



**IPA**  
INFORMATION  
PROFESSIONALS  
ASSOCIATION

## Annual Report For 2024

### Message from the President

It is my pleasure as the President of the Information Professionals Association (IPA) to present the 2024 Annual Report. As you can see from the information listed below, 2024 was an incredibly busy year for IPA and our members. A few of the highlights included forming multiple new communities of interest (COIs) across the U.S. At the start of the year, we had chapters in London and Tampa and have now added chapters in Washington, D.C., New York City, and Fayetteville, N.C. The COIs hosted a range of events over the year. The feedback from those who attended these meetings was exceptionally positive. For those who did not have the opportunity, we are planning a series of follow-ups and expect to further grow the number of COIs across the country. Next, thanks to a number of volunteers IPA redesigned its website and added an anthology. I encourage everyone to take a look and contribute. In October, IPA co-sponsored in Washington, D.C., a conference with another non-profit organization called Trust in Media (TIM). A shout out to the Washington, D.C., chapter for the incredible support and volunteer hours.

Over the course of the year, we said goodbye to long-serving board members Paul Leiber and Juliana Pilan; welcomed in two new members, Andrew Whiskeyman and Dave Acosta; and were fortunate to have Michael Williams return to the board. In September, the board met in person in the Washington, D.C., area. During the meeting, the by-laws were updated, and the strategy for IPA's next steps was finalized. Among the significant changes to the by-laws were setting term limits for officers, adding requirements for each board member, and the reorganization of the board of advisors.

As we look forward to a great 2025, I am pleased to announce an IPA summit conference in the Washington, D.C., area from September 2-3, 2025. This will be the first ever of its kind, and I encourage all hands to attend. Over the next several months you will be receiving more on this event.

Please reach out to me with any thoughts or questions, [ipa-president@information-professionals.org](mailto:ipa-president@information-professionals.org).

Sincerely,

*Brian Murphy*

Brian Murphy,  
President  
Information Professionals Association.

## Goals and Accomplishments for 2024

The goals for IPA for 2024 included:

- Increase the number of communities of interest. We've formally added Washington DC and Tampa COIs, and are working with other locations where members have expressed interest in establishing a COI. London is likely to be our first overseas COI in 2025.
- Improve our outreach and marketing strategy to demonstrate value for our members. We hosted or co-hosted five events this year to increase engagement opportunities for our members:
  - January 2024: Co-hosted a dinner with the PSYOP Regimental Association (PRA) and IPA members in Tampa
  - May 2024: Hosted a reception following the Operations in the Information Environment in conjunction with SOF Week in Tampa
  - July 2024: Co-hosted with CarahSoft and Meltwater at CarahSoft's Herndon VA facility
  - October 2024: Co-hosted with Trust in Media in Washington DC
  - November 2024: Co-hosted a dinner with the PRA in Tampa
- Establish partnerships with related organizations. We've broadened our partnerships to include organizations with similar objectives as well as seeking additional sponsors to increase our engagement opportunities.

## The Order of Hermes

The Order of Hermes (OoH) is IPA's honorary award which recognizes individuals for exceptional service and contributions in the field of cognitive security and information operations. The Order of Hermes can be awarded to individuals from the military, government, civilian or private sector positions (including academia, international or non-governmental organization). We have updated guidance and selection criteria for the award based on several years of lessons learned, which is available on the website. We have also created additional categories for the award to recognize different levels of contribution for the community, including noteworthy specific contributions (Silver Award) or for lifetime achievement (Gold Award) for those individuals who have made enduring and highly impactful contributions to the cognitive security or Information Operations (IO) disciplines. We have also recently added a Rising Stars award to recognize contributions from our next generation of professionals who make early but important contributions to the field.

Recipients for 2024 included:

- Gold Award
  - Mr. John Markham
- Silver Award
  - Mr. Patrick Collins
  - COL Matthew Shaw
  - COL Ryan Keating
  - Mr. James Wade
  - LTC Chris Lawson
  - LTC Jason Lingk
  - LTC Anthony Williams
  - Mr. Calvin Dewitt
  - Mr. Robert Foley
  - Mr. Phillip Martin
  - COL Peter Im

- Rising Star Award
  - MAJ Andrew Thomas

## **2024 Volunteers Hall of Fame**

IPA would like to acknowledge the volunteers who gave their time over 2024. For sure, this list will be incomplete, and we apologize in advance if you were inadvertently left off:

