

Board of Directors Meeting

Date: June 24, 2021

Time: Meeting 7:30 – 8:30 a.m.

Location: Zoom Meeting

I. Call to Order

- **II. Consent Agenda** approval and acceptance of the following:
 - Meeting Agenda
 - May Meeting Minutes

III. Building The Dream

- Dashboard
- Committee (Sub-Committees)
- Event

IV. Governance

- New Board Directors
 - o Jon Pollock

V. Foundation Business

- District Literacy Proposal "One Book One District"
- Lend A Hand
- 8th Grade Career Expo
- Financials

VI. Adjourn

Next Meeting: Date: Aug. 26, 2021—Annual Meeting

Time: 7:30 – 09:30 a.m.

Location: TBD

Important Dates:

Building The Dream

Thursday, September 30 | Wings Over the Rockies, Exploration of Flight | 5:30pm-8:30 p.m.



Board of Directors Meeting

Date: May 27, 2021 Time: 7:30-8:30 a.m.

Location: Online Zoom Meeting

In attendance: Nancy Bunte, Jay Calderone, Pam Feuerstein, Lisa Hinton, Janet Lowe, Venetia Marshall, Randy

Preble and Dave Welcom

Staff & Guest: Ashley Sommers, Amanda Ravsten and Jill Korenek

Absent: Timi Aguilar, Derek Bradfield, Elizabeth Hanson, Jake Meuli and Ted Knight

Consent Agenda - approval and acceptance of the following: Meeting Agenda, April Minutes, Nancy Bunte made the motion to approve and Jay Calderone seconded the motion. All in favor.

Building The Dream

With a very aggressive goal of \$250,000, all introductions will be needed. The last two years the gala has averaged \$55,000 in gross profit. In the documents for today's meeting everyone received the proposed events sub-committee descriptions. Pam Feuerstein explained the three subcommittees: Fundraising, Logistics and Sponsorships. Fundraising committee will help with the auction, both in person and virtual bidding options, where additional funds will be raised the night of the event. The logistics committee will help with event details, event communications, info-graphics and the program. The sponsorship committee will help acquire sponsors for the event and develop a strategy on how to get sponsors for and to the event. Venetia Marshall remarked that all board members should volunteer for one of the three committees. Email Ashley by Wednesday, June 2 with the committee you will be volunteering. Venetia also requested that board Directors engage in writing thank you notes for donations and sponsorships and/or calling to thank them for supporting the Foundation. The Foundation will be contracting with Bolder Events to assist with the online auction and event registration. This will be an in person event, Thursday, Sept. 30. Ashley will email the sponsorship menu.

2019-2020 Audit Presentation

At this time, Jill Korenek with JDS Professional Group reported to the Foundation Board of Directors the annual audit.

Presentation of the Financial Statements and explanations of line items. Audit opinion and documents prepared and ready, after final approval of all verbiage.

The auditors made three recommendations:

- 1. Implement procedures to ensure internal financial statements are properly stated.
- 2. Implement procedures to ensure supporting documentation for chapter deposits are properly maintained.
- 3. Strengthen controls relating to credit card disbursement transactions.

Ashley and Amanda will review processes and implement new policies for credit card transactions.



<u>Governance</u>

Randy Preble shared that he and Ashley virtually met with Jon Pollock and recommended his candidacy. Ashley mentioned that Jon has an extensive background in Marketing and would be a great adviser as we roll out the funding pillars. Venetia mentioned that there are four other candidates that have been recommended and will be explored for candidacy. Kim Oberg, a retiree who is very active in the community; K. Stokes the President of a local real estate brokerage and a great motivational speaker-with students in the District; Daniel Wynn, has students in the District and involved with local sports and Dr. Trent Redfern, a local dentist who is very passionate about public education. As other Executive members meet with the above candidates, they will be recommended for a Director seat or to serve on an upcoming event committee.

Foundation Updates

Lend A Hand

Plans for the annual school supply drive are underway. The Foundation will be collaborating with the Douglas County Libraries again this year as school supply drop off sites. Annually, the Foundation partners with the County's Strive to Thrive event and are waiting on date and time of event. The backpack pickups will be at three elementary schools across the district and will have those dates finalized shortly.

