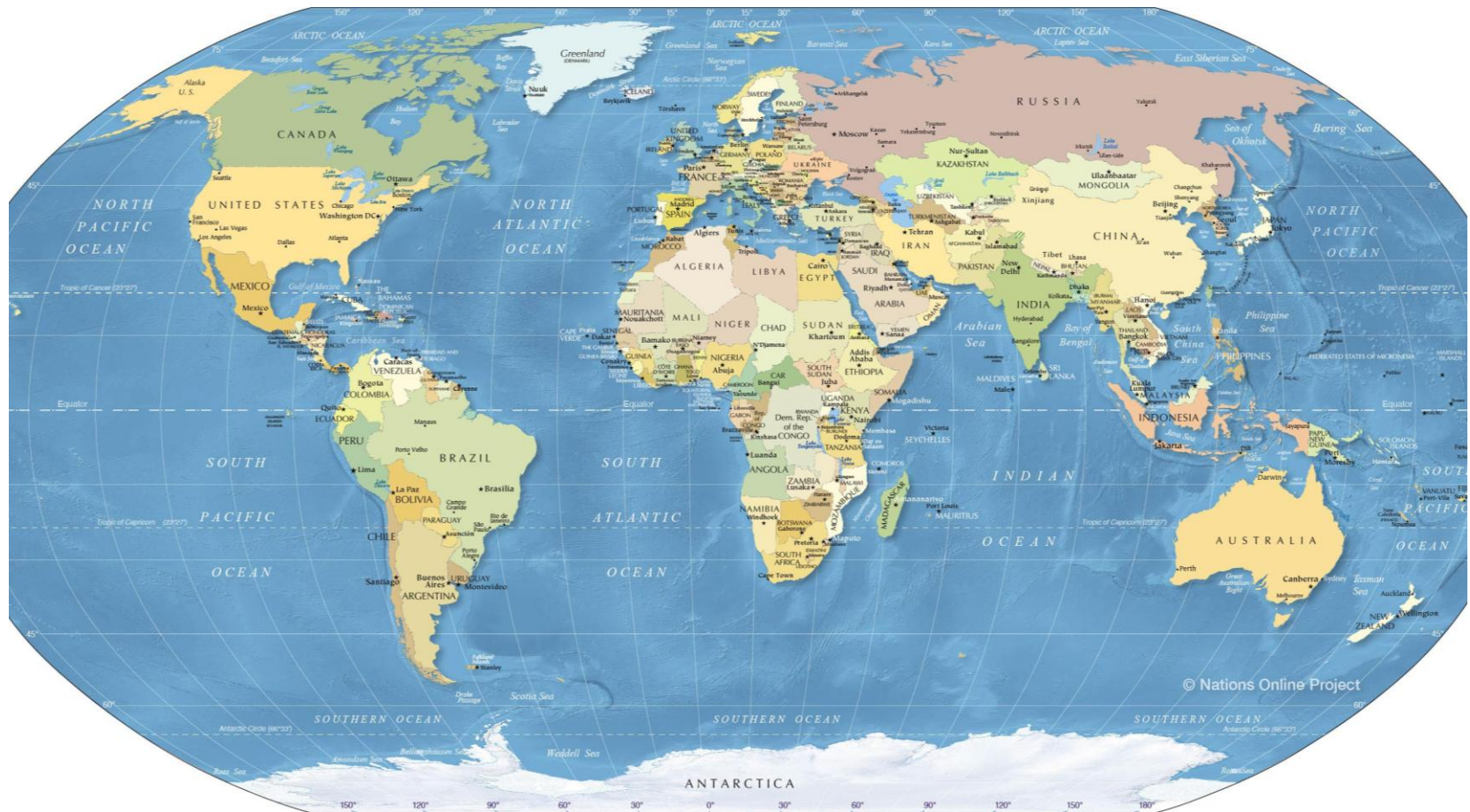


Strategic Plan 2025 - 2028



INTERNATIONAL WOMEN'S FORUM
Palm Beach

Introduction



Process, People, and The Big Picture

HISTORY

IWF-Palm Beach was created out of IWF – Miami. A few members of that forum lived in Palm Beach and Broward Counties and found that regularly driving to Miami was difficult. As a result, in 2012, IWF-Palm Beach was formed through the leadership of Teresa Weintraub, Toni Randolph, Dolores Sukdeo and Grace Shafir. Over the course of the next ten years, the Forum grew to over 80 members and incorporated as a separate entity. The President throughout the creation and incorporation of the Forum was Grace Shafir, who gathered the first Board of Directors. In 2021, Rena Blades was elected President and a strategic planning process was initiated, and in 2024 Cynthia Kanai became President.

