



May 15, 2023

Karl Palachuk
National Society of IT Service Providers
5716 Folsom Blvd.
Sacramento, CA 95819

Email: administrator@nsitsp.org

RE: Association Management Proposal

Dear Karl:

Thank you for the opportunity to present the following proposal to the National Society of IT Service Providers (NSITSP) for association management services.

Forius Association Management Services (FAMS) provides best-in-class service and helps our clients establish best practices to maintain and increase their relevance in their respective industries. While we clearly understand that each association we work with is an independent organization, we have developed management practices with synergies between the organizations to maximize efficiencies and optimize costs.

With your thorough RFP, we were able to easily envision how FAMS could incorporate NSITSP into our current group of clients. The size, scope, and current activities are such a good fit for our association management organization. We have worked with other clients as they transition from a volunteer run to a volunteer led organization.

When we looked at the detailed scope of services outlined in the RFP, all activities land within our current wheelhouse. Working with boards and committees, planning webinars and conferences, creating newsletters and member communication, and membership management are things we do every day. Clients the size of NSITSP typically have an executive director and administrative coordinator along with marketing and accounting support.

We respectfully submit the following proposal for association management services to NSITSP. We welcome any additional questions and hope to be considered as you select finalists for additional interviews.

**NSITSP/FORIUS (AMS) ASSOCIATION
MANAGEMENT PROPOSAL
May 19, 2023**

I. EXECUTIVE SUMMARY

The National Society of IT Service Providers (NSITSP) was established in 2021. It is a professional organization. NSITSP provide pathways to establish high standards and ethics, and to improve the perception and credibility of the IT profession through actions driven by member engagement.

NSITSP is looking for an Association Management Company (AMC) partner. The AMC could serve as the official address of the organization, including maintaining a telephone and mailing address that will serve as the contact location for NSITSP. The AMC could store and maintain all records as needed for the operation of the organization in an effective and appropriate way.

Forius Association Management Services (Forius AMS) designs our association and group management services based on the needs of the client. We can provide everything from executive management to administrative support, marketing, accounting, and IT services, as well as event and meeting management. We tailor a package to fit your needs.

FAMS manages the following:

- Unclaimed Property Professionals Organization (UPPO), a 501(c)(6) tax exempt trade association. UPPO is a national organization with 400+ member companies throughout the U.S. and Canada, serving 1,400 individual unclaimed property compliance professionals. We received a recognition award for 10 years of outstanding management in 2020.
- Shareholder Services Association (SSA), a 501 (c)(6) tax exempt trade association. SSA is a national organization with 100+ member companies throughout the US, United Kingdom and Canada, serving 241 individual shareholder services professionals.
- Association for Passive Optical LAN (APOLAN), a 501 (c) (6) tax exempt trade association. APOLAN is a national organization with 26 member companies throughout the US that specialize in optical fiber technologies.
- League of Railway Women (LRW), a 501(c) (6) tax exempt trade association. LRW is a national organization with 2,300 members working in the railway industry.
- American Conifer Society (ACS), a 501 (c) (3) tax exempt charitable association. ACS is a national organization with 1,800 members who have a passion for conifer (cone-bearing plants).
- Fifteen local, regional, and national B2B credit groups for a variety of industries, including building suppliers, concrete, manufacturing, HVAC, and aviation.
- Specialty groups, including the Shared Services Group, SAP and GETPAID User Groups, which bring together members to discuss common issues, best practices and more.

FAMS is a division of Forius Business Credit Resources, which is a wholly owned for-profit subsidiary of the National Association of Credit Management North Central (NACM NC). NACM NC is a 501(c)(6) tax exempt trade association formed in 1896. We have a staff of 19 professionals who specialize in association management and providing the very best products and services to our members and clients.

