopt building codes. The proposed initiative would create a national model code that states should adopt but are not forced to. She reported that different options will be investigated in phase one.

She acknowledged the legal complexities and how there is some play that can happen around them. She reported that having more national recognition would speed these efforts. The risk return assessment is important as this work is expensive and difficult.

Mr. Khankari stated that he supported the activity and expressed that it was important to try out. Will there be any component to educate lawmakers on IAQ? What is the political benefit for legislators to support this type of legislation?

Ms. Page responded that education was key. Members and their staff are dealing with so much. It is important to take ASHRAE's complex technical work and make it something easily digestible for a policy audience. Prepping will help ensure that they understand technical issues. Will also require the team to meet members and staff where they are.

Ms. Yates added that coalitions are vital and are part of the proposed phase one.

Mr. Leung spoke in favor of the idea and agreed that Society should start work before the new administration takes office. He suggested that Society position itself on a larger scale than just IAQ. Also see value in developing a coalition. Think that it will work if we position the right allies.

Mr. Peach expressed agreement with Ms. Yates.

Mr. Peach moved and Mr. Gagnon seconded that

1. Society engage K&L Gates for their phase one services.

MOTION 1 PASSED (27:3:0, CNV).

Ms. Scoggins thanked the BOD for the good discussion. She expressed that Society was looking forward to the outcome of phase one.

Ms. Page thanked the BOD and expressed that she was looking forward to the work.

FINANCE COMMITTEE

FY24-25 BUDGET VS. FY23-24 FORECAST

Mr. McQuade reviewed the budget vs. forecast presentation. The full presentation was attached to the agenda.

He asked Mr. Conlan to speak to the work of the Program Review Ad Hoc. He advised that a number of recommendations from the group were unanimous and other items still need input from the BOD or councils.

Mr. Conlan thanked the members of the ad hoc and the staff directors for their work. He showed the ad hoc's recommendations on screen (included in ATTACHMENT A). He reported that a lot of work was put into this endeavor. Some items were accepted, accepted by consensus, and some were sent back for additional work or input. The list of recommendations were also shared with the Finance Committee.

FY24-25 BUDGET PRESENTATION

Mr. McQuade reviewed the budget presentation. The full presentation was attached to the agenda.

He reported that before the final budget is presented to the BOD, the councils will be asked to review their budgets and provide recommendations for expense reductions.

The floor was opened for discussion. A summary of that discussion is below:

There is an excess of hundreds of thousands of dollars in the current year's budget. The BOD has been led by ExCom in pursuit of a balanced budget. The BOD voted to increase dues and new initiatives were not approved due to costs. There seems to be a disconnect there.

Fundamental problem with the BOD being so judicious, meanwhile there are millions of dollars sitting to the side. Think that is misleading and the BOD could be a little more liberal.

Mr. McQuade responded that PPP loans were forgiven, and that money had been sitting in the operating budget until it was transferred into the reserve budget. Also, the BOD voted to pay off the HQ building loan, but donors were still providing income on an annual basis.

He stated that at the end of the day, Society has revenues and expenses each year and those two have to balance; otherwise, Society will have to use reserves. Additional programs or costs end up costing our membership dues money. It is fiscally responsible to have a balanced budget.

He reported that excesses in the budget are swept into reserves and unexpected overages are pulled from reserves. Do agree that if Society has large reserves and the BOD is not using those reserves to grow and expand programs then the BOD isn't managing that part of the reserves well. Reserve funds should be used to help Society grow.

Clarification on CRC travel was requested. Mr. McQuade reported that DRCs in their three-year term can visit two CRCs outside of their own in their first and second years. It was confirmed that other extreme measures from COVID were rescinded.

It was asked if a minimum, similar to those established for the research fund, had been considered for the general reserve fund? It was confirmed that no such minimums were currently established.

Mr. McQuade reported that the Finance Committee developed a proposal to create a sort of endowment fund once the 2/3 threshold was crossed. Those funds would earn investment income that could then be used to offset the operating budget. Members would be able to donate to the fund as well. If implemented, the fund would help to significantly offset the operating budget in 10 to 15 years.

Clarification on the \$10,000 for the DL program line item was requested. It was suggested that the request was to create a separate line item with the intent of giving CTTC the ability to use the funds they have DL travel carbon offsets.

Mr. Wright (Craig) reported that he received clarification regarding the request for an additional \$10,000. Up until last year, the DL program had taken a big hit following COVID. Looks like the program is on track to use the full budget this Society Year.

The following questions regarding partnerships were asked - Have there been solutions offered to look at partners, perhaps universities, to help cover operating budget expenses? For example, a university has offered to take over and run BuildingEQ. Have we looked at solutions other than donors?

Mr. McQuade responded that was a great out of the box opportunity and one that should have been pursued in the past. Great example of an opportunity Society should pursue.