2025 - 26 Board of Directors

Officers

Cynthia Kanai, President
Ava Parker, Vice President
Deborah Caplan, Secretary
Kathleen Crampton, Treasurer

Board Members

Rena Blades, Immediate Past President
Kristin Calder
Sandi Finn
Laurie George
Kelly Husak
Kathi Kretzer
Debra Schwinn
Jereann S. Zann

Ex Officio Board Members

Toni Randolph *Ex Officio, Global Ambassador
Grace Shafir-Reiss *Ex Officio, Founding President

Trends Effecting the Future and Our Work

Current Population - 1,532,718

The population increased 10.4% over the last 10 years and notably the population of people ages 25-35 increased 10.6% over this same period.

59 Billionaires and 71,000 Millionaires. Media family income - \$99,973. Average salary - \$74,801

Diversity

Our counties are diverse, multi-ethnic areas.

Palm Beach County -- 55% white, 22% Hispanic, 19% Black, 4% other

Broward County -- 42% white, 25% Hispanic, 28% Black, 5% other

Diversity, equity and inclusion are important and high-profile issues in our community.

Real estate

- Home prices have risen at an unprecedented rate for the last three years and are now flat or decreasing slightly. The median sales price of a single-family home in Palm Beach County is currently \$505k.
- Construction of new commercial buildings continues at a rapid pace, especially in West Palm Beach, which was just named the fastest growing city in the US.

Trends Effecting the Future and Our Work

Employment

Top Three Industry Sectors

#1 for Jobs: Healthcare at **99,726**

#1 for Personal Income: Finance at **\$7.53 billion**

#1 for Average Salary: Corporate Headquarters at **\$190,741**

Wall Street South

19,077 business / finance companies

2,602 hedge funds and private equity firms

483 asset managers representing \$18.2 Trillion in PBC

\$39 Billion came to Florida; Palm Beach County gained a fourth of that wealth

Home to **4 out of the top 10** private equity firms in the nation

Top 5 wealth markets for 2024

#1 area in Florida for NY relocations

As the 12th-largest economy in the US, the economic output of S Florida is about the same Hong Kong, Israel, or Chile. GDP has grown by 46% in past 10 years.

Trends Effecting the Future and Our Work

Companies in Palm Beach County

Corporate Headquarters: **539**

Financial Services: **19,077**

Health Care: **5,840**

Technology: **1,966**

Aviation/Aerospace/Engineering: **1,706**

Manufacturing: **1,433**

Life Science: **625**

Distribution/Logistics: **709**

Agribusiness: **573**

Cleantech: **736**

Marine Industries: **204**

Purpose, Values, History



About the International Women's Forum

The International Women's Forum was launched in New York City in 1974, when the first generation of women leaders was breaking the glass ceiling in professional sectors from finance to fine arts. Forum founders lacked access to “the old boys’ network,” so the new women’s network was born—to provide professional and personal support, to aid each member’s success and to inspire the women who follow.

Women supporting women is more important today than when IWF was founded 50 years ago. The International Women's Forum now connects more than 8,000 preeminent women leaders in 77 Forums in 35 countries around the world. We are the only organization of this scale that builds significant relationships between C-level women across countries and careers.

Global Purpose

OUR MISSION

We unite our global community to advance women's leadership today and tomorrow.

Women supporting women is just as vital today as it was when IWF was founded 50 years ago. The challenges remain, and backsliding happens all too frequently. Women remain underrepresented in the C-suite; on corporate boards; and at the top of academia, the creative arts and the law, finance, science, technology, media and health sectors. Women also receive a fraction of the venture capital that is awarded to male-led enterprises.

Membership is invitation-only. Each local Forum has its own nomination process, and women of achievement and influence may be nominated by members of a local Forum.



STRATEGIES AND GOALS

Goals and Strategies

MEMBERSHIP

- **Goal 1:** Grow the number of members to 110 women.

