



UNCLAIMED PROPERTY  
PROFESSIONALS ORGANIZATION

## Fiscal Year 15/16 Annual Report

July 1, 2015 – June 30, 2016

UPPO is the leading community  
and resource for unclaimed  
property compliance, education,  
networking, advocacy and reform.

# Letter from your leadership

UPPO membership connects us. It connects us to each other by fostering our energetic professional community. It connects us to information. And it connects us to our voice in advocacy. As we reflect on FY 15/16, we're confident our connection to these core areas were strengthened.

At the end of FY 15/16, 388 members and 1,312 individuals belonged to the UPPO community. We know membership growth occurs organically. When you talk about the impact that UPPO has on your professional life with others, it makes a difference. Membership growth is a shared responsibility, and we thank you for your commitment to this organizational goal.

Thirty UPPO members set the education standard by successfully completing the UPPO Unclaimed Property Certificate Program in June 2016. This is a milestone for our organization. It will strengthen our industry's value to the business community, solidify standards of education, and assist each of us to find fulfillment in our unclaimed property careers.

Our presence in the advocacy realm is growing more profound. As to be expected in a process built on compromise and consensus, not all of UPPO's contributions were accepted into the revised Uniform Unclaimed Property Act (UUPA) but we were listened to and that is reflected in the final UUPA. Our next step is to talk with state legislators about the adoption of the UUPA (or specific sections).

As we look toward the future, we'll use what was accomplished during the past year as a foundation to expand our educational offerings, grow our membership network into a larger and more diverse group, and increase our presence in the advocacy sphere. We hope you'll continue to stay connected and contribute your thoughts, leadership and dedication to the UPPO community.

