

| RAFT Group Name | RAFT Group Leader | Email Address | RAFT Group Purpose | Member Type/Group | Is your RAFT group accepting new members? | Is there anything else we should know about your RAFT group? |
|----------------------------|-------------------|--|--|---|---|---|
| Business Strategies | Open | Open | | | | |
| EOS-Traction | Audrey Hebson | audreyhebson@dx-learning.com | Learn and discuss topics associated with the EOS-Traction process for internal business operations. | Any ISA-ALP member. No rev size requirement. Generally those in Operations or Exec Leadership involved with EOS in their company would be the best fit. | Yes | |
| Finance | Patsy Tsao | patsy.tsao@ddiworld.com | To share ideas and information around finance specific challenges for the larger ISA-ALP businesses. | Typically, CFOs for companies of \$40M revenue or higher. | Yes | A new group developing in 2025, the attending members will establish meeting stuctures as the group develops. |
| HR | Kelli Buczynaki | Kelli.Buczynski@ddiworld.com | To support HR professionals and discuss HR-related topics, challenges, and growth opportunities. | Individuals in an HR role within ISA-ALP. | Yes | Meet once per quarter for one hour. We will send an invite 2-4 weeks in advance as that seems to work best for us. Email is a preferred communication vehicle for requests for help, input, or idea sharing. Or alternatively, use the recent meeting chat for quick needs. |
| Marketing | Kay Basi | kay@leaderology.com | Exchange strategies and best practices in marketing, explore trends such as AI, content marketing, B2B lead generation, co-develop campaigns or resources Share tools, vendors, and platforms, and build support for marketing leaders navigating growth. | ISA-ALP members with interest in marketing best practices, advice, tools, tech, etc. | Yes | |
| Operations | Mike Pastor | Mpastor@duarte.com | To discuss all things operations including systems, legal, org structure, leadership and coaching, and general business discussions or hot topics. | Anyone can join who wants to share in operations topics. We have small and medium businesses in the group. | Yes | Meet every 2 weeks. Pretty fluid. About 4-6 attendees each meeting. Margo sends out a note about any hot topics, but we also have a list we brainstormed early on that we choose from. |
| Products/Programs | Margo Gouley | margo@boxofcrayons.com | To provide peer coaching and mentoring for all aspects of product and program design | The group members are all leaders of the program/product division in their organizations but no size/revenue requirements | Yes | |
| Sales | Shannon Minifie | Shannon@boxofcrayons.com | Supporting revenue growth strategies and removing barriers | Anyone is welcome. | Yes | |
| Tech Leadership | Cheryl Cohen | ccohen@managementconcepts.com | To share ideas and information around technology challenges for the large ISA businesses. All things technical - CIO/CTO, we discuss platforms, processes, projects, priorities, security, privacy, corporate alignment, mission, etc. | Typically, CIOs/CTOs/Directors of IT or Technology for companies with formal IT departments of at least 5 people. | Yes | We were established in March 2022. We meet in person twice a year...at the ABR and a mutually convenient time/place at another point in the year. We've convened in the DC area since the majority of members are located there. |
| Ops Systems Implementation | Cara Silletto | cara@magnetculture.com | To support one another while vetting, selecting, and implementing new systems, software, and AI-integrations for expedited operational success. | Anyone is welcome. | Yes | |
| AI | Open | Open | Connect to share knowledge, experiences, and opportunities related to artificial intelligence—focusing on practical applications, emerging trends, ethical considerations, and real-world problem-solving across industries. | Anyone is welcome. | Yes | |