

**ASTD Northeast Florida  
Board Meeting Minutes**  
**Date:** August 8 2012  
**Location:** Webster University



<b>In Attendance</b>	Robert Zinsser, President-Elect Alison Cruess, VP IT Tina Echeverry, VP Professional Development Jennifer Jamison, VP Membership Linda O'Connell, VP Sponsorships Lynne Orr-Holley, VP Finance Tom Speer, VP Programs Rachel Stromberg, Director at large Laura Steigelman, VP Member Involvement Jeff Geloneck, VP eSIG Marilyn Feldstein, VP CMSIG Derree Braswell, Director Casey Gibson, VP Public Relations (conference call) Sue Raffensperger, Past President (conference call) Quorum established
<b>Absent</b>	Ida Gropper (President)
<b>Begin</b>	6:20 p.m.
<b>End</b>	8:00 p.m.

<b>Agenda Item</b>	<b>Details</b>	<b>Follow-up</b>
Bob Zinsser Incoming President  (Welcome and Minutes)	-- Bob called the meeting to order -- Bob directed everyone to review the July Advance minutes dated 7/14/12 and Board of Directors' meeting minutes both dated 7/14/12 <b>Corrections to the 7/14/12 Advance Meeting Minutes:</b> -p4 IT Committee Report: change to read "IT wants to access to chapter's Linked-In needs (instead of account) -p5 Membership Committee Report: <ul style="list-style-type: none"> <li>• delete "with two internships"</li> <li>• add Kerner after Rick (last name)</li> </ul> -p5 Sponsorship Committee: add "and ongoing" -p5 Follow-Up column for Administration: add that Ida will update process and procedures for whom the Chapter Administrator will report (President for 2013 instead of President Elect)  <b>MOTION:</b> to approve the July Advance meeting minutes dated 7/14/12 with the proposed changes (Marilyn) - Rachel seconded - Motion passed (unanimous).	

	<p><b>Corrections to 7/14/12 Board of Directors Meeting Minutes:</b></p> <p>-p2 VP eSIG report:</p> <ul style="list-style-type: none"> <li>• add Lynne’s last name after her first name (Orr-Holley)</li> <li>• Discussion: add that Ida asked for clarification of the external audit discussion which Lynne Orr-Holley will address.</li> </ul> <p>-p3 VP Sponsorship report (Discussion): change from “Registration” to “Administrator”</p> <p>-p3 VP IT report: change spelling of terabyte instead of terabite.</p> <p>-p4 Director at Large Discussion items:</p> <ul style="list-style-type: none"> <li>• Add “for the benefit of members”</li> <li>• Change Rachel’s response to Linda’s comment to exclude “suggested that it may be best to handle at the next Advance in Oct” to “to be introduced at Advance in October”</li> <li>• P5 change to “lack of availability form existing Board members</li> </ul> <p><b>MOTION:</b> to approve July Board of Directors’ minutes dated 7/14/12 with the requested changes (Marilyn);</p> <p>- Linda seconded the motion - Motion passed (unanimous).</p>	
<p>Sue Raffensperger Past President</p> <p>(Board Expectations)</p>	<p>(Topic to be emailed to Board and discussed via email or at the next BOD meeting in September)</p> <p>. A motion will be made to formalize these guidelines during the September Board of Directors meeting.</p>	
<p>Lynne Orr-Holley VP Finance</p> <p>(2012 Audit)</p>	<p><b>Handouts:</b> Balance Sheet as of July 31, 2012; Profit &amp; Loss Statement for July, 2012; Profit &amp; Loss Statement for June 2012; Profit &amp; Loss Budget vs. Actual December 2011 to May 2012.</p> <p><u>Summary of Decisions:</u></p> <p><b>External Audit:</b> two tax returns prepared by Stephanie Hartnett, CPA</p> <ul style="list-style-type: none"> <li>• Tax return with a fiscal year ending 11/30/12</li> <li>• Tax return with a one month fiscal year (12/01/12 ending 12/30/12)</li> <li>• the cost for both tax returns is \$1200</li> <li>• Includes a mid-year reconciliation (period covering 12/01/2011 to 07/31/2012) with adjusting entries</li> <li>• External audit on 12/30/2012-external audit satisfies by-laws requirement</li> </ul> <p><b>Internal Audit:</b> conducted by 2 Board Members—possibly Sue Raffensperger and Derree Braswell.</p> <ul style="list-style-type: none"> <li>• approximately 1/2day meeting plus additional time to summarize and make recommendations</li> <li>• Due for an internal audit on 11/30/2012 according to by-laws</li> </ul>	<p>Lynne will initiate the reconciliation and external audits Lynne will work with Derree and Sue to initiate the internal audit</p>