Sincerely,



Dana Terry  
15/16 UPPO President



Heela Popal  
16/17 UPPO President

## 15/16 Board of Directors

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Dana Terry, President

Heela Popal, First Vice President

Carla McGlynn, Second Vice President

John Waite, Treasurer

Troy Wangen, Secretary

Marilyn Henry, Eastern Vice President

Sherri Moll, Midwestern Vice President

Chris Jensen, Southern Vice President

Scott Pettinato, Western Vice President

Debbie Zumoff, Immediate Past President

## 16/17 Board of Directors

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Heela Popal, President

Carla McGlynn, First Vice President

Marilyn Henry, Second Vice President

John Waite, Treasurer

Sherri Moll, Secretary

Mike Ryan, Eastern Vice President

Troy Wangen, Midwestern Vice President

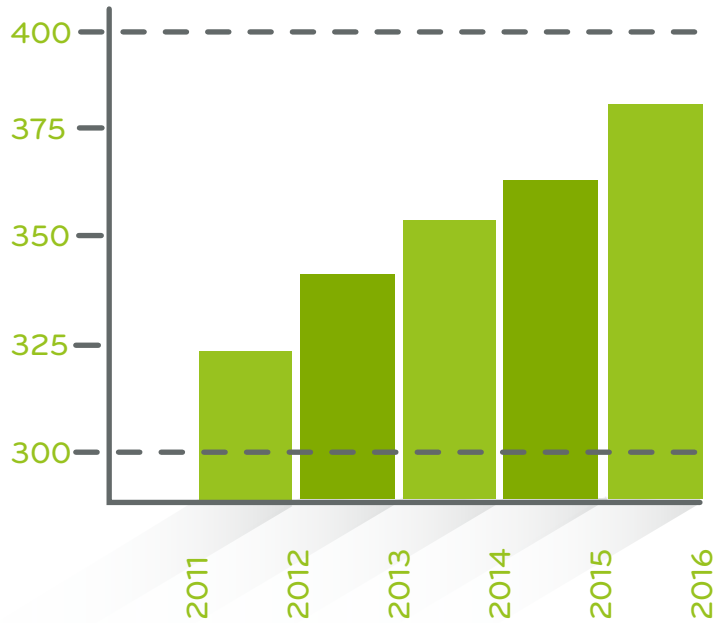
Chris Jensen, Southern Vice President

Scott Pettinato, Western Vice President

Dana Terry, Immediate Past President

# A look at the membership

## Membership growth over the years



## 15/16 by the Numbers

**388** members (membership is held by the company)

**1,312** individuals

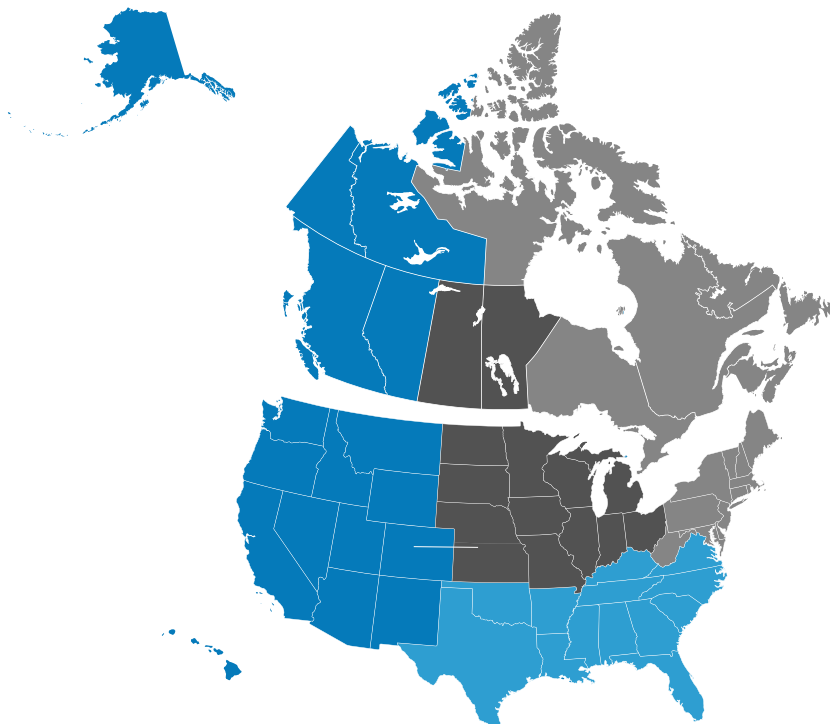
**62** new members

**49** expired members

**315** renewals

**+13** net gain

Eastern region: **24%**      Southern region: **34%**  
Midwestern region: **25%**      Western region: **17%**



## Holder members by industry

Healthcare: 5 percent

Oil and gas: 10 percent

Retail: 10 percent

Manufacturing: 11 percent

Insurance: 17 percent

Banking: 22 percent

Other: 25 percent

# Advocacy

UPPO advocates on behalf of the holder community in state legislatures, the courts, and other influential decision-making bodies. The advocacy agenda of UPPO focuses on achieving:

