



IAI Southwest Chapter Board Meeting Agenda

Date: Tuesday, March 10, 2026

Time: 2:00 PM MST

Location: Virtual – IAI Zoom

1. Call to Order

- Chair: Jennifer Schaefer

2. Roll Call

- **In Attendance:**
 - **Jennifer Schaefer, JC Felix, Jason Hamill, Kim Horstman, Mayna Myers, Anthony Parco, & David Lund**
- **Not in Attendance:**
 - **Emily Kuhn**

3. Chair Update – Jennifer Schaefer

- Discussion on Board alignment structure– email sent to the Board-
 - **Notes-** The Southwest Chapter is to maintain our current leadership roles for the remainder of this year. As this is our inaugural year, continuity and consistency will allow us to build on the strong cadence, rhythm, and momentum we've established.
- (5-6 people) who clicked QR code to become part of a Chapter that are in the SW area.
 - Craig Davis, Amy Flores, Kylie Lowe, Chris Sibilla, Jason Sink
 - Informational interview as needed.
 - **Notes:** will thoughtfully explore ways to involve them this year where appropriate, while also planning intentionally for next year's leadership structure.

4. Vice Chair – JC Felix

- ORCA Events (Attend): Monthly Meetings/ Virtual
 - AZORCA: April 9, 2026 Phoenix, AZ – FREE SYMPOSIUM (Jennifer)
 - SDORCA San Diego, CA- April 30, 2026- Vista CA- Must be Member to attend.
 - [San Diego ORCA - Home](#)
 - Cargo Theft ORCA - TBD

5. Secretary Communications Chair – Kim Horstman

- Outstanding items- possible scholarship offer to SIU in Insurance industry
- **Notes:** David Lund reviewed 3 ways to obtain a scholarship:
 - Attend WZ Webinar
 - IAI Scholarship Application
 - Professional sponsor

6. Marketing Chair – Mayna Myers

- LINKEDIN 101 – March
 - 30 second videos – send out weekly bi-weekly
 - Thank you! Collage to be posted of educational sessions.
- **Notes: LinkedIn Statistics- Thanks Mayna**
 - Data will be monitored and stored monthly and quarterly and shared to group
 - All LinkedIn users have access to data
 - Data to be measured and current stats for last 90 days:
 - Members count last- 42
 - Posts- 4 total
 - Post Views- 3020
 - Engagement-9,383
 - Demographics-
 - Retail- 42.5%
 - Security and Investigation-10%
 - Asset Protection Managers/LP Managers- 11.9%
 - Directors of Public Safety-7.9%
 - Other-27.7- Opportunity to grow viewership was identified!
- **Notes: Jason's 30 Second Videos**
 - Total of 6
 - Will be send out on Tuesdays for maximum viewership
 - Lund recommended using the following hashtags to improve viewership

#IAI
#CFI
#CFIEvolved
#WZTrained
#EliteInterviewer
#EthicalInterviewing
#CertifiedInterviewer
#CertifiedForensicInterviewer

7. Outreach & Membership Chair – Tony Parco

- LINKEDIN post with QR Codes posted 2.23.26 – POSTED
- Mayna can pull analytics on membership – member roster- **42 members as of 3/10/2026**

8. Education & Training Chair – Jason Hamill

- Q1 Event Feedback
- **Notes:** Great work Jason!
 - Surveys-
 - Reviewed ideas to capture presenter feedback
 - To be done every 6 months?
 - David recommended the use of JotForm after presentations for feedback

9. Quarterly Meeting & Event Planning Review

- **Q2 5.12.26:** In-Person/ Virtual Phoenix - Presenter: Chris Norris, CFI and Det: Tanya Kepplinger Jennifer, Kim, JC and Tony planning to attend in person. Board mtg 1hr prior + lunch, also invite Chris & Tanya Phoenix, AZ (T-Mobile: Dobson and Baseline: Mesa)
- **Q3:** Format and location discussion (TBD) CA, NM, AZ, CO
 - Las Vegas, NV (T-Mobile*/ EPIC Location): Jeffrey Deskovic, Esq., M.A.
 - Jennifer and JC discuss EOM with Jeff
- **Q4:** Elite Training Days (October 13–15, 2026 | Milwaukee area)
 - Board Meeting tentative: 10.13.26 (Red Knot)
 - Inquiry with Emily about free board attendance to ETD-she adv historically only 2 per Chapter but she will check to see - Jennifer, JC and Tony plan to go regardless, Kim maybe

10. Old Business

- **CFI Evolved** – check back with Emily? JC send email
- **Notes:**
 - Emily/David-As a chapter board member, you are eligible for a scholarship for the Certified Forensic Interviewer (CFI) Online Preparation Course and exam!

11. New Business

- LINKEDIN posting short podcast
 - Rapport/ Human Connection/ Communication (Success Stories)
 - Carry Forward – Quarterly Topics per Board Practitioner Ideas



Get Involved!



**CFI
Spotlights**



**Join an
IAI Chapter**



**Private AI
Enablement**



**IAI Advisory
Board Application**