



# ANNUAL REPORT 2021

## Contingency Planning Association of the Carolinas, Inc. (CPAC)

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# CHAIRPERSON'S REPORT

## Strategic Highlights

In response to health considerations, CPAC aligned all work strategically to virtual performance. The organization maintained technology platforms to support virtual services.

An attempt to engage membership was made through an email newsletter distribution in 2021. It was not well received with only a 44% open rate. Email communications of any kind did not hit 60% open rates in 2021. Results indicate email does not functionally work for organizational communications and should be minimally considered for future communications strategies.

Finally, membership recruiting through renewals and social media were strategically non-functional. Membership fell by ~58% in 2021. With no Gold nor Silver sponsorships enrolled for this year. This phenomenon is observed in partner organizations indicating a decline in value of membership organizations to our focus professional base. Without members participating financially and actively, consideration of dissolution is a strategy of focus for the coming year.

## Financial Highlights

Financially the organization is unable to maintain the negative cash flow experienced in 2021. A financial loss of nearly \$1,000 was experienced in 2021.

## Operating Highlights

CPAC was able to maintain operations in 2021 experiencing some extensive challenges. The organization has seen a continued drop in member participation. This has resulted in the inability to fill board positions fully with Secretary and Symposium positions left vacant in 2021. Additionally, it has resulted in being unable to fill any chapter positions causing all focus of the reduced Board of Directors to address Charlotte Chapter programs. CPAC experienced a lack of attention to many operational tasks. In order to continue operations, the use of partner resources was engaged to augment internal Charlotte Chapter resources.

## Board Organizational Highlights

The board was unable to fill the Secretary and Symposium Director positions in 2021. CPAC also did not fill any Charlotte Chapter positions further reducing board capacity.

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## Looking Ahead

In 2022, CPAC requires a significant membership enrollment increase to obtain financial stability. This includes member support advocating their organizations engage in Business, Silver, and Gold Sponsorships. There will be consideration of fee activations for resources provided to non-members to drive financial stability. Additionally, there could also be membership increases in fees across all levels.

With vacancy of the Treasurer role there must also be an increase in active member participation in Board of Director roles and Charlotte Chapter roles. These roles require a minimum 10 hour volunteer commitment monthly for organizational activities to continue in 2022.

Partnerships with like organizations will be a key strategy moving forward. Sharing programs with partners will provide additional educational opportunities going forward.

It is the hope of the current Board of Directors that 2022 brings increased engagement throughout this organization. Finding valuable memberships can greatly affect results positively in the upcoming year. Consider volunteering for a Board or Chapter role, driving membership to your co-workers and professional network, and advocating sponsorships by your organization. We can experience growth in 2022 with your help.

**Chris Servia, CBCP, MBCI**

**Chairperson of the Board of Directors**

**12/08/2021**

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# SECRETARY'S REPORT

## Secretary's Report

### Events

03/24/2020 – Membership Meeting(Virtual)

09/30/2021 – Membership Meeting(Virtual)

In coordination with sister organization Business Continuity Professionals of the Carolinas (BCPC), our members had access to additional meetings including:

05/20/2021 – Quarterly Meeting 2Q

08/19/2021 – Quarterly Meeting 3Q

11/18/2021 – Quarterly Meeting 4Q

Events Total: 5

### Board Of Directors Meetings

Board of Directors meetings are scheduled for bi-weekly Tuesdays at 6p ET. Occasional cancellations did occur.

Meetings Total: 16

### Meeting Minutes

Minutes of all 2021 Board of Director meetings are located on the CPAC Board Google Drive at:

My Drive/Board of Directors/Secretary/Agendas and Minutes

Minutes of all meetings were recorded, circulated, and confirmed via quorum by the Board of Directors. Records of circulation are maintained in the [Chairman@cpaccarolinas.org](mailto:Chairman@cpaccarolinas.org) email box in the "Sent" folder for a period of no less than 1 calendar year.

