SIM | WHERE IT LEADERS CONNECT

2016 Annual Report

A Message from the Board Chair, Kevin More

Looking back on 2016, it was tremendous year for SIM with growing membership, new and innovative programs and new beginnings for our organization. I would like to thank the SIM Board, Management Council, our awesome SIM Staff and Steve for focusing on delivering great products, programs and services to the SIM community. I'm grateful for all of their hard work and dedication to the success of our organization. Please join me in welcoming Joan Holman from SIM Dallas Fort Worth to the SIM National Board of Directors. Joan is a welcome addition to our team and brings with her many years of IT practitioner as well as SIM Chapter leader knowledge and experience

As we look to the future of our great organization, SIM will continue to update our services, offerings, and implement new ways to engage our members. At the same time, we will continue to focus on our core pillars of value: Networking; Professional Development; and giving back to our communities.

The Regional Leadership Forum (RLF) and Advanced Practices Council (APC) are game changing programs that continue to impact lives, develop outstanding leaders and bring together senior leaders across SIM nation to network, collaborate and learn. As an RLF graduate, I know first-hand how profoundly it changed my life and was a tipping point for my career and leadership journey. APC is an exclusive program for senior IT leaders that provides a trusted network of executive peers combined with customized research on member-chosen topics. I encourage you to get involved in these excellent programs.

We are also growing! I would like to welcome SIM Wichita to the SIM family, and I look forward to welcoming SIM Eugene, SIM San Antonio, SIM Space Coast (Melbourne, FL) and SIM Tampa in 2017!

On behalf of the SIM Board, thank you for your continued support for SIM and the continued growth of our organization!

A Message from the Chief Executive, Steve Hufford

2016 is the year that we started to look farther into the future. We are in a competitive environment for our members' time, IT is changing all around us, and the business is more focused than ever on technology. As SIM members and leaders in our organizations and communities, we have a unique opportunity to help to shape the future of IT. SIM is an organization of leaders, and this is what makes us a strong and vibrant organization. You are seasoned, focused and opinionated, and these qualities help to make you a leader in your IT organization. I count on your opinions and feedback to help inform SIM's future direction!

We are moving forward with our technology stack. In 2017 you will start to see some significant changes in how you interact with SIMnet as well as new options and processes for becoming a member and renewing your membership. Please connect with a member of your Chapter Board for upcoming changes, or feel free to reach out to me.

Chapters and programs are all growing, and Chapters are more engaged than ever before! When you send your high-potential people to RLF, when you participate in APC, or when you are an active participant in your Chapter, you are helping to make SIM an exclusive and thriving organization of your peers.

Thank you for being leaders in your field! Thank you for utilizing SIM to develop professionally and personally, and for developing your SIM network! At your next Chapter meeting, please reach out and shake the hand of a Chapter Board member and say thank you for their dedication and service to SIM and your community. I encourage you to learn more about how to get involved as a Chapter Leader. 2017 is a great time to build your SIM network, develop professionally, get your direct reports involved, and learn from your peers!

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SIM Mission and Vision

SIM

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SIM Vision:

To be the most respected society of IT leaders.

SIM Mission:

SIM brings together IT leaders to share, network and give back to their communities through the collaboration of local chapters.

SIM members strongly believe in and champion:
- The alignment of IT and business as a valued partnership;
- The creation and sharing of best practices;
- The effective, efficient and innovative business use of information technology to continuously bring to market valuable products and services;
- IT management and leadership skills development that enables our members growth at each stage of their career;
- The replenishment and education of future IT leaders including a strong role in influencing university curricula and continuing education;
- Working with the IT industry to shape its direction;
- Policies and legislation that stimulate innovation, economic development, healthy competition and IT job creation;
- Serving our communities and the industry through giving and outreach

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SIM Value Proposition

Our value proposition

- Networking

- Professional & personal development

- Give-back to our communities

Our core principles

- Chapters are what make us unique and great

- We are a bottom-up federation

- We are focused and oriented on providing excellent service

- The national organization provides services and support for Chapters

- We value every idea and every piece of feedback

- We will grow and transform to be ready for the future

- We minimize bureaucracy & administrivia and focus on the big rocks

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SIM Organization

The SIM Board of Directors is responsible for setting the society's direction and policies, establishing its programs and overseeing the national budget.