Clarification on Florida sales tax was requested.

Mr. Wright (Craig) reported that Florida is one of the few states in the US that doesn't charge sales tax to 501(c)3 organizations that aren't charities. Society is sales tax exempt in Florida, so the budget does but a bit of a bump when the Winter Conference is in Orlando.

It was suggested that it might be acceptable for the budget to be negative in the years where there is not an AHR Mexico show – with the understanding that the revenue would return the following year.

Mr. McQuade reported that Society used to have a similar pattern for the Chicago AHR Expo. That pattern has since ended. Society does not currently have a mechanism to constantly look at trimming back projects and programs that aren't providing a good return on investment. It is the responsibility of standing committees and councils to determine if there are programs or initiatives that should be discontinued. If the BOD wants to lower dues over time and give greater value, need to be continually looking at reducing line items that are not producing value.

A member expressed agreement that the BOD needed to continue to take a hard look at the budget. As a BOD member, receive questions from the membership regarding the BOD cutting programs, while Society has a large reserve fund. There are programs that can be added, and reserves can be used.

Mr. McQuade responded that Society must have a 'rainy day fund' to protect itself. He stated that the reserve fund is also an opportunity for Society to fund growth.

It was asked if the new strategic plan initiatives would be part of the budget.

Mr. McQuade responded that the costs of new strategic plan initiatives had not yet been shared with Finance. Once available, costs related to strategic plan initiatives could be funded from reserves.

Ms. Scoggins added that budget items for the new strategic plan would be included in the 2025-26 SY budget.

She stated that she was hearing consensus that the BOD was not concerned with the proposed budget deficit for the 2024-25 SY.

She reported that the budget needed to be balanced on a three-year running average. She asked Mr. McQuade to provide clarification at a future meeting to show the BOD where the budget stands on a three-year running average.

Mr. McQuade suggested that budget deficits should be minimized for financial sustainability. He reported that he would be asking councils and BOD standing committees to take a hard look at their budgets so that the 2024-25 budget can be closer to a balanced budget. He suggested that the BOD should strive for a balanced budget.

Ms. Scoggins stated that motions related to budget reductions should come forward as a motion in Indy. She stated that the BOD may discuss programs one at a time.

She encouraged members of the BOD to read the budget reduction comments and be prepared to discuss in Indy.

PROPOSED EDITS TO ROB 1.140.002.2 – CONFLICT OF INTEREST POLICY

Ms. Scoggins reported that the BOD discussed ROB 1.140.002.2 at the spring meeting. At that meeting, the BOD voted to change the required five-year wait before serving on another board to two-years. The BOD reached consensus that it was not Society's purview to require any wait time before serving on another board.

Ms. Scoggins moved and Mr. Gagnon seconded that

2. That ROB section 1.140.002.2 Conflict of Interest Policy Definition be revised as shown below:
 - A. "Covered Person" includes each of ASHRAE's current ~~and former (within the last two years)~~ (i) directors, (ii) officers and (iii) employees, volunteers, independent contractors, substantial contributors and others who have the ability to exercise substantial influence over the affairs of ASHRAE. For purposes of this Policy, whether an individual has the ability to exercise substantial influence over the affairs of ASHRAE shall be determined in accordance with the intermediate sanctions provisions of the current Internal Revenue Code and related regulations. .

There was no discussion.

MOTION 2 PASSED (Unanimous Vote, CNV).

EXECUTIVE SESSION

Executive session was called at 11:11am.

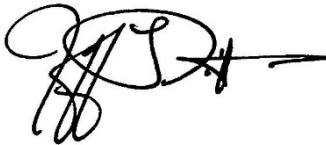
Open session reconvened at 11:29am.

UPCOMING MEETINGS

Ms. Scoggins reviewed BOD meetings for the upcoming Annual Conference. Members were reminded that they should also attend the Planning Committee meeting on Friday for the presentation of the new strategic plan.

ADJOURNMENT

The meeting adjourned without objection at 11:30am.

A handwritten signature in black ink, appearing to read 'J. Littleton', with a horizontal line extending to the right.