Strategies

- Following IWF membership guidelines, recruit only those women who are pre-eminent in their field, active in the community, represent the diversity of our community.
- Membership Committee to lead efforts at specific periods of time each year to recruit new members seeking quality over quantity.
- Enhance nominations thru electronic means.
- Membership Committee lead efforts to mentor and onboard new members including a new members event annually.
- Consider the geographic/commuting challenges of our large region.

- **Goal 2: Embrace members from other IWF Forums**

Strategies

- Allow members in good standing from other Forums to join if they move to our region
- Publicize our events to encourage visiting member attendance
- Connect with other forums by planning joint events.

Goals and Strategies

MEMBERSHIP

- **Goal 3:** Enhance engagement, retention and connections among members

Strategies

- Using electronic communication platforms and other means, provide routine and outstanding information about members
- Offer regular and interesting programs for members
- Nominators mentor new members for at least one year and assists with renewals.

- **Goal 4:** Connect Palm Beach forum members to the benefits and offerings of other forums and the International organization.

Strategies

- Provide regular communication about upcoming programs outside our region
- IWF-Palm Beach leadership participate regularly in International programs, representing our Forum “at the table”
- Continue to participate in the global Passport Program.

- **Goal 5:** Be actively engaged as leaders of the region

Strategies

- Lead and participate in initiatives of the three S. Florida Forums
- Seek and participate in International roles and initiatives

Goals and Strategies

PROGRAMS & PURPOSE

- **Goal 1:** Create and implement outstanding monthly events/programs that encourage friendship and lasting connections among our members.

Strategies

- Program Committee will seek out and implement outstanding programs using Forum members as resources and the local region as inspiration
- Intimate gatherings are the priority for this Forum
- Keep the 82 mile distance between Stuart and Fort Lauderdale in mind

- **Goal 2:** Enhance and increase engagement of our members through regular and varied programs

Strategies

- Get back to the traditional “Dine Arounds” with regular small dinners.
- Provide programs that include a “behind the scenes and special access” to places and ideas.
- Provide programs that encourage getting to know one another “one on one”
- Consider an app like WhatsApp to connect those interested.
- Consider affinity groups (ie. – book clubs)

- **Goal 3:** Support the IWF Fellows Program

- Examine best practices at other forums for ideas.
- Implement a uniquely Palm Beach way of assisting lifting up new leaders.

Goals and Strategies

GOVERNANCE

IWF Palm Beach is a nonprofit corporation designated as a 501c6, and the priority of the group is to support our members and women.

- **Goal 1:** Insure regular succession of leadership for the Board of Directors.

Strategies

- Governance Committee actively recruit engaged leaders in leadership roles.
- Maintain active committees including: Program, Membership, Governance, Communications and others as needed and appointed by the President.

- **Goal 2:** Insure excellent governance and corporate processes and members services.

Strategies

- Continue to hire a part-time manager for Forum administration.
- Continue to contract with an outstanding accounting firm and bookkeeper for oversight and financial management.

- **Goal 3:** Encourage a high level of engagement from the Board members and members in governance practices.

Strategies

- Create and implement job descriptions for committees.
- Consider requiring attendance at events and participation in at least one committee.
- Create and implement a code of conduct and ethics policy for the Board and members.
- Digitize important documentation and prominently post on the website.

FINANCIAL IMPLICATIONS AND FORECAST



Three Year Budget Forecast

	25-26 BUDGET	26-27 BUDGET	27-28 BUDGET
INCOME			
Membership Dues (1)	\$63,000	\$70,000	\$79,750
Sponsorship/Event Fees Retained	7,000	8,000	9,000
Total Income	\$70,000	\$78,000	\$88,750
EXPENSES			
IWF Global Fees (2)	\$18,000	\$20,000	\$24,750
Accounting & Administration	23,000	25,000	27,000
Website	10,000	10,000	10,000
Other	15,000	16,000	18,000
Total Expenses	\$66,000	\$71,000	\$79,750
Net Income(Loss) Cash Basis	\$4,000	\$12,000	\$9,000

Notes:

- (1) Currently : \$650 80 members
 25-26 \$700 90 members
 26-27 \$700 100 members
 27-28 \$725 110 members
- (2) Currently: \$150
 25-26 \$200
 26-27 \$200
 27-28 \$225