The Chief Executive supports and oversees SIM's operations, finances and strategy, and manages SIM staff. The Chief Executive reports to and works closely with the Board of Directors.

The Management Council consists of SIM's program area directors who ensure SIM's programs and initiatives fulfill the strategic goals of the association.

The strength of SIM is built around its local Chapters, where rewarding membership experiences are created by way of knowledge sharing and networking.

SIM's mission is centered around supporting its chapters. All programs, services, and support are fashioned and delivered with the chapters in mind. Chapter leader feedback and buy-in is essential to ensure the future of the organization.

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SIM Organization

SIM Board of Directors

Kevin More, Chair

Caren Shiozaki, Vice Chair

Eric Gorham, Chair Emeritus

Joel Schwalbe, Treasurer

Leo Pellerin, Secretary

Kevin Sauer, Chapter Rep

Joe Bruhin, Chapter Rep

Steve Heilenman, Chapter Rep

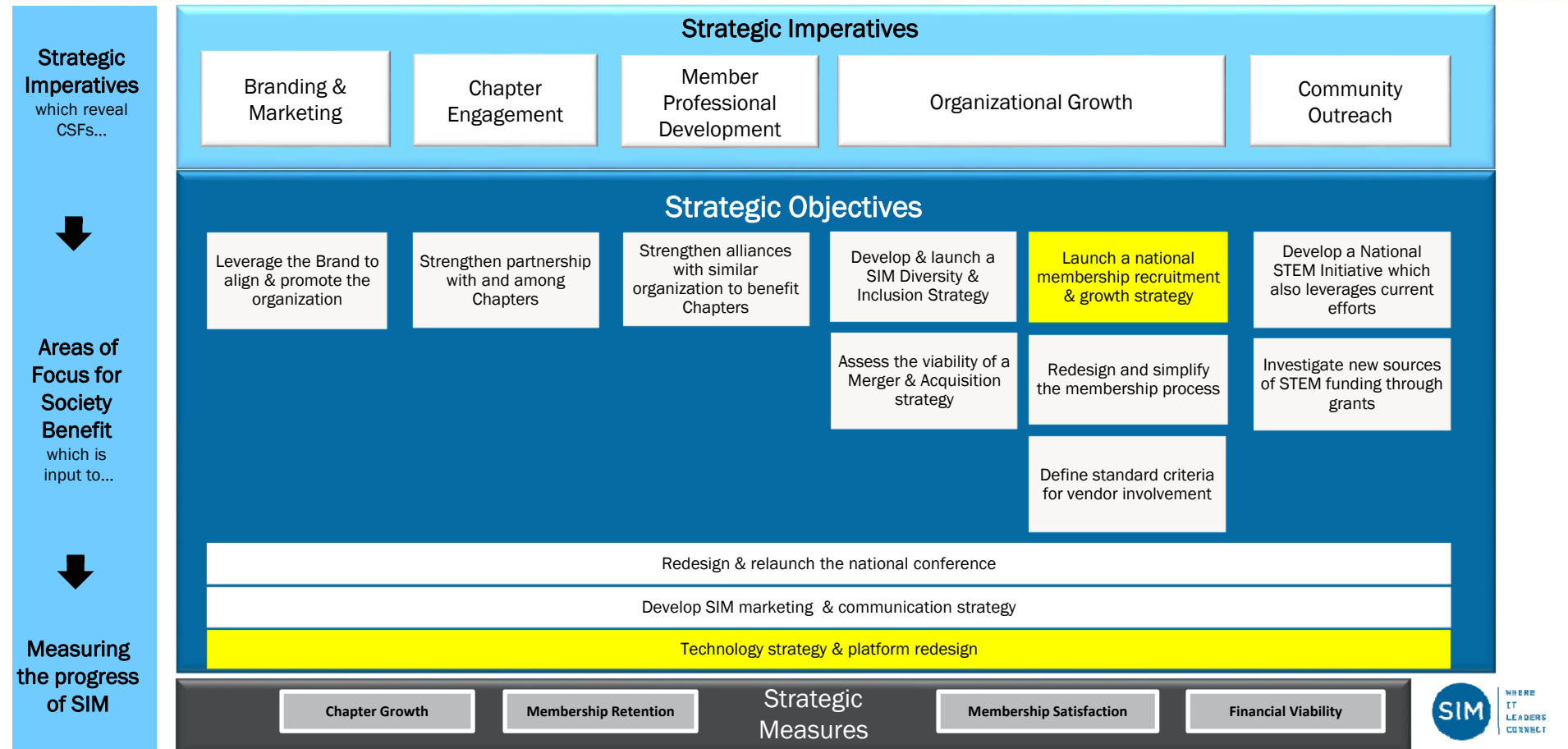Joan Holman, Chapter Rep

Steve Hufford, Chief Executive

SIM Management Council

Madeline Weiss – Advanced Practices Council

June Drewry – Regional Leadership Forum

Deborah DeCorrevont– Conferences

Andrew Jackson – Chapter Relations

Mary Sumner - Academic Programs

Pat Randall & Gene Janiszewski – Membership

Keri Pearlson & Mark Hoekstra – Chapter Programs

Nanci Schimizzi & Janis O'Bryan– STEM Outreach

Jeff Cole – Core Offerings

Jeff Skulsky – SIM Foundation

Judy Arteche-Carr – Partnerships

Sandi Phillips & Dan Gorecki – Technology

Sanjay Khatnani – Marketing

Fawn Medesha – Governance

Terry Janis – New and Emerging Chapters

SIM Strategy on a Page

Our Vision: SIM is the most respected society of IT Leaders