You might be asking yourself how we got into association management. NACM NC has managed many industry credit groups on the local, regional, and national levels for decades. Each of the 15 groups we manage is like a small association. Each has a leadership board, members, and the needs of an association. In 2009, we entered into our first association management agreement with the Unclaimed Property Professionals Organization (UPPO) and the rest is history. UPPO recommended us to the Shareholder Services Association (SSA), and we began managing SSA in 2018. SSA has recently renewed for a five-year term. We are proud of the work we have accomplished with the clients we serve. In 2019, the NACM NC and Forius board of directors made the decision to create FAMS and to dedicate the time and resources to grow the association management side of our business. In 2022, we successfully onboarded three new clients, all transitioning from volunteer run to volunteer led. FAMS is a member of the AMC Institute.

II. PROPOSED ASSOCIATION MANAGEMENT SERVICES

Shannon Wild will be responsible for coordinating FAMS staff assigned to NSITSP activities to fulfill day-to-day and strategic initiatives as determined by NSITSP's board of directors. The staff will provide day-to-day management and administration of NSITSP to ensure the strategic direction set by the board of directors is successfully implemented. FAMS reserves the right to assign staff according to organizational staffing needs. Below is what can be carried out by the Executive Director.

- Implement the strategic initiatives set forth by the Board of Directors, work closely with the board to implement board policies, procedures, and programs
- Provide sufficient professional staff to carry out services, attend all NSITSP meetings, as required
- Build Relevant Programs: Evaluate existing services with the leadership to evaluate relevance, refine or eliminate existing services as appropriate, and adding new services/benefits/resources of high value to members and customers
- Governance: Support Board/Committee/Industry/Volunteer interaction, leadership development and participation
- Financial: Financial management including annual budgeting, monthly financial review
- Legal: Seek advice from NSITSP's Legal Counsel when necessary or provide legal counsel if necessary
- Marketing and Communications: Assist with the development of relevant content and messaging for members and non-members to drive engagement.

III. DESCRIPTION OF SERVICES PROPOSED

General Office/Location Services – *We suggest you use these services when managed by FAMS*

FAMS would suggest using the FAMS offices located at 8441 Wayzata Blvd., Suite 270, Golden Valley, MN 55426 for its headquarters location. This address would be published on all NSITSP collateral as deemed applicable and on the website.

FAMS can process outgoing mail for NSITSP if needed and will bill NSITSP monthly for postage as logged in the postage machine.

FAMS could act as NSITSP's registered agent in the State of Minnesota and receive any state/jurisdictional services. FAMS will also ensure annual registration filings for NSITSP to do business in Minnesota, any registration fees to be paid by NSITSP. Should NSITSP also wish FAMS to manage its annual corporate filing in NSITSP's state of domicile, we will do so using the services of Corporation Services Company (CSC) and NSITSP will be responsible for any fees associated with NSITSP's services and registration fees as required. If NSITSP already has a relationship with a registered agent and filing service provider, we would be happy to work with the provider.

Email Services

FAMS can work with NSITSP to obtain Microsoft Office licenses, that will allow for up to five NSITSP dedicated email addresses. These addresses will "belong" to NSITSP, with the monthly Microsoft licensing fees paid directly by NSITSP. The cost is currently approximately \$100 per month, billed directly by Microsoft to NSITSP. The advantage of providing email addresses in this fashion is it provides protection for NSITSP as the email addresses will "belong" to NSITSP in the event AMC services are changed in the future. Should NSITSP already have Microsoft Office licenses, we will work with you to transition the email addresses to FAMS staff and assist in maintaining timely license renewals.

Storage Requirements

FAMS can provide both electronic and physical file space for NSITSP records and files, in addition to storage space for historical records and/or other NSITSP materials and equipment if needed and within reason. Should the storage need of NSITSP exceed what FAMS can reasonably accommodate, we will be happy to find alternative storage options. Any costs associated with alternative storage would be the responsibility of NSITSP.

Board and Committee Support

FAMS will provide the necessary support for NSITSP's board and committees as needed. FAMS would assign a staff liaison to each established association committee who is responsible for the administrative tasks such as scheduling meetings, assisting with the development of agenda and corresponding materials. If appropriate, the staff liaison will attend the meetings (via conference or video call) and will record minutes, as necessary.