<u>Financials</u>

Amanda Ravsten presented the financials. Janet Lowe requested a glossary of programs; scholarships and events to help Board Directors further understand the different restricted funds.

Adjourn Meeting-adjourned at 8:32 a.m.

VI. Foundation Update

- Lend A Hand
- Financials—Janet requested a glossary of programs and scholarships

Building The Dream-Status Report

Sponsorships \$66k \$200k

Committed

Goal

Sponsors - Committed

Allegiance United Health
IREA Care/Centura
JHL Constructors Saunders Const.
Kaiser Permanente Treanor HL
Lockton Companies Vectra Bank
Mark Young Const. Westerra

Sponsors-Solicited

Ratio Architect Adolfson & Peterson Kroenke **RTA Architects** Anderson Mason Dale **LKA Partners** Sky Ridge Med. **Bryan Construction** Miller's Landing **Cunningham Group** MOA Architecture White Const. **DLR Group** Wold Architect DCSD BOE Nunn Construction Yon Tanner **GE Johnson**

Budget Overview

Income

income		
Sponsorships	\$200,000	
Auction/Paddle Raise	\$95,000	
In-Kind-Auction Donations	\$20,000	
Total Income	\$315,000	
Expense		
Venue	\$1,500	
Catering/Bar Service	\$25,000	
AV	\$6,000	
Auction (Auctioneer/MC)	\$7,000	
Rentals	\$3,000	
Supplies/Printing	\$1,750	
In-Kind	\$20,000	
Total Expense	\$64,250	

Attendance

100 350

Committed Goal

Benchmarks

Vendors Committed

Student performances
confirmed

Videos Completed

First Draft of Script

Sept. 1

Final Script Complete

95% of Sponsors/Tickets
Confirmed

NET \$250,750



Seasoned Product & Marketing Executive with Broad Industry Experience

With over 22 years of product & marketing experience at industry leading brands like Worldpay, Ausrion, Dell, Intel, Polaroid, and Novell; Jonathan Pollock has a proven track record of managing and launching successful high tech products and services.

Proven Track Record of Launching Successful Products and Services

Jonathan R Pollock

Senior Vice President and Head of Core Product at Worldpay US

Leadership Positions at:











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SENIOR STRATEGIC PRODUCT & MARKETING EXECUTIVE

PRODUCT MANAGEMENT | ROADMAP LEADERSHIP | B2C AND B2B MARKETING | EFFECTIVE LEADER

KEY EXPERTISE

Senior Product & Marketing Executive - 22 years of developing and launching successful products and services.

Vision and Leadership - proven ability to define and articulate company vision and build effective teams around that vision.

Roadmap Development and Management - expertise in owning & driving entire roadmap development process, including product lifecycle process definition and implementation.

Cross Functional Leadership - demonstrated ability to work effectively across functional teams in order to deliver world class products and services.

 $\begin{array}{ll} \textbf{Product Line P\&L Management -} \ \text{ability to drive consistent} \\ \textbf{P\&L results across entire product lines}. \end{array}$

Strategic Business Leader - ability to define effective strategy through strong business acumen, analytics, competitive understanding.

Strong Team Building Skills - ability to recruit and retain top talent while building effective and cohesive teams.

Global Experience - experienced in launching and marketing products and services globally.

Broad Marketing Experience – broad experience within B2C & B2B marketing channels. Extensive on-line, retail & direct channel experience.

CAREER HIGHLIGHTS

PRODUCT, ROADMAP, AND INNOVATION LEADERSHIP:

- Instrumental in driving Netflix's custom Open Connect Appliance design win at Equus resulting in \$15M in annual revenue. Note: Netflix movies today stream from Equus hardware.
- Retooled all of Equus roadmaps and product lines, launched new line of Ultrabook notebooks.
- Developed and launched over 30 new products and services over the last 15 years, resulting in over \$5B in revenues.
- Led product innovation initiative across all of Polaroid with the charter of identifying new technologies, assessing their market potential, and then commercializing and launching them.
- Responsible for the successful launch of Polaroid's new digital instant products, including Polaroid PoGo[™] Digital Instant Printer and Camera and the Polaroid Grey Label line of products.
- Sat on Dell's global product council which helped shape Dell's global product roadmap and strategic initiatives.
- Defined and managed Intel's network and server management suite of enterprise software products which helped take Intel Architecture into the data center.