### Other Items Of Interest

- Physical Inventory/ Keys – Verified once in 2021

- Postal Services – Renewed in 2021 for 1 year
- Shipping & Receiving – None. Established permanent address with USPS for consistent availability for shipping/receiving
- Legal/Secretary of State
  - Annual Report Filing with SOS (N/A – Not yet filed)
  - By-Laws Revision Summary (N/A – Require update but additional materials not completed by all board members in 2021)
- Procedural Reviews – Not conducted in 2021
- Role Definition Reviews – Not complete, a few roles written

### **Secretary's Summary**

Materials for meetings and physical inventory were maintained well in 2021. Challenges exist in role definitions and procedural reviews. Inability to fill the Secretary Role in 2021 affected maintenance of records and is not sustainable.



# TREASURY DIRECTOR'S REPORT

## FINANCIAL SUMMARY

CPAC has a total savings of \$9,806.25, which has remained steady throughout the year. The checking account has a total of \$2,248.39 which was balanced out in the beginning of the year, however has slowly started to decrease in the last few months of 2021 due to the lack of revenue while maintaining the current expenses. At this time, CPAC is spending more on monthly fees, mostly due to storage costs and the annual Website fee, than what the organization is bringing in. In order to ensure our financial sustainability, we will need to strengthen our membership base and sponsorships, or begin to review other ways to secure funding.



# FINANCIAL STATEMENTS

## Statement of Financial Position

- CPAC is responsible for a monthly Storage fee, as well as annual fees for the Website, accounting and bookkeeping, the post office fee for the P.O. Box, and the Zoom account.
- Currently, CPAC has a greater number of Expenses than what the organization is bringing in as Revenue.
- Ownership Equity – CPAC maintains an inventory of owned assets housed in self-storage. That inventory is available from the Treasurer.

## Statement of Comprehensive Income (Profits and Losses)

- Total Revenue for 2021 is \$675.00 all gained from annual Membership Fees
- Total Expenses for 2021 is \$1616.57 with the largest expenses being the monthly storage fee, and annual website fee.

## Statement of Changes in Equity

Business Choice Checking					
DATE	Deposits / Credits	Withdrawals / Debits	Vendor	Transaction Type	Comments
1/1/2021		\$61.00	Prime Storage	Debit Card	Recurring payment for storage unit
1/19/2021	\$35.00		Merch Srv Bkcrd		Membership Fee
1/21/2021		\$650.00		Check	Accountant
2/1/2021		\$1.35	Wells Fargo	Debit Card	ACH Debit Merch Svr Fee
2/11/2021		\$61.00	Prime Storage	Debit Card	Recurring payment for storage unit
3/2/2021	\$70.00		Merch Srv Bkcrd		Membership Fee
3/5/2021	\$35.00		Merch Srv Bkcrd		Membership Fee
3/11/2021		\$61.00	Prime Storage	Debit Card	Recurring payment for storage unit
3/12/2021	\$50.00		Merch Srv Bkcrd		Membership Fee
3/17/2021	\$35.00		Merch Srv Bkcrd		Membership Fee



3/18/2021	\$70.00		Merch Srv Bkcrd		Membership Fee
3/18/2021	\$50.00		Mobile Deposite		Membership Fee
3/26/2021	\$35.00		Merch Srv Bkcrd		Membership Fee
4/1/2021	\$85.00		Merch Srv Bkcrd		Membership Fee
4/2/2021	\$70.00		Merch Srv Bkcrd		Membership Fee
4/2/2021		\$13.92	Business to Business - Merch Svc Bkcrd Fee		
4/19/2021		\$78.00	Priime Storage	Debit Card	Recurring payment for storage
5/3/2021		\$2.62			Merch Srv Bkcrd Fees
5/11/2021		\$63.00			Recurring payment for storage unit
6/1/2021	\$35.00				Membership Fee
6/2/2021		\$1.36			Business to Business - Merch Svc Bkcrd Fee
6/11/2021		\$63.00			Recurring payment for storage unit
7/7/2021		\$134.00		Debit Card	USPS Box
7/13/2021	\$70.00		Merch Srv Bkcrd		Membership Fee
7/13/2021		\$68.00	Prime Storage	Debit Card	Recurring payment for storage unit
7/22/2021	\$35.00		Merch Srv Bkcrd		Membership Fee
8/2/2021		\$4.42	Merch Srv Bkcrd		
8/11/2021		\$68.00	Prime Storage	Debit Card	Recurring payment for storage unit
9/13/2021		\$68.00	Prime Storage	Debit Card	Recurring payment for storage unit
9/14/2021		\$149.90	Zoom	Debit Card	Recurring payment for Zoom platform
10/13/2021		\$68.00	Prime Storage	Debit Card	Recurring payment for storage unit