Financial Management

Accounting: Accounts Receivable and Payables and Financial Reporting

FAMS will provide the necessary accounting support. We do require our clients to have a license for QuickBooks Online (QBO) if they do not already have one. A QBO license fee is currently approximately

\$60 per month which is the discounted rate to FAMS and billed monthly to the client. Should NSITSP ever change AMC's, the license transfers to NSITSP. We will process, record and deposit payments received for NSITSP. Invoices will be processed in accordance with NSITSP's practices and payment will be issued accordingly. We will reconcile the bank statement and produce monthly financial statements.

FAMS and the NSITSP Board will need to determine banking requirements. Forius AMS' preference is to work with NSITSP's established banking institution so long as there are branch locations in the Minneapolis area and/or a vibrant online application. If necessary, we will work with NSITSP to establish a local banking relationship. NSITSP will be responsible for all banking fees.

Budget Preparation and Tracking

FAMS staff will work with NSITSP's treasurer as applicable, to develop the annual operating budget. Approved annual budget figures will be entered into QBO and will be used in the reporting, clearly comparing actual income and expenses to budget. In addition, access to the budget will be made available to the Board as required with applicable security settings.

Credit Card Processing

FAMS will either use the credit card processor that NSITSP currently uses or will recommend a processor that is able to integrate credit card processing into your membership database. FAMS will not record or store credit card information for NSITSP or its membership due to PCI compliance issues. If the processor can retain credit card information security in compliance with all state and federal laws and regulations, FAMS will work with them to establish "best practices". NSITSP will be responsible for all credit card processing charges and fees.

Audit and Tax Filings

FAMS will work with NSITSP's Treasurer regarding the necessary tax filings in NSITSP's state of incorporation and federal 990 requirements. Should NSITSP require an audit, FAMS staff will arrange for the annual audit based on the policy and procedures of NSITSP. All expenses for the preparation of the 990 and/or audit are the responsibility of NSITSP.

Insurance

FAMS will work with the applicable NSITSP leadership to obtain the necessary insurance including Event Cancellation Insurance (when hosting own conference), Directors and Officers Insurance, Errors and Omissions Insurance, and general liability. We will work with NSITSP's current insurance provider and/or provide quotes for insurance to be approved by NSITSP leadership. All expenses related to insurance will be the responsibility of NSITSP.

Membership Support Services

Database & Web Services

FAMS uses YourMembership (YM) for the associations that we manage. We can aid NSITSP in comparing the pricing and interface capabilities with YM as well as other platforms to assure that NSITSP is getting the best platform for their individual needs. YourMembership costs approximately \$3,495 per year for

three administrator seats (additional seats can be added), is web-based and provides complete database management, website functionality, membership registration, dues renewal, event registration, membership directory and volunteer management modules. This software allows staff to completely maintain the website, database, and all the other functionality without the need for special programming, etc. Because it is web-based and NSITSP will own the license, it also provides NSITSP with portability if it should ever decide to change management companies.

Membership Retention

For all associations, members are the lifeblood. We understand NSITSP would like to continue to grow membership. We look forward to the opportunity to work with NSITSP's membership committee to develop a membership recruitment and retention strategy to meet the goals of NSITSP.

Member Communication Support Services

FAMS will work with NSITSP's board of directors and other leaders to create newsletters and/or other communications that are required for members. It is our assumption that any relevant article regarding industry specific topics will be written by NSITSP members, however, should NSITSP require assistance with writing content, FAMS uses a professional writer who can assist. FAMS will develop any necessary marketing text to assure events are properly marketed to maximize participation. We will also support any social media platforms established by NSITSP such as LinkedIn, Twitter, and/or Facebook accounts.

Web Services

FAMS will ensure the website is updated accordingly with news, upcoming meetings, and events, etc. NSITSP will be required to provide the information regarding its domain registration, etc. NSITSP will be responsible for any fees and expenses related to the continued registration of the domains.

Conference Management and Program Development

Site Selection and Contract Negotiations

While we understand you are not currently holding conferences, if this becomes an area of expansion for NSITSP, FAMS has professional meeting planners on staff. They are experienced at sourcing meetings, performing site reviews, and negotiating venue contracts at the direction of the Board. NSITSP would be responsible for approving all venue contracts as well as any financial obligations from subsequent contracts.