Our Mission: SIM brings together current and emerging IT leaders to share, network and give back to their communities through collaboration of local chapters

Strategic Imperatives

Strategic Imperatives which reveal CSFs...

Branding & Marketing	Chapter Engagement	Member Professional Development	Organizational Growth	Community Outreach

Strategic Objectives

Areas of Focus for Society Benefit which is input to...

Leverage the Brand to align & promote the organization	Strengthen partnership with and among Chapters	Strengthen alliances with similar organization to benefit Chapters	Develop & launch a SIM Diversity & Inclusion Strategy	Launch a national membership recruitment & growth strategy	Develop a National STEM Initiative which also leverages current efforts
			Assess the viability of a Merger & Acquisition strategy	Redesign and simplify the membership process	Investigate new sources of STEM funding through grants
			Define standard criteria for vendor involvement		

Redesign & relaunch the national conference

Develop SIM marketing & communication strategy

Technology strategy & platform redesign

Measuring the progress of SIM

Strategic Measures

Chapter Growth	Membership Retention	Membership Satisfaction	Financial Viability

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2016 Key Accomplishments – New Chapters

In 2016, SIM officially welcomed SIM Wichita. There has been great momentum in Wichita as the Chapter is acquiring new members and meeting regularly.

The exceptional local leadership deserves all the credit for getting this new Chapter up and off to a promising start! If you would like to start a SIM Chapter, please contact Andrew Jackson, Director of New Chapter Development at ajackson@bravotech.com.