**consistency,  
clarity,  
fairness and balance.**

## Advocacy highlights

### Filing an amicus brief with the U.S. Supreme Court

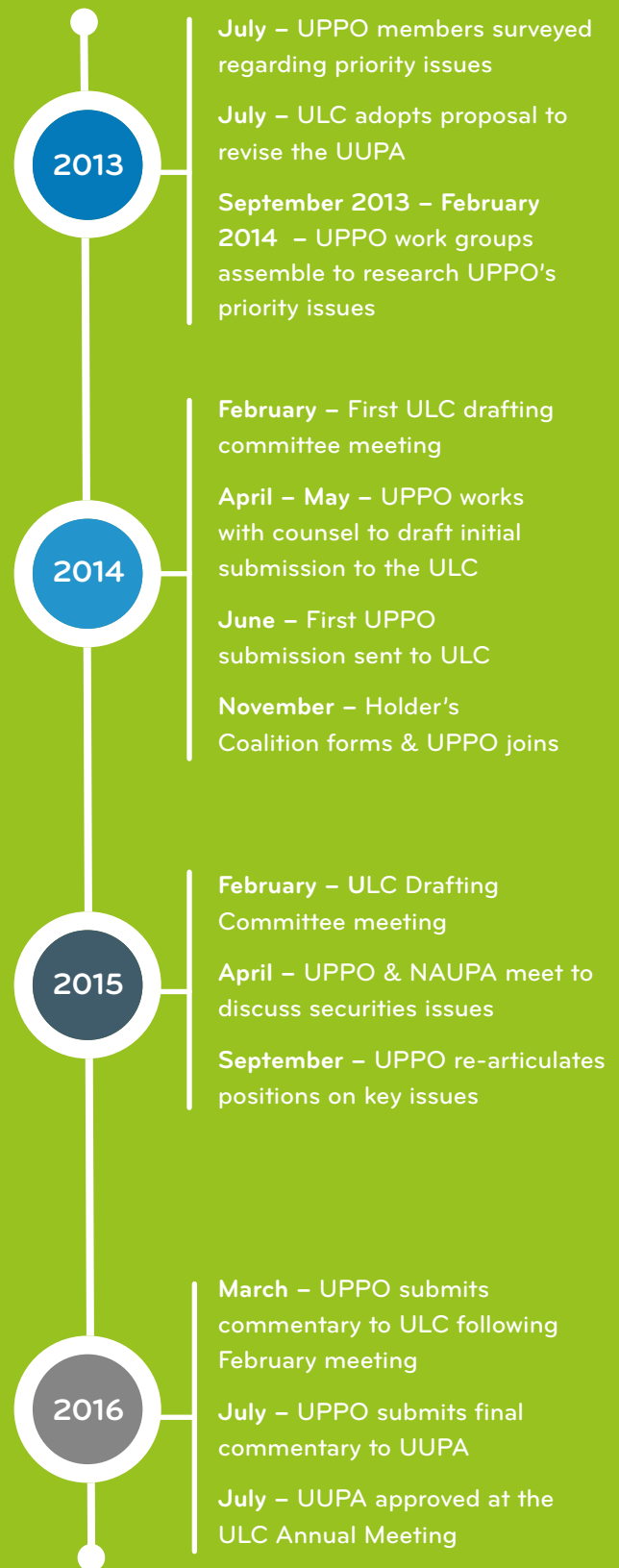
In September 2015, UPPO submitted an amicus curiae brief to the U.S. Supreme Court, supporting the plaintiffs of Taylor v. Yee. UPPO's brief lays out three arguments:

- 1) The seizure and liquidation of securities and other property under California's unclaimed property laws harm property owners.
- 2) State procedures for notifying owners of escheated property are inadequate and violate due process.
- 3) State laws requiring the liquidation of securities violate the Fifth Amendment's Takings Clause because they fail to provide compensation to property owners.

### Weighing in on Delaware's audit manual

After the passage of DE S.B. 11, a group of members assembled to craft and submit recommendations and language for Delaware's future audit manual. In January 2016, the group reformed to review Delaware's published draft audit manual, and submitted outstanding concerns with the draft, emphasizing the need for additional clarity and thoroughness.

## Key milestones in the effort to revise the Uniform Unclaimed Property Act



# Education

## Annual Conference

2016 Annual Conference

March 20 - 23, 2016

Palm Spring, Calif.