General and Other Required Statements:

FAMS prides itself in the service it provides to all its association clients, members, and customers. We have an experienced team of association professionals on our staff. Our association management philosophy is that the members of the associations we serve, should see us as the association's staff, not as a management company. We get to know the members and we provide service that is second to none. As the President and COO of Forius AMS, I personally expect excellence in myself and my team and, also in the associations we work with.

We work with our association leaders to help establish and maintain best practices that will help the association to maintain ethical behavior, grow its membership and maintain a strong financial position. We turn down requests to bid on association business when we do not feel it is a good fit for us. We are confident we are a good fit for NSITSP.

FAMS prefers to use a fixed fee based on the estimated hours to be spent providing the outlined services. We do not believe in “nickel and diming” our clients, but rather receiving a fair fee for our services. We do an annual review of the time spent and do request a formal performance review be conducted annually to assure all parties are satisfied with the relationship.

We understand that the RFP attempts to outline the “regular and expected activities” for the AMC. We have done our best to respond and outline our services with “assumptions” as described.

Should NSITSP select FAMS as its AMC finalist, we will request additional details before finalizing a contract. If there are unexpected issues that will cause FAMS considerable additional costs due to a lack of information provided in the RFP, we would bring the issue(s) forward and work in honest collaboration to negotiate a solution.

IV: ESTIMATED EMPLOYEE HOURS AND COSTS

Position	Estimated Hours
Executive VP Oversight	.5 hours per week, 26 hours per year - \$100 p hr/\$2,600 p/yr
Executive Director	5 hours per week, 260 hours per year - \$60 p/hr = \$15,600 p/yr
Administrative Support	5 hours per week, 260 hours per year - \$40 p/hr = \$10,400 p/yr
Marketing Support	2 hour per week, 104 hours per year - \$95 p/hr = \$9880 p/yr
Finance Support	\$350 per month - \$4,200 p/yr
IT Support – one week of onboarding and transfer of licenses, annual domain registration, etc.	\$5,900 – one time cost
Storage and Overhead costs	\$1000 annual fee
ANNUAL FEE (EST)	\$43,680
ADDITIONAL FEES	Estimated
Microsoft Office licenses (email addresses)	\$100 per month / \$1,200 annually
QuickBooks Online license	\$60 per month /\$720 Annually
YourMembership	\$3,495 Annually

	One time implementation fee \$1,250
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LIABILITY AND CONTRACT LANGUAGE

FAMS is proposing an initial contract term of two (2) years with a termination clause to allow either party to terminate the agreement at any time with written notice of ninety (90) days. During the first year of the term, FAMS and NSITSP will review the progress of the services being provided within the first six (6) months. FAMS understands that during the transition period, issues may arise that were not contemplated by either party. Should unexpected requirements arise that will exceed the normal transition period or will be permanent in nature will require review by FAMS and NSITSP leadership to find mutually agreeable resolution.

Contract services and fees would be reviewed at a minimum annually, with the ability to add additional services upon request by NSITSP at any time and subject to Forius AMS' ability to provide the additional services.

The contract must include mutual hold harmless and limited liability language to protect both parties. In addition, language will be included to address confidential information, employee status, non-compete provisions and dispute resolution.

SUMMARY

Thank you for the opportunity to present this proposal to NSITSP. We welcome the opportunity for additional discussion and look forward to hearing from you.

Respectfully submitted,



Toni J. Nuernberg,
CAE, CBF, CGA
President and COO

Forius Association Management Services TEAM



Shannon Wild, CAE, Vice President FAMS

Shannon Wild is an experienced association professional and handles the day-to-day management of Forius Association Management Services. She has been working with associations for fifteen years with a focus on governance and meeting planning. Prior to her work with associations, she was a manager at a software company. Shannon also brings additional experience in sales management, budgeting, tradeshow coordination, certificate and certification management, and contract administration.

Prior to coming to Forius AMS, Wild worked for an association management company managing the day-to-day operations of the clients she was assigned to support, including sourcing, and executing large conferences both domestically and abroad. She is an active member of the American Society of Association Executives and Associations North (formerly Midwest Society of Association Executives).