Trip Krant – Slack channel contributor, website and anthology

Kara Masick – website and anthology

Hallie Stern – website, anthology and conference support

Leah Ferentinos – conference support

Jeffrey Lee – conference support

Erica Kaster – conference support

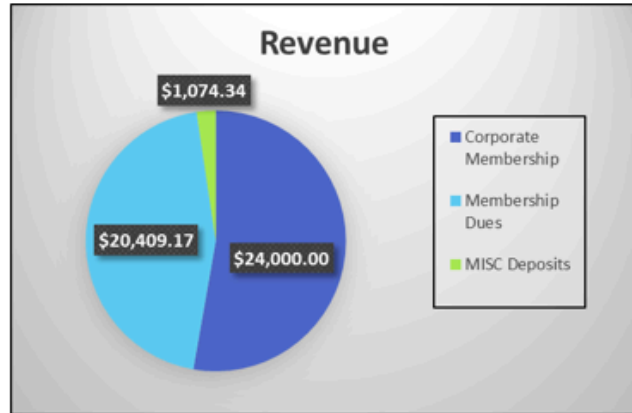
Alexis Shippley – conference support

Brownbag – Fred Cohen

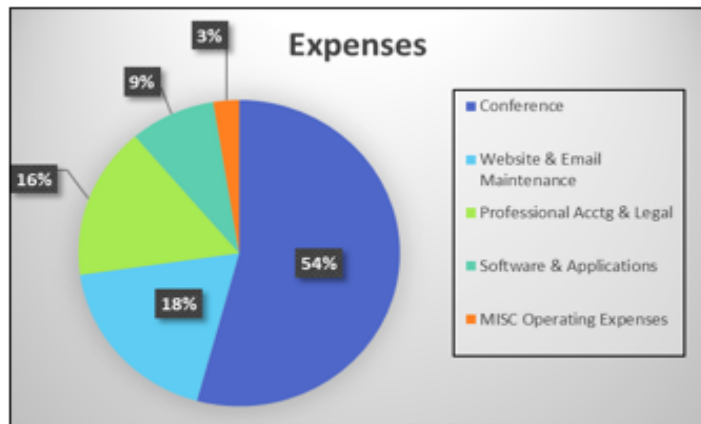
Blog – Steven Davic

## 2024 Revenue and Expenditures

	Revenue
Corporate Membership	\$24,000.00
Membership Dues	\$20,409.17
MISC Deposits	\$1,074.34
<b>TOTAL REVENUE</b>	<b>\$45,483.51</b>



	Expenses
Conference	\$28,202.63
Website & Email Maintenance	\$9,609.66
Professional Acctg & Legal	\$8,346.00
Software & Applications	\$4,480.62
MISC Operating Expenses	\$1,348.83
<b>TOTAL EXPENSES</b>	<b>\$51,987.74</b>



## Corporate Sponsorships

I would like to thank the continued support of our corporate sponsors. IPA welcomes corporate sponsorships and other partnering opportunities as a way to amplify our message with the help of other like-minded groups. Corporate sponsorships also provide the resources to grow the types of services and outreach we hope to provide, including events, mentorship opportunities, and training and COI meetings. Our corporate sponsors for 2024 included:

Sponsor	Level
 Peraton	 Platinum
 Research Innovations, INC	 Platinum
 Booz Allen Hamilton	 Gold
 Crescent Bridge	 Silver
 Amentum	 Silver
 Blackbird AI	 Silver
 Grafika	 Bronze
 PreData	 Bronze
 Premise	 Bronze
 Logically AI	 Bronze
 Meltwater	 Bronze
 Two Six Technologies	 Bronze
 Deft9 Solutions Inc	 Bronze
 Colsa	 Bronze
 PeakMetrics	 Bronze
 Fraym	 Bronze

There are several levels of corporate sponsorship, which are highlighted below, as well as the benefits from each level. We will be examining these benefits, as well as individual membership benefits in 2024. If you are interested in becoming a corporate sponsor at any level, please contact us at [communications@information-professionals.org](mailto:communications@information-professionals.org).

Sponsorship Level				Benefit
Platinum \$25,000	Gold \$15,000	Silver \$7,250	Bronze \$2500	
X	X	X	X	Corporate logo and tagline on IPA website
X	X	X	X	One exclusive episode of <i>The Cognitive Crucible</i> podcast annually
X	X	X	X	Listing as a sponsor on all conference literature and banners
X	X	X	X	Access to IPA's "Member Directory"
X	X	X	X	Invitations to public IPA events
X	X	X	X	Invitations to IPA general membership events
X	X	X	X	Presentation opportunities at IPA conferences
X	X	X		Option to provide qualified panel members
X	X	X	X	Notification of conference topics and option to nominate
Every other year	-	-	-	Conference moderator position
10	5	5	2	Employee memberships
2	2	2	1	Admission tickets to IPA conferences

## Goals, Projects, and Scheduled Events for 2025

- Goals
  - Select a new board of advisors.
  - Establish additional regional COIs.
  - Increase active individual membership, including a 50% increase in student and under-30 demographic.
  - Diversify our member demographics beyond our military and government base by actively recruiting academic, industry, media, and research professionals.
  - Increase volunteer opportunities for member participation through our established committees.
  - Increase corporate sponsorship and begin pursuing philanthropic support for our mission.
  - Grow weekly podcast downloads.
- Events – We have three events scheduled for 2025 and we welcome the opportunity for partnering with other organizations and sponsors as we did in 2024 to provide additional engagement opportunities for our members, partners, and sponsors.
  - May 8: IPA Reception following the Operations in the Information Environment Symposium during SOF Week 2025. The reception will be held from 4:15 - 6:15 PM in the Terrace Room at the JW Marriott hotel in Tampa (same location as last year). Additional details to follow on the IPA website and via email.
  - September 2-3: PINNACLE 2025 will be the first iteration of IPA's annual conference. The event will include keynote speakers, panels, working sessions, and a member meeting. PINNACLE will be held at the CarahSoft facility in Herndon, VA. Additional details to follow on the IPA website and via email.
  - Fall TBD: Connexions25: IPA will co-sponsor this event with the Connexions team, likely in October or November.
  - Local Community of Interest (COI) networking events: The IPA BoD works regularly with our COIs and sponsors to identify opportunities for local events that bring together information professionals to discuss a variety of topics. These events offer a more intimate setting than a larger conference, usually including 75-100 attendees gathering after business hours, often including a keynote speaker or panel discussion followed by networking with colleagues over drinks and hors d'oeuvres.

## Social Media Metrics