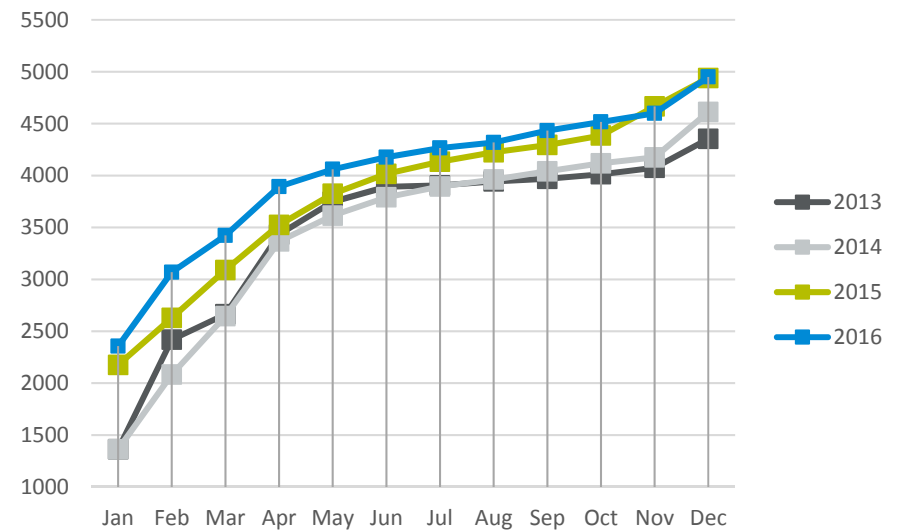# 2016 Key Accomplishments – New Chapters

SIM now has 40 chapters in 27 states

40 Chapters

2016 Membership Stats

SIM continues to be a strong, growing and vibrant organization.

Year End Membership Totals

Number of Members

4,100	4,353	4,612	4,939	4,949
2012	2013	2014	2015	2016

Years
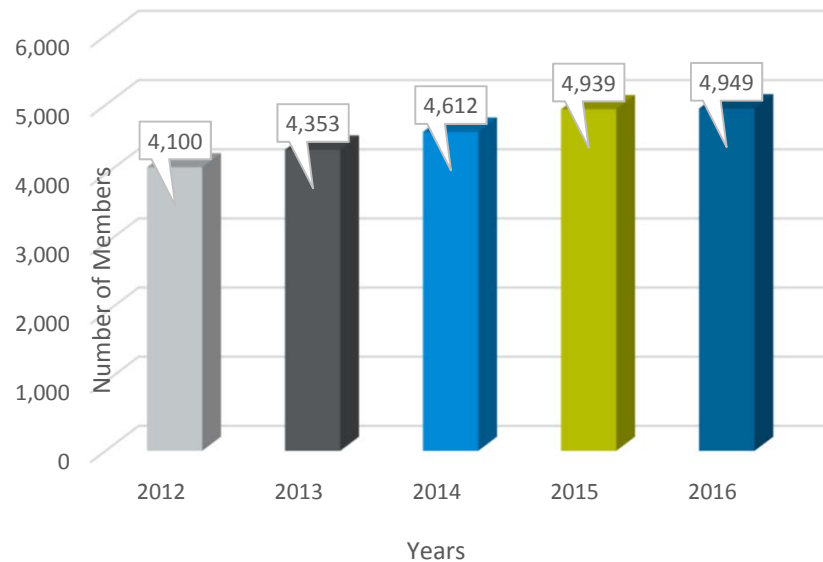
Year-over-year by Month

- 2013
- 2014
- 2015
- 2016

2016 Membership by Chapter

At-Large	45	Colorado	138	Northeast Ohio	83
Alabama	48	Dallas/Fort Worth	275	Philadelphia	288
Albany	59	Detroit	184	Portland	146
Arizona	137	Fairfield/Westchester	232	RTP	137
Atlanta	83	Houston	206	San Diego	114
Austin Texas	73	Indianapolis	97	San Francisco	12
Boston	424	Las Vegas	40	Seattle	125
Capital Area	100	Louisville	13	South Florida	11
Central Connecticut	155	Memphis	103	Southern California	273
Central Florida	139	Minnesota	49	St. Louis	92
Charlotte	127	Nashville	19	Toronto	16
Chicago	264	New Jersey	314	Western New York	61
		New York Metro	162	Wichita	31
				Wisconsin	71

SIM
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2016 Financial Performance

Year End Revenue - $4,102,634
Year End Expenses - $3,986,845
Year End Net - $115,789