Toni J. Nuernberg, CAE, CBF, CGA, President and COO

Toni Nuernberg joined NACM North Central and Forius as President and COO in November 2009. A certified association executive, Nuernberg also serves as the Executive Director for the Unclaimed Property Professionals Association (UPPO). Prior to her current role Nuernberg held the position of Executive Director for the Ethanol Promotion and Information Council, but the majority of her career was spent as a senior member of the staff of ACA International, The Association of Credit and Collection Professionals, for which she served for almost 30 years. Nuernberg served as the chief operating officer of ACA International Holding Company Inc. and its for-profit subsidiaries, ACA International Enterprises Inc. (ACAE) and Collectors Insurance Agency Inc.

Nuernberg has degrees in accounting and organizational behavior and communications from Concordia University. Nuernberg received her accreditation as a Certified Association Executive (CAE) in 1996. She is an active member of the American Society of Association Executives and served for five years on the Board of Directors and Executive Committees of Associations North (formerly Midwest Society of Association Executives).



Tanya Guy, Executive Vice President

Tanya Guy is the Executive Vice President of Forius. With over 30 years of association experience, Guy currently serves as the Executive Vice President for business services of Forius and NACM North Central. She is responsible for the management of our key partners including Experian, Dun and Bradstreet and Equifax. She is involved with Board of Directors activities and routinely facilitates events with their members and clients.

Guy also serves as the Executive Director for the Shareholder Services Association (SSA) taking on the daily requirements of SSA's needs. Guy has been participating in the Board of Directors meetings and has been onsite at the annual conference for the Unclaimed Property Professionals Organization. As Nuernberg's "second in command", she is the designated "Acting President" in Forius AMS' disaster CRTRA and can step into that role immediately. Tanya is an active member of Associations North (formerly Midwest Society of Association Executives).



Brianne Scott, Senior Client Services Manager

Brianne Scott has over eight years of association management experience with an emphasis on membership, event facilitation, and database management. Her responsibilities vary based on client needs and include management of associations' operations, governance, membership, marketing, communications, meeting planning, and database integrity. She currently serves as the Association Services Manager for the Unclaimed Property Professionals Organization (UPPO) and Executive Director for the Associations of Passive Optical LAN (APOLAN).

Prior to Scott's work with associations, her professional experience included telecommunications, project coordination, training, and extensive customer and client service.



Kathryn Keeler, Senior Client Services Manager

Kathryn Keeler joined Forius in 2018. In her role as Senior Client Services Manager, serves as the Deputy Director of the League of Railway Women (LRW), Executive Director of Shareholder Services Association (SSA), and Office Manager for the American Conifer Society (ACS). Prior to working at Forius, she's held roles in for-profit and non-profit companies.

Keeler has a BA degree in Speech Communication with a minor in Marketing from St. Cloud State University. She has a Diversity, Equity, and Inclusion in the Workplace Certificate from the University of South Florida. She holds a Mini master's in project management and a Certificate in Fund Raising and Fund Development from the University of St. Thomas. Keeler is an active member of Associations North (formerly Midwest Society of Association Executives). She is actively pursuing her Certified Association Executive (CAE) credentials.



Christina L. Docauer, Executive Administrative Assistant

Christina Docauer joined NACM and Forius as an Executive Administrative Assistant in 2022. As a certified group administrator, Docauer serves as the Executive Administrative Assistant for the League of Railway Women, the American Conifer Society, Shareholder Services Association (SSA) and the Association for Passive Optical Lan (APOLAN).

Docauer has a bachelor's degree in Communication Studies from St. Catherine University, graduating as a part of the Lambda Pi Eta Honor Society in 2018.

REFERENCES (Used with permission)

APOLAN

Alan Bertsch, Board of Director and Treasurer

Email: abertsch@gypsys.com

Phone: 813.205.5020

Unclaimed Property Professionals Organization (UPPO)

Heather Steffans, Board Past President

Email: heather.steffans@marketsphere.com

Phone: 816.559.0619

Shareholder Services Organization (SSA)

Nicole Mauney, Board President

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NACM North Central (NACM NC)

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