FINANCIAL PERFORMANCE:

- Directly manage product and service P&L's of over \$350M. Executive oversight of P&L in excess of \$1.5B.
- Helped grow Polaroid Consumer Electronics business from \$165M to over \$750M over three years.
- Grow new service revenue at Asurion from ~5M to over 400M in less than 4 years
- Dramatically turned around PC notebook business within three quarters from -15% to 15% YoY unit growth for Dell Corporation.

MARKETING AND BRAND DEVELOPMENT:

- Drove all aspects of retail marketing engagement including in store promotion and external advertising with retailers like Target, Best Buy, and Walmart.
- Drove Polaroid's global marketing initiatives in North America, Europe and Asia.
- Executed successful relationship marketing campaigns within Dell public verticals resulting in \$1B in influenced revenue.

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PROFESSIONAL EXPERIENCE

WORLDPAY

SENIOR VICE PRESIDENT AND HEAD OF US CORE PRODUCT

Feb 2017- present

- Lead product transformation efforts for Worldpay US business including; development of product vision, revamping roadmap planning process, upgrading product talent and migration to Lean/Agile development model
- Launched Worldpay Total solution for Integrated Payments Partners
- Aligned go to market products around vertical solutions

ASURION - SOLUTO (PREMIER SUPPORT SOLUTIONS)

VICE PRESIDENT OF PRODUCT MANAGEMENT AND DEVELOPMENT

Feb 2013-Fed 2017

- Led product management for all of Asurion's new and emerging products and services.
- Grew premier support business unit from customer trial phase (under \$5M) to over \$400M in less than 4 years.
- Led new product development efforts and R&D spend for Asurion's services portfolio.
- Developed branding, marketing collateral and go to market activities for services products.

EQUUS COMPUTING SOLUTIONS

VICE PRESIDENT OF MARKETING AND PRODUCT MANAGEMENT

Jan 2012-Feb 2013

- Led all marketing and product management for Equus Computing.
- Revamped entire roadmap and product lines over the first 9 months.
- Development of strategic long term roadmaps targeting growth opportunities 18-24 months in the future
- Led all digital marketing efforts including SEO/PPC and social media planning and execution.
- Drove e-commerce re-platform for Server Direct (on-line build to order server and storage business), launched in January 2013.

POLAROID CORPORATION

SENIOR VICE PRESIDENT / CHIEF PRODUCT AND MARKETING OFFICER

Mar 2009-Jan 2012

- Led all product development and product roadmap for Polaroid worldwide.
- Executive oversight over instant product line P&L of over \$250M.
- Completely revamped and relaunched polaroid.com including rolling out new e-commerce and social media capabilities.
- Manage all aspects of the marketing mix including; traditional advertising, PR, events, social media and product launch & announcements.
- Managed global marketing budget of \$8M+, plus additional \$12M partner marketing spend.

VICE PRESIDENT / GENERAL MANAGER, DIGITAL IMAGING PRODUCT GROUP

Feb2006-Mar 2008

- Manage Polaroid's product planning process including all aspects of product definition and development.
- Implemented product life cycle phase review process and implemented a new technology evaluation process.
- Organize Polaroid's long range planning process and product strategy as well as directed the company's entire research and development budget.
- Drove new category development as well as the launch of digital instant product line and digital home ecosystem.

DELL CORPORATION

DIRECTOR (D1), SOFTWARE AND ACCESSORIES PRODUCT LINES

Nov 2005-Feb 2006

- Managed software and accessories business for all North America.
- Drove the e-commerce store for Dell's \$1.4B software and peripherals P&L.
- Team monitored demand and supply trends as well as pricing for over 850 SKUs.

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Implemented marketing and merchandising plans for consumer and relationship sales segments.

DIRECTOR (D1), DEMAND GENERATION-PUBLIC MARKETING

Nov 2004-Nov 2005

- Managed an \$80M annual marketing budget for relationship marketing programs.
- Drove promotional marketing activities including direct mail, advertising, and sales tools.
- Demand generation programs increased sales & customer retention for 4 straight quarters in a row.
- Provided integrated promotional campaigns targeted at specific public verticals.
- Led marketing research initiatives the provided valuable customer and product insights to the business.