**532** attendees

2ND HIGHEST ATTENDED  
ANNUAL CONFERENCE  
IN UPPO HISTORY

SHARPEN YOUR  
**FOCUS**  
UPPO ANNUAL CONFERENCE

## UPPO Unclaimed Property Certificate Program

**30** program participants

**100** percent of participants successfully completed the program

REGISTRATION  
SOLD OUT IN EIGHT  
MINUTES

## Webinars

**9** webinars hosted

**778** professionals attended UPPO webinars in 15/16

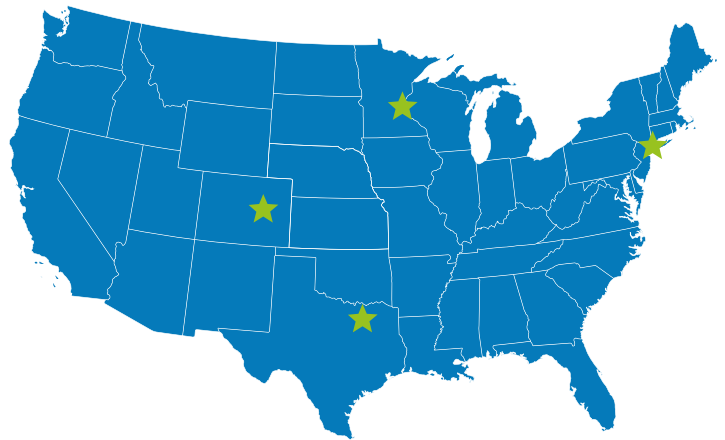
## Lunch 'n Learns

UPPO introduced the Lunch 'n Learn education program to bring education and networking to communities across the U.S.

## Hosted four Lunch 'n Learns.

**93** members and nonmembers attended UPPO

Lunch 'n Learns



## Topics covered during education offerings

INTRO TO UNCLAIMED PROPERTY

AUDITS

VDAS

RECOVERING UNCLAIMED PROPERTY

DORMANCY PERIODS

UNIFORM LAW COMMISSION

# Financial overview

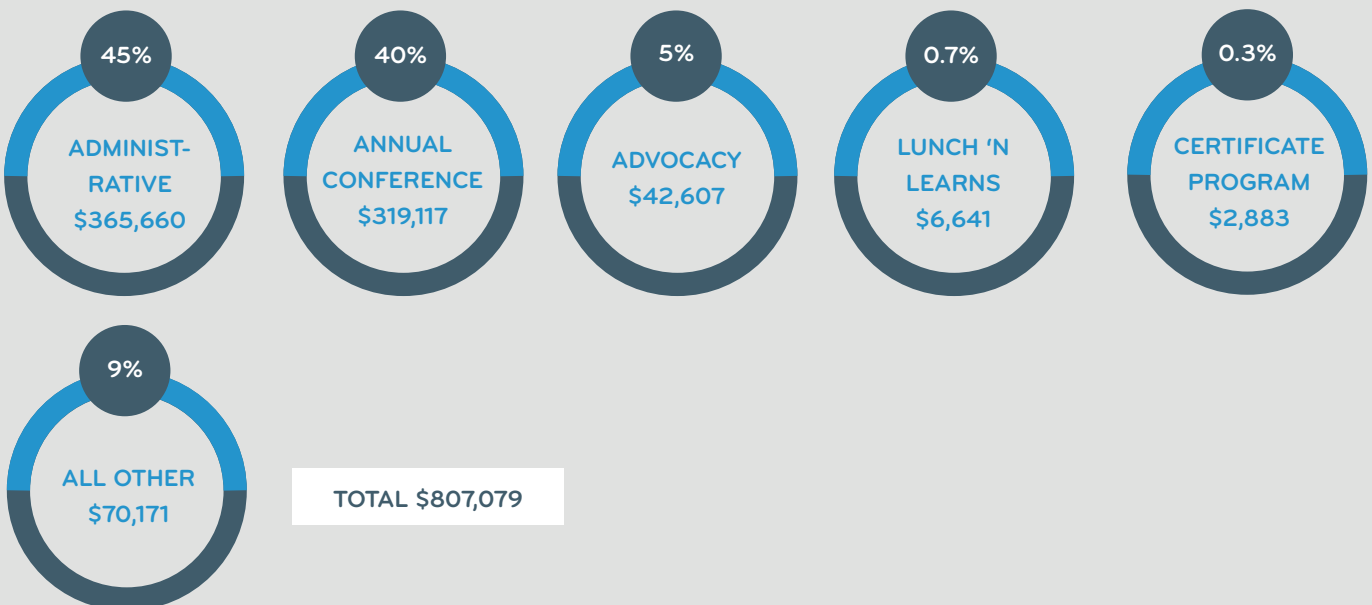
Over the past two fiscal years, the board of directors made a decision to use some of the cash reserves to add resources for members and bolster organizational infrastructure. We developed several new member benefits including the Jurisdiction Resource Guide, the Introduction to Unclaimed Property on-demand webinar, the Buyer's Guide, developed the new (and highly successful) certificate program, and invested in our advocacy efforts including the revisions to the Uniform Unclaimed Property Act which required funding to attend the ULC drafting committee meetings to assure the holder community's concerns were addressed.