SIM Cash Balance
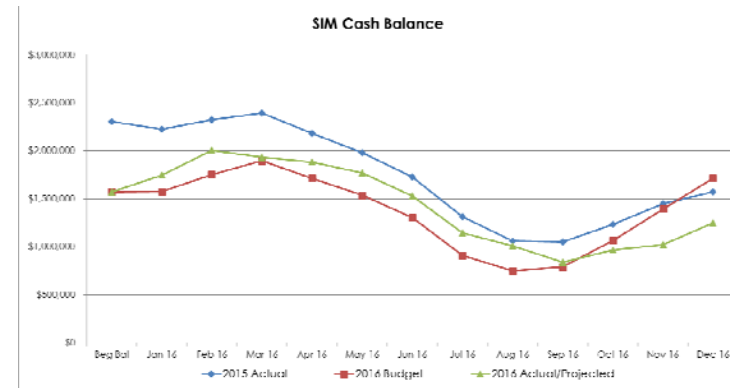
SIM's annual budget is Board-approved and includes Board Designated funds allocated to support strategic initiatives created to advance the organization and improve value to our members, while leaving sufficient funds to support the day-to-day operations.

SIM's main sources of revenue:
- RLF Program Registration
- Membership Dues
- APC Membership

SIM's main expenses:
- Operating costs
- Program Administration
- Strategic Initiatives

SIM Programs: Get involved!

Advanced Practices Council - Elite forum of senior IT executives who direct customized, independent research on subjects chosen by its members.   Contact: Madeline Weiss, madeline.weiss@simnet.org

Enterprise Architecture Working Group - Dedicated to helping IT professionals and their organizations capitalize on the opportunities of EA.   Contact: Bill Peterson, bpeterson@liquidhub.com

IT Procurement Working Group - Through shared best practices and strategies, this group helps their member companies improve IT acquisition management; enhance competitiveness, influence legislation affecting acquisitions; and foster collaboration between the various professions.   Contact: Randy Roth, randy@corporatecontracts.com

IT Trends Study - This high-profile study is conducted every year to help benchmark various areas within the IT industry.   Contact: Leon Kappelman, leon.kappelman@unt.edu.

Members In Transition – The MIT Program was developed to connect ALL SIM members with the right short or long term opportunities, whether in search of a new role or in transition . Contact: Stephen Webster, swebster@mre-consulting.com

SIM Programs: Get involved!

Regional Leadership Forum - An intensive, ten-month leadership development program focused on creating authentic leaders.   Contact: Vincenzo Nelli, vnelli@simnet.org

SIM Women - Designed to promote communication, mentorship, leadership and career development amongst the female members of SIM.   Contact: Kristen Lamoreaux, kristen@lamoreauxsearch.com

SIM Connect Live - The premier annual conference for technology executives, practitioners and business leaders. Contact: Deborah DeCorrevont, Deborah.DeCorrevont@msn.com

STEM Outreach - Supports initiatives focused on contributing to the vitality and continuation of the Information Technology profession, and used by SIM Chapters for their members to give back to their local communities.
 Contact: Nanci Schimizzi, schimizn2013@gmail.com, Janis O'Bryan, janis.obryan@gmail.com

Cybersecurity Special Interest Group - Dedicated to preparing our members and their organizations to meet the challenges and mitigate the risks of tomorrow's ever changing cyber threat landscape. Contact: Caren Shiozaki, CyberSecuritySIG@simnet.org

2016 Key Accomplishments - Advanced Practices Council

Three in-person meetings – topics included:

- Converging the Internet of things and the Internet of people through wearable technology
- Silicon Valley IT
- Governing predictive analytics and business intelligence
- Leveraging dispersed knowledge through crowdsourcing
- Relevance, not personalization
- Profiting from the data deluge
- Developing entrepreneurial ecosystems in Chicago
- Ecosystem leadership
- Legal update for CIOs
- Machine learning and the future of process
- Ready or not, here comes the Internet of things

Membership

- 27 member companies

Webinars

- Three webinars after each APC meeting highlighting key messages of the presentations
- Partnered with the Capital Area Chapter on a webinar presented by Sam Ransbotham on the Internet of things

Advanced Practices Council
Leading Digital Transformation Through Research
A Program of SIM

2016 Key Accomplishments - Advanced Practices Council

Research Released to APC Members

– Reports

- Governing the Wild West of Predictive Analytics and Business Intelligence
- Extending Business Value Through Wearables
- Wisdom of CIOs