DIRECTOR (D1), CLIENT BRAND-PUBLIC MARKETING

Nov 2003-Nov 2004

- Supervised client brand team for the company's public segment market.
- Facilitated in managing all promotional requirements, product innovation, and demand generation activities for all desktops, notebooks, and workstations product lines.

SALES SENIOR MANAGER, FEDERAL SYSTEMS DIVISION

May 2002-Oct 2003

- Supervised an inside sales team of sales executives.
- Administered all aspects of P&L including sales operations, special pricing, sales pipeline tracking, RFP responses, and logistics.

ENTERPRISE BRAND TEAM LEADER, FEDERAL MARKETING

Apr 2000-May 2002

- Reinforced server-marketing requirements for the entire government segment.
- Coordinated all enterprise product launches, as well as supervised and trained new appointed enterprise brand managers.
- Spearheaded the enterprise product line for federal segment.
- Implemented promotional plans and marketing strategies to achieve sales target.
- Supported customer engagements and product demonstrations.
- Led the successful launch of new enterprise products within the company.
- Established and maintained strong business relationship with inside and outside sales, which closed and generated large enterprise deals.

SENIOR PRODUCT LINE MANAGER, AMERICAS CENTER OF COMPETENCE

Jul 1999-Apr 2000

- Coordinated with Sales segments to ensure meeting of unique customer requirements.
- Directed different aspects of enterprise product line including pricing, demand supply, sales training, and product merchandising.

INTEL CORPORATION

SENIOR PRODUCT LINE MARKETING MANAGER, ENTERPRISE SERVER GROUP

May 1997-Jul 1999

- Defined company's roadmap for server chipsets, baseboards, chassis and enterprise software.
- Supported engagements with enterprise brand partners.
- Developed channel marketing programs.

NOVELL INCORPORATED

PRODUCT MANAGER, NOS CORE SERVICES GROUP

Apr 1996-May 1997

- Administered the company's core print service offerings.
- Congregated customer requirements, as well as defined and launched new printing attributes and solutions.

EDUCATION

Master of Business Administration with emphasis in Marketing • 1997

Bachelor of Arts in International Relations • 1995

Brigham Young University, Provo, UT

PERSONAL

Professional Development

- Local area mentor
- Board Member of CEA "Consumer Electronics Association"
- Extensive Media Training
- Accomplished Presenter/Speaker

Personal Activities

- Avid reader
- Enjoy the outdoors
- Competitive sports
- Water and snow skiing
- Enjoy travel and music



Married to Melissa (Harkness) Pollock with four children (TJ 22yrs, Lindsey 19yrs, Ashley 16yrs, and Blake 13yrs)

One Book, One District Event DCSD Grant Request 21/22 School Year

Our Why

To promote healing through literacy and community connections across the district through the shared experience of one book after living through a pandemic. Through words and art, our community will be able to, explore their emotions and understanding of a global event that affected all of us. This event would enhance Superintendent Wise's goals and focus for our district in promoting literacy and our SEL (Social and Emotional Learning) framework.

• We are requesting a grant in the amount of \$6,836.40 to purchase 10 copies of the book from the Book Bar for all 48 elementary schools. The Book Bar is helping to facilitate the event with the publisher and author.

Quotes from The Book Bar on 5/7/21 - 480 copies of *Outside*, *Inside* at \$18.99 with a 25% discount is \$6836.40.

Details of the event

- Dates: November 8th-12th 2021 (Fall Literacy Week)
 - coincides with <u>National Children's Book Week</u>
- Book *Outside*, *Inside* by LeUyen Pham (working with BookBar in Denver)
 - Free author event (live-streamed) DLMC will facilitate K-6.
 - Free author event (live-streamed) DLMC will facilitate for Art Classes MS/HS.
 - This event has been requested but not approved by the publisher yet.
- Elementary Schools
 - Schools will receive ten copies of the book to use to promote and participate in the event.
 - Schools will have a flyer to send out to families if students want to purchase a copy at a discounted price.
- Secondary Schools
 - Can choose to opt-in to the event and will be asked to purchase minimal copies
 of the book for art teachers in their building that wish to participate. For example,
 CMS has one art teacher and would only need one book if they decide to
 participate. The DLMC has enough copies to lend books to our secondary
 schools for this event.
 - Schools will have a flyer to send out to families if students want to purchase a copy at a discounted price.
- DLMC will provide a menu of activity options for the week, or you can choose your own activities.