	<ul style="list-style-type: none"> <li>• By-laws also require that the chapter alternate internal and external each fiscal year</li> <li>• By-laws and CORE also require General Internal Audit checklists to be used by VP Finance and Administrator</li> </ul> <p><b>Additional services performed by Stephanie Hartnett, CPA.</b></p> <ul style="list-style-type: none"> <li>• QuickBooks guidelines/coaching;</li> <li>• Consulting services on the General Internal Audit checklists (help to satisfy the by-laws and CORE requirements)</li> </ul> <p><u>Discussion:</u></p> <ul style="list-style-type: none"> <li>• By-laws requirement of alternating internal and external audits between fiscal years is satisfied because an internal audit is conducted for the fiscal year ending 11/30/2012 and an external audit is performed for the one month fiscal year 12/01/2012 to 12/31/2012:</li> <li>• filing taxes for 13 month fiscal period recognizes the change of fiscal period</li> <li>• ask Stephanie Hartnett about the cost exceeding her \$1200 fee for additional services</li> <li>• This additional cost will be accounted for in the Finance Budget.</li> </ul> <p><b>Motion:</b> To spend up to \$2000 for external audit, mid-year reconciliation, 13 month tax return filing and additional services and to retain existing CPA services by Stephanie Hartnett (Marilyn).</p> <p>-Derree seconded the motion -Motion passed (unanimous)</p>	
<p>Bob Zinsser President Elect</p> <p>(BoD's Nominations for 2013)</p>	<p><b>Handout:</b> Board of Director Positions listing the title, name of incumbent or open, and a brief summary of the responsibilities.</p> <p>VP Sponsorship: <u>Open with no nominees</u>  <u>VP Professional Development:</u> (nominee Allison Turner)  <u>President Elect:</u> (nominee Tina Echeverry)  <u>VP CMSIG:</u> (nominee Lynn Higgison)</p>	<p>Vote for open positions with nominees in September 20<sup>th</sup> Monthly chapter luncheon</p>
<p>Tina Echeverry VP Professional Development</p> <p>(Big Event) (Mentoring Program)</p>	<p><b>Big Event:</b> 20 registered</p> <p>-Promotion/Advertising strategies:</p> <ul style="list-style-type: none"> <li>• <i>Social media:</i> FB, LinkedIn, Twitter</li> <li>• <i>Professional networks:</i> SHRM, PMI</li> <li>• <i>Officer involvement:</i> Bob Zinsser</li> <li>• <i>Network media:</i> Schedule interviews with FPR and WJCT</li> <li>• <i>Monthly meetings:</i> ASTD NEFL (eSIG, CMSIG, chapter meeting)</li> <li>• <i>ASTD National:</i> email members</li> <li>• <i>Accreditation:</i> PMI for giving out credits (project managers who are interested in registering and getting PMI credits)</li> </ul>	<p>Tina Echeverry to update the flyer with pricing structure.</p>

	<ul style="list-style-type: none"> <li>• <i>Website Calendar</i>: cut and paste on LinkedIn page, FB wall</li> </ul> <p>-8 Sponsorship tables sold -working on door prizes and gift bag items.</p> <p><b>Mentoring Program:</b> -Identifying people matches (8/14) at Webster University in the morning. -An HRDQ assessment will be included -Derree and Laura to help</p>	
Alison Cruess VP IT  (Data Backup – External Hard Drive)	<p><b>Hyperoffice:Handout 1</b> -<u>Goals/Purpose</u>: place chapter files in one location with back-up and archives; reduce attachments in emails.</p> <p>-<u>Feedback on Hyper office</u>: Need to understand how versioning feature works on individual documents with the following</p> <ul style="list-style-type: none"> <li>• creates duplicate file</li> <li>• details identify date and time the document was changed</li> <li>• version control</li> </ul> <p>-Improving the BOD use of Hyper Office: it was suggested that Alison use the BOD meetings as an opportunity to demo features and improve BOD familiarity with HyperOffice.</p>	<p>Alison Cruess to request from Jim Star ability for users to turn on versioning feature for individual documents.</p> <p>Alison Cruess to spend 5 minutes during future BOD meetings on Hyper office tips.</p>
Jennifer Jamison VP Membership  CORE Membership Update	<p><b>CORE goal:</b> 35% of ASTD NEFL members should also be ASTD national members</p> <ul style="list-style-type: none"> <li>• Submit ASTD national membership list by October 5<sup>th</sup>.</li> <li>• CORE goal will be achieved requirement by end of August.</li> <li>• 366 chapter members</li> </ul>	
Open Items	<p><i>Volunteer openings:</i></p> <ul style="list-style-type: none"> <li>• You can get the form for committee needs from Laura Steigelman</li> <li>• There is a New Member Orientation at Webster 9/8/12</li> <li>• Several Volunteer Ambassadors available to assist</li> <li>• Reminder: <i>CMSIG at U of Phoenix on 8/23/12</i> (Conducting successful 2<sup>nd</sup> interviews; avoiding interview blunders)</li> </ul> <p><i>Announcement: the September CMSIG will not be a regular meeting because 9/17 to 9/21 is ASTD National Career Week (ASTD National will hold webinars)</i></p>	<p>CMSIG VP, Marilyn Feldstein or CMSIG Committee to post events on ASTD NEFL website</p>

	<p>PayPal Payment issue (not being able to make payments with American Express)</p> <p>BOD members were reminded to continue the Position /Process and Procedure documentation</p>	<p>Chapter Administrator to follow-up on PayPal on how to expedite the process; make it easier for members to pay.</p>
<p>Respectfully submitted and Corrected (including changes from September 12 2012 BOD meeting)</p> <p>Jeff Geloneck, VP eSIG</p> <p>Susan Abraham <i>Susan Abraham</i></p> <p>Chapter Administrator, October 16, 2012</p>		

Signature:   
Jeffery Geloneck (Oct 16, 2012)

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