

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	Geoffrey Brookins	geoff@insght-experience.com	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	