MOST NEEDED!



FOR DOUGLAS COUNTY CHILDREN

#2 Pencils

Spiral Notebooks (Wide & Narrow Ruled)

Pencil Sharpeners

Pencil Case / Box

Markers

Pens (Blue, Black & Red)

Pink Erasers

Crayons

Ruled Paper (Wide & College Ruled)

Highlighters

Dry Erase Markers

Scissors (Elementary & Secondary)

Colored Pencils
Water Color Paint Sets

Glue Sticks

Composition Books (Wide & College Ruled)

Pocket Folders (With & Without Brads)

1" & 2" Binders

Graphing Paper

Rulers

Calculators

To donate, request or volunteer visit: www.foundationdcs.org











The Foundation for Douglas County Schools Balance Sheet

As of June 17, 2021

	Jun 17, 21	
ASSETS		
Current Assets		
Checking/Savings		
District Programs Account	207.00	
RST - Student to Student Schol RST - Perseverance Scholarship	897.00 99,881.63	
KS1 - Perseverance Scholarship	99,001.03	
Total District Programs Account	100,778.63	
RST - Chapter Accounts	2,709,558.43	
Wells Fargo Checking		
RST - Career Expo	596.00	
RST - Emerg Relief Fund	1,319.00	
RST - Grants	14,397.99	
RST - Intagliata Scholarship	78.40	
RST - LHS Stock Donation	356,880.66	
RST - Lieberman Scholarship	5,513.23	
RST - Other Scholarships	10,684.50	
RST - School Supply Drive	7,470.29	
RST - We Believe In You Scholar	2,500.00	
Wells Fargo Checking - Other	254,525.60	
Total Wells Fargo Checking	653,965.67	
Wells Fargo Savings Account	170,984.31	
Wells Fargo Scrip	48,091.80	
Total Checking/Savings	3,683,378.84	
Accounts Receivable		
1200 · Accounts Receivable	41,500.00	
Total Accounts Receivable	41,500.00	
Total Current Assets	3,724,878.84	
Total Guitelit Assets	3,724,070.04	
Other Assets 1450 · Prepaid Expenses	5,950.00	
Total Other Assets	5,950.00	
TOTAL 400FT0	0.700.000.04	
TOTAL ASSETS	3,730,828.84	
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable		
2010 · Accounts Payable	702.00	
Total Accounts Payable	702.00	

The Foundation for Douglas County Schools Balance Sheet

As of June 17, 2021

	Jun 17, 21
Credit Cards Wells Fargo Business Card	694.59
Total Credit Cards	694.59
Other Current Liabilities Unclaimed Contributions 2300 · Deferred Revenues	525.00 49,500.00
Total Other Current Liabilities	50,025.00
Total Current Liabilities	51,421.59
Total Liabilities	51,421.59
Equity RST - Chapter Net Income RST - Chapter Retained Earnings 1110 - Retained Earnings Net Income	341,080.43 2,368,478.00 817,648.12 152,200.70
Total Equity	3,679,407.25
TOTAL LIABILITIES & EQUITY	3,730,828.84

11:33 AM 06/17/21

Accrual Basis

The Foundation for Douglas County Schools

Balance Sheet

As of June 17, 2021

1. Total unrestricted funds \$473,601

The Foundation for Douglas County Schools Profit & Loss YTD Comparison May 20 through June 17, 2021