	Total Deposits / Credits	Total Withdrawals / Debits			
	\$675.00	\$1,616.57			

## Statement of Cash Flows

- \$675 earned in Membership Fees
- \$0 in Sponsorship Fees for 2021

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# NOTES TO FINANCIAL STATEMENTS

## **Revenue**

In 2022, CPAC will need to gain Sponsorships, new Membership, and other ways of generating revenue in order to maintain the organization.

## **Data Availability**

For development of this report in a timely manner, financial data through 10/31/2021 is included. Additional records received after this date can be obtained from the Treasurer directly.

# MEMBERSHIP DIRECTOR'S REPORT

## Membership Report

Previous Year Member Count: ~80 (Directors included)

Current Year Member Count: 34 (Directors included)

Growth/Loss Count: ~46 Loss (Loss of Key Sponsorship)

Growth/Loss Percentage: ~58% Loss for 2021

## Sponsorship Report

Current Year Gold: 0

Current Year Silver: 0

Current Year Business: 4

### Gold Sponsors

- N/A

### Silver Sponsors

- N/A

### Business Sponsors

- Clemson University
- Continental Tire NA
- Charlotte Pipe & Founders Company
- First Bank

## Membership Director's Summary

Sponsorships declined in 2021 resulting in effects on member participation and financial performance. Individual memberships cannot continue to sustain organizational performance.

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# PUBLIC RELATIONS DIRECTOR'S REPORT

## Public Relations Report

### Events

See Secretary report above.

Local publications used for announcements included LinkedIn and Instagram.

### Partnership Alignments

Business Continuity Professionals of the Carolinas(BCPC)

MidAmerica Contingency Planning Forum(MCPF)

### CPAC Newsletters

One newsletter was published in 2021. Distributed to members via email, current filled roles addressed topics of interest. A record of the distribution is maintained in the Wild Apricot membership management system.

### Membership Promotions

None in 2021.

## Public Relations Director's Summary

Distributions of meetings, partner resources, and information were completed for 2021 as necessary.

#### Forward Looking Statements

This communication contains general “forward-looking statements” regarding the financial condition, results of operations, business plans and future performance of CPAC. Words such as “anticipates,” “believes,” “estimates,” “expects,” “forecasts,” “intends,” “plans,” “projects,” “targets,” “could,” “may,” “should,” “will” or other generally similar words and/or expressions are intended to identify these forward-looking statements. These forward-looking statements are based on CPAC’s current expectations and assumptions regarding businesses, the economy, and other future conditions. Because forward-looking statements relate to future results and occurrences, they are subject to inherent risks, uncertainties, changes in circumstances and other factors that are difficult to predict. Many possible events or factors could affect CPAC’s future results and performance and could cause the actual results, performance or achievements to differ materially from any anticipated results expressed or implied by such forward-looking statements. CPAC disclaims any obligation to update such factors or to publicly announce the results of any revisions to any of the forward-looking statements included herein to reflect future events or developments.

The CPAC [Privacy Policy](https://www.CPACCarolinas.org) is maintained online via the website at [www.CPACCarolinas.org](https://www.CPACCarolinas.org). Always refer to the website for the most current materials.

Release of this annual report is conducted under:

1. Development by the current year Board of Directors as contributors to content of the report
2. Approval by the incoming Board of Directors for the upcoming year
3. Finalized by filing the report with the North Carolina Secretary of State

This Annual Report is aligned to requirements as defined under the By-Laws of the Contingency Planning Association of the Carolinas, Inc.

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