SIM*posium*

– Held roundtable breakfast at SIM*posium* 2016 for members and prospects that resulted in a new member

Contributions

– Contributed to various CIO.com and CIO Insights articles

Marketing Efforts

– Redesigned APC member's only web pages
– Conducted CIO Roundtables in Princeton, NYC and Detroit to attract new members
– Engaged Scott Pearl to help market the program

Advanced Practices Council

Leading Digital
Transformation
Through Research

A Program of SIM

2016 Key Accomplishments - SIM*posium*

2020 VISION
THE FUTURE IS NOW

SIM*posium* 2016
LEAD · SECURE · EMPOWER

Another successful SIM*posium*, held at the Mohegan Sun Resort in CT, attracted over 770 attendees, which broke the record for highest conference attendance to date!
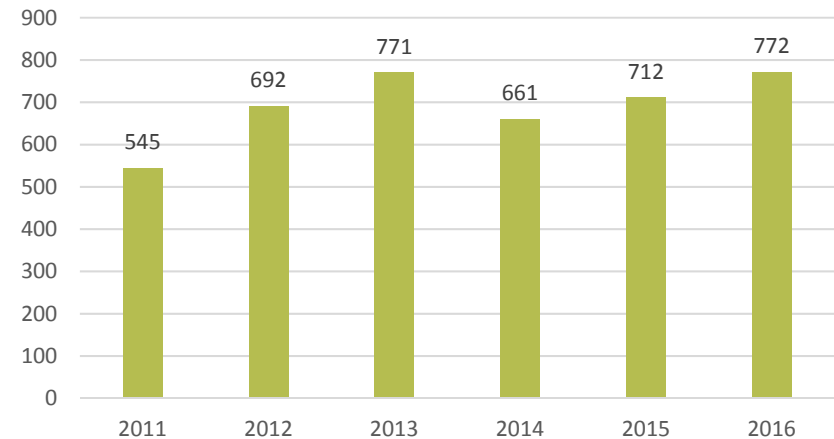
2016 Key Accomplishments - SIM*posium*

The Future of Our Conference

- Move toward an exclusive, invite-only, go-to event
- Deliver results to attendees and sponsors
- Heavy focus on senior leadership topics and events
- Potential time frame change (move month and days of the week)
- Create a forum to build deep and trusting relationships
- Take charge of the sponsor relationship, the planning and the location

SIM*posium* Attendees

Year	Attendees
2011	545
2012	692
2013	771
2014	661
2015	712
2016	772

2016 Key Accomplishments – Regional Leadership Forum

Executive RLF
– 4 sessions held from March 2016 – September 2017
– 20 registered attendees graduated
– Facilitated by Darwin John and Mary Jo Greil
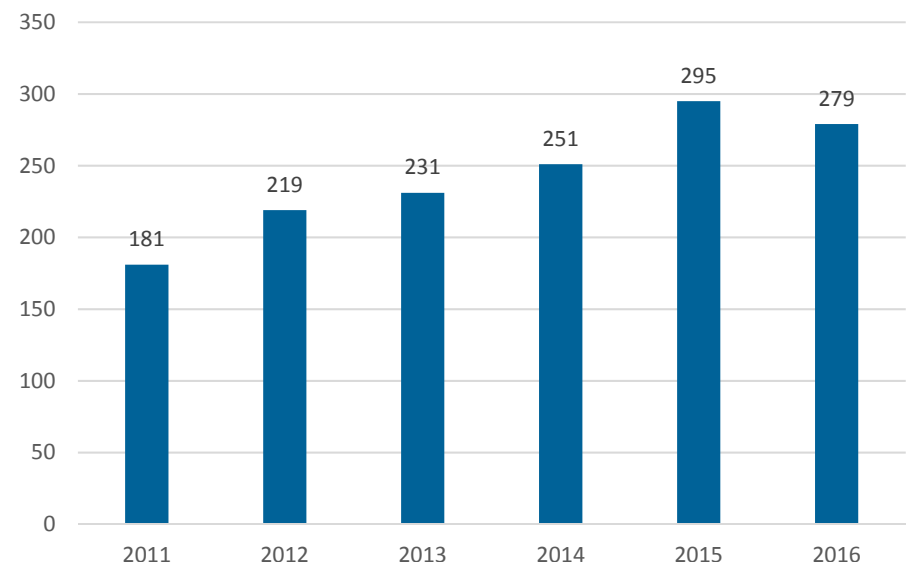– Adjusted the 2017 program based on learnings