	May 20 - Jun 17, 21	Jul 1, '20 - Jun 17, 21
Ordinary Income/Expense Income		
4000 · Contributions Income 4010 · Contributions - Individuals 4015 · Contributions - DCSD Employees	692.09 178.00	144,859.35 1,957.00
4020 · Contributions - Corporations	170.00	34,775.06
4030 · Contributions - Foundations 4040 · Contributions - Government 4050 · Matching Gifts	220.33 0.00 165.07	2,025.54 57,000.00 3,152.74
4060 · Contributions - Schools	770.00	25,610.00
Total 4000 · Contributions Income	2,195.49	269,379.69
4100 · Donated Goods and Services 4110 · In-Kind Goods	0.00	25,184.00
Total 4100 · Donated Goods and Services	0.00	25,184.00
5100 · Program Revenue 5120 · Program Sales	0.00	50,991.42
Total 5100 · Program Revenue	0.00	50,991.42
5200 · Revenue from Dues 5220 · Assessments & Dues (Chapter)	0.00	49,270.00
Total 5200 · Revenue from Dues	0.00	49,270.00
5800 · Special Events 5810 · Special Event Sponsorship/Sales 5820 · Revenue from Special Events	0.00 0.00	57,250.00 12,340.03
Total 5800 · Special Events	0.00	69,590.03
5900 · Interest Income	1.45	29.53
Total Income	2,196.94	464,444.67
Gross Profit	2,196.94	464,444.67
Expense		
6000 · Program Expenses 6010 · Food & Beverage	0.00	344.03

The Foundation for Douglas County Schools Profit & Loss YTD Comparison May 20 through June 17, 2021

	May 20 - Jun 17, 21	Jul 1, '20 - Jun 17, 21
6030 · Audio/Visual	0.00	3,000.00
6040 · Marketing	0.00	470.06
6050 · Administrative Expenses	0.00	358.38
6060 · Performing Arts Tickets	0.00	44.00
6065 · Refunds due to Covid-19	0.00	3,338.09
6070 · Supplies	0.00	19,553.81
6075 · Awards	0.00	1,425.49
6080 · Printing	0.00	546.45
6090 · Web Platform	0.00	3,490.00
Total 6000 · Program Expenses	0.00	32,570.31
6100 · Special Events Expenses		
6110 Food & Beverage	0.00	1,371.46
6135 · Auction Related Expenses	0.00	8,050.00
6140 · Marketing	0.00	145.68
6150 · Administrative Expenses	0.00	72.80
Total 6100 · Special Events Expenses	0.00	9,639.94
7000 · Grants, Contracts, Direct Assis		
7040 · Grant Awards	0.00	58,323.73
7050 · Scholarships	0.00	18,000.00
Total 7000 · Grants, Contracts, Direct Assis	0.00	76,323.73
7060 · Fund Distributions		
7070 · School Designated	0.00	85,626.82
7090 · Program Designated	0.00	58,480.00
Total 7060 · Fund Distributions	0.00	144,106.82
7100 · Donation Processing Fees	0.00	2,429.56
7110 · Donated Goods	0.00	25,184.00
7500 · Contract Services Expense		
7520 · Accounting	1,220.00 2	10,205.00
Total 7500 · Contract Services Expense	1,220.00	10,205.00
8100 · Operating Expenses		
8130 · Insurance	0.00	6,151.00
8150 · Travel & Meeting Expenses	0.00	250.59
8160 · Bank & Merchant Fees	39.00	95.90
8170 · Printing and Copying	0.00	266.93
8175 · Marketing 8180 · Dues and Subscriptions	0.00	923.73 1.752.75
8190 · Staff Development	161.75 <mark>3</mark> 0.00	1,752.75 1,795.00
8195 · Board Retreat and Meetings	0.00	59.07
5155 Board Netreat and Meetings	0.00	33.07

The Foundation for Douglas County Schools Profit & Loss YTD Comparison May 20 through June 17, 2021

	May 20 - Jun 17, 21	Jul 1, '20 - Jun 17, 21
8220 · Employee Relations 8250 · Miscellaneous Expense	0.00 0.00	153.52 0.43
Total 8100 · Operating Expenses	200.75	11,448.92
9000 · Chapter Expenses	0.00	335.69
Total Expense	1,420.75	312,243.97
Net Ordinary Income	776.19	152,200.70
Net Income	776.19	152,200.70

The Foundation for Douglas County Schools Profit & Loss YTD Comparison

May 20 through June 17, 2021

- 1. Donations through Colorado Gives, Amazon Smile, and DCSD Employees
- 2. Invoice for preparation of tax return, paid to JDS Professional Group
- **3.** Renewal of Zoom subscription