We finished the fiscal year strong coming in approximately \$53,000 better than budget. UPPO's leadership and staff understand that members have made us stewards of the association's assets which we will continue to protect while continuing to invest in the continued success of UPPO.

## Income



## Expenses





UNCLAIMED PROPERTY  
PROFESSIONALS ORGANIZATION

# STRATEGIC PLAN

FY2015/2016 – FY2018/2019

## Mission & Vision Statement

UPPO is the leading community and resource for unclaimed property compliance, education, networking, advocacy and reform.

## Leadership Values

The UPPO Board of Directors and staff, guided by their codes of conduct and ethics, embrace the following principles:

*Member Focus*  
*Integrity*  
*Respect*  
*Transparency*

## Three Pillars & Goals

1. Member Value
  - a. Maximize the value of membership through service and engagement.
    - i. Create a written strategic growth and marketing plan with staff expectations and board support/outreach as ambassadors.
    - ii. Define the membership value proposition, and promote the benefits, successes and goals to members and prospects.
    - iii. Develop an international approach for growth.
    - iv. Implement a dynamic method to evaluate, modify and develop the benefits and services available to members.
    - v. Review relationships with allied associations to create potential partnerships.

2. Government Relations & Advocacy
  - a. Advance reasonable, fair and consistent unclaimed property law and regulation.
    - i. Revisit and revise strategic government relations and advocacy plan.<sup>1</sup>
    - ii. Develop position statements for policymakers and drive awareness to members and industry.
    - iii. Develop coalition relationships with other organizations and policymakers.
    - iv. Explore the feasibility of a professional lobbying strategy.<sup>2</sup>
3. Education & Professional Development
  - a. Provide information, resources and knowledge.
    - i. Develop and move forward the certificate program implementation plan.
    - ii. Evaluate the current Holders Seminar for value and return on investment, and revise as needed.
    - iii. Explore regional lunch and learns to make them more accessible and place them in strategic markets.
    - iv. Ensure integrity of the highest level for education and resources, guidelines and policies.
    - v. Review and expand upon delivery mode of content to maximize use and access to the UPPO unique body of knowledge.<sup>3</sup>

## Appendix & Internal Goals

1. Public Awareness
  - a. Industry, consumer and media outreach to champion unclaimed property issues and increase awareness of UPPO.
  - b. Rebrand UPPO's visual identity.
  - c. Create a written plan on integration of all forms of communication.
  - d. Celebrate the 20th year with a 2020 vision.
2. Association Leadership, Governance & Resources
  - a. Have the bylaws committee review the bylaws to accommodate international and/or affiliate members, and allow the board of directors to make bylaws changes without the approval of the general membership.
  - b. Ensure the leadership development committee focuses on creating a pipeline of volunteers.
  - c. Explore the board meeting schedule with possible in-person retreat.
  - d. Maximize the use of committees and task forces.<sup>4</sup>
  - e. Diversify revenue.<sup>5</sup>

<sup>1</sup> Promote unclaimed property uniformity; create relationships and dialogs with policymakers; grassroots member involvement providing the direction, messages and tools to involve their companies in government relations.

<sup>2</sup> Consider continuum.

<sup>3</sup> Ask Education Council to review pricing structure of paid/free webinars. Q&A database.

<sup>4</sup> Ensure the committees are making more dynamic use of their timeline and task lists.

<sup>5</sup> Current benchmark is 75% non-dues and 25% membership revenue. Goal would be a 60/40 split.