Registrations
– 9 locations, 10 offerings, all except 2 are doubles
– 279 total registrants in 2016
– Awarded 2 military scholarships in 2016
– 2017 tracking about 15% behind 2016 with 6 forums not started yet

RLF Directors
– June Drewry, Administration/Finance and New Investments
– Kevin Ryan, Marketing and Relationships Director
– Phil Zwieg, Systems and Conference Director
– Cliff Higbee, Curriculum and Program Director

RLF Registrations 2011 - 2016

Year	Registrations
2011	181
2012	219
2013	231
2014	251
2015	295
2016	279

Regional Leadership Forum
Charting the Course for Tomorrow's Leaders... and Your Company's Future
A Program of SIM

2016 Key Accomplishments – Regional Leadership Forum

SIM*posium*

- 215 RLF attendees at SIM*posium* 2016, plus 20 RLF staff
- Graduation Key Note Speaker, Laura Packer
- Great response to conference leadership theme

Facilitation and Administration

- Continued placing 2 facilitators in every forum
- Apprenticed 1 new facilitator and recruited 4 2017 Apprentices as part of succession planning

Marketing

- Continued to refine forum web pages for 2017
- Began piloting affinity marketing to keep graduates attached

Regional Leadership Forum | Charting the Course for Tomorrow's Leaders... and Your Company's Future
A Program of SIM

2016 Key Accomplishments – STEM Outreach

SIM STEM Outreach by the numbers

- Dollars given or spent: over $700,000

- Students reached: 8,856

- Years of continuous programming: 31

- SIM member volunteers involved: 347

- Total volunteer hours
  (mentoring, speaking teaching): over 6,200

- Non-profits involved: 65

- Schools involved: over 241

Services: Technology Initiative

- In 2016, SIM set off on a technology redesign and replatform initiative.

- Chapter Board members have been heavily involved and have been included in all stages of the initiative, including requirements gathering, and kept in the loop on the overall progress of the initiative.

- In 2017/2018, we will have new functionality, a new look and feel, and new ways to get SIM information and content.

Services: Annual Conference

- We had a very successful **SIM*posium*** 2016, which marked the end of the name SIM*posium*.

- We are redesigning our conference to make it more interactive, easier to access and more relevant for the future. What people are asking for:

  "Main stage speakers are interesting, but we really want to hear from each other."

  "We are interested in a concentrated experience over a shorter period of time."

  "We are more interested in leadership, how to get to the next level, non-technical skills development."

- New conference is **SIM Connect Live**
  - Our next event is at a new time of the year.
  - SIMposium has been Q4, and the new conference will be Q2.
  - To avoid back-to-back conferences, the next conference will be in Q2 2018.

Services: Cybersecurity SIG

In 2016, SIM launched its Cybersecurity Special Interest Group

Mission: To prepare our members and their organizations to meet the challenges and mitigate the risks of tomorrow's ever changing cyber threat landscape.

Vision: The cybersecurity SIG will promote and provide strategic, timely, actionable, and business-focused content and discussion around cybersecurity issues, trends, and best practices, while building and sustaining a high-value network of cybersecurity thought leaders.

Objectives:

- **educate** through webinars, forums, conferences
- **enable** by providing access to actionable tools and intellectual assets
- **build** a community where ideas and experience can be shared

www.simnet.org/cybersecuritysig

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As always, thank you for your service to and participation in SIM!

See you in Dallas at SIM Connect Live!

SIM connectlive))

April 12–13, 2018 | Dallas, TX

http://www.simnet.org/event/SIMConnectLive2018

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