Jeff H. Littleton, Secretary

ATTACHMENTS:

A. Program Review Ad Hoc Recommendations

ATTACHMENT A

BOD OPEN SESSION MINUTES 2024 MAY 16

Reduction / Addition	Body	Item	High Savings - \$	Low Savings - \$	Savings - Staff Time	Revenue - High Income \$	Revenue - Low Income \$	Revenue - Staff Time	Action Required by Group
Reduction	MC (via CEC)	Reduce Companion Programs	\$ 22,000	\$ 10,000	10				Accept
Reduction	ALL	Travel Expenses Budgeting							Accept
Reduction	MC	Reduce RP donor recognition physical items	\$ 37,000	\$ 11,000					Accept
Reduction	ALL	Cancel COP (Such as COP28) attendance	\$ 35,000	\$ 30,000	249				Accept
Reduction	TC	Standard Development Time Frame - Cancel Standards that are taking too long to be created or updated.			2-4 hours per week				Accept
Reduction	MC	Membership Tenure Pin Program - Shift to Requesting Pins versus Automatically Sending	\$ 33,600	\$ 33,600	30				Accept
Reduction	MC	K-12 Stem Kits Purchasing by Region or Chapter instead of Society	\$ 5,000	\$ 3,500	50				Accept
Reduction	ALL	Staff Travel to A&W Conference - Optimized each conference							Accept
Reduction	TC	Sunset Building EQ	\$ 93,000	\$ 93,000	520 hours (assumes per year)				Accept
Reduction	MC	PAOE Certificates to be Provided via Digital	\$ 13,000	\$ 2,100	20				Accept
Addition	MC	Sponsorship Umbrella Program							Accept
Addition	MC	Group Pay Launching			TBD	\$ 25,000	\$ 15,000		Accept
Addition	TC	National IAQ / IEQ Standard Development				\$ 225,000	\$ 100,000		Accept
Addition	ALL	Trustees Motion for funding source of Staff salary to come from Foundation				\$ 80,000			Accept

Reduction / Addition	Body	Item	High Savings - \$	Low Savings - \$	Savings - Staff Time	Revenue - High Income \$	Revenue - Low Income \$	Revenue - Staff Time	Action Required by Group
Addition	TC	Foudnation Fund to Expedite Standards be shifted to automatically get credited to Tech Council			Added staff hours likely to be successful.	\$ 112,500			Accept
Addition	ALL	Foundation Travel Award Monies to be transferred to Society				\$ 13,000			Accept
Addition	PE	Professional Development Fund - Use of Interest on Fund Freeing up Budget for other items							Accept
Reduction	MC	Membership Renewal Mailings and Kits - Reduce from 6 mailings to 2 mailings	\$ 266,000	\$ 190,500	36				Accept - Consensus
Reduction	MC	Winter and Annual Freight - Use Box Truck instead of 18-wheeler (Lorry)	\$ 24,000	\$ 24,000					Accept - Consensus
Reduction	PE	Sunset Historical Committee and Use a Staff/Honararium Individual Post	\$ 11,000	\$ 11,000	210				Accept - Consensus
Reduction	TC	Modify RBC to a MTG in lieu of Standing Committee	\$ 7,200	\$ 7,200	0 to 520 (assumes per year)				Accept - Consensus
Reduction	TC	Modify REF-CPCC to a MTG in lieu of Standing Committee	\$ 10,000	\$ 10,000	260 hours per year				Accept - Consensus
Reduction	TC	ANSI - Surrender TAG Administration for BIM TAT to another organization	\$ 2,700	\$ 2,700	30				Accept - Consensus
Reduction	PE	Sunset ASHRAE Global Training Center (Dubai)	\$ 56,000	\$ 16,000					Accept - Consensus
Reduction	MC	Resturcture RP Centralized Training	\$ 75,000	\$ 30,000	70				Accept - Consensus
Addition	MC	Alter RP Campaign Interest Use to Offset Staff Efforts for RP Projects							Accept - Consensus
Reduction	MC	Ordering Plaques for 50yr/75yr Distinguished Member Awards for only those who Acknowledge Award.	\$ 2,000	\$ 2,000	3				Accept - Consensus
Reduction	PE	Adjust Life Members Club / College of Fellows meetings at W&A Conference	\$ 5,000	\$ 3,000	200 to 300				Accept - Consensus

Reduction / Addition	Body	Item	High Savings - \$	Low Savings - \$	Savings - Staff Time	Revenue - High Income \$	Revenue - Low Income \$	Revenue - Staff Time	Action Required by Group
Reduction	PE	Cancel PSSC and move inventory and fulfilling orders in-house	\$ (9,000)	\$ (48,000)					Analyze Further
Reduction	PE Other	Eliminate iEngineering contract support for IT work and provide IT by Staff	\$ 180,100	\$ 140,100	Net negative staff time, but increase in IT	\$ 80,400	\$ 80,400		Analyze Further
Reduction	PEC	Eliminate Winter and Annual Conference Bookstore	\$ (128,000)	\$ (60,000)					Decline
Reduction	MC	Brussels Support Company Elimination	\$ 20,000	\$ 20,000					Decline
Reduction	ALL	Ban Ad Hocs							Decline
Reduction		TFBD Website Content Manager	\$ 130,000	\$ 130,000					Eliminated
Addition	ALL	Online Tools							Lacking Information
Addition	ALL	Private Grants							Lacking Information
Addition	ALL	Mergers and Acquisitions							Lacking Information