



In Attendance	<p>Ida Gropper, Past President Alison Cruess, VP IT Tina Echeverry, President Elect Jennifer Jamison, VP Membership Rachel Stromberg, Director at large Lynn Higgison, VP CMSIG Casey Gibson, VP Public Relations Tami Beaty, VP Sponsorship Jeff Geloneck, VP eSIG Robert Zinsser, President Tom Speer, VP Programs Laura Steigelman, VP Member Involvement Allison Turner, VP Professional Development Quorum established</p>
Absent	<p>Rachel Stromberg, Director at Large Tami Beaty, VP Sponsorship Lynne Orr-Holley, VP Finance</p>
Begin	6:15PM
End	8:45 PM

Agenda Item	Details	Follow-Up
<p>Robert Zinsser, President</p> <p>(Welcome and Minutes</p> <p>2 Open Board Positions for 2014—Member Involvement and Membership)</p>	<p>-- Bob called the meeting to order.</p> <p>-- Bob directed everyone to review the February Board of Directors meeting minutes dated 02/13/2013.</p> <p><u>Corrections to February BOD meeting minutes dated 02/13/2013 :</u></p> <p>p 2 bottom: Add “as needed.”</p> <p>p 3 2nd paragraph: Change to read “between ASTD NEFL and program attendees.”</p> <p>p 4 Workplace Excellence (bottom): Change to read “it would add to ASTD NEFL credibility.”</p> <p>MOTION: to approve February Board of Directors’ minutes dated 02/13/2013 with the requested corrections (Laura).</p> <ul style="list-style-type: none"> - Allison seconded the motion. - Motion passed (unanimous). <p><u>2 Open Board Positions</u></p> <p>Membership and Member Involvement: terms end 2013. Need to start looking for candidate as early as possible. Bob asked Board to start searching for candidates.</p>	

<p>2013 Budget Susan Abraham, Administrator on behalf of Lynne Orr-Holley, VP Finance</p>	<p><u>First Budget Item of discussion: Speaker gifts (71223):</u> Ida asked Tom how many gifts he needs to order. Tom stated that he has three flash drives left and that he needs to place an order within one month. The order would total to less than \$150 which would reduce the budget line item.</p> <p>Jeff suggested pooling the speaker gift costs of the flashdrives. This means to purchase flashdrives in bulk for both eSIG and monthly programs. This would take \$200 out of eSIG speaker gifts budget and combine with the programs speaker gifts budget line item. Ida stated that Tom and Jeff should associate the expense with the program—there should be a speaker gift line item for both eSIG and programs.</p> <p>Tom: stated that when the dust settles, the Board should share its efforts on being good stewards of the membership fees.</p> <p><u>Second Budget Item of discussion: A/V Fees and Purchases (71224):</u> Tom stated that there were no AV fees incurred in Maggiano's February bill. Maggiano's may be receptive to waiving the AV fee.</p> <p>The AV Fee budget line item discussion is deferred until the April Board meeting.</p> <p>Tom also purchased a microphone cable.</p> <p>Tom asked about how the budget items of discussion were selected. Ida commented that budget items in question are determined by looking at the expense line items that are taking up a high percentage of the total revenue balance.</p> <p>Tom asked how the negative Net Income line item balance was calculated. Susan stated that the chapter is spending more than it is earning (expenses exceed revenues).</p> <p><u>Third Budget Item of discussion: Advance Planning Sessions (7360):</u> Ida began the discussion by stating that the budget line item consists of catered breakfast and lunch for the Board during the two Advance meetings. Casey asked about the possibility of Board members bringing food for the Advance meetings, like a potluck type of meal instead of spending money on a caterer for breakfast and lunch. Laura stated that she was comfortable with bringing in breakfast but would like to have lunch catered. Tina added that Webster already has coffee available.</p> <p>Ordering lunch from Publix is another less costly alternative than having a catered lunch.</p> <p>Jeff suggested the possibility of finding a sponsor for the lunch. Bob said that the chapter needs to be careful on how to utilize sponsorship donations.</p> <p><u>Fourth Budget Item of discussion: Board and Committee Recognition (7365):</u> Ida stated that the chapter could forego the recognition which consisted of the gift cards for Board members during the year-end Board dinner meeting. The amount would be reduced from \$900 to \$500, which represents the cost of the year-end Board meeting dinner.</p>	<p>Tami Beaty to follow-up with Maggiano's to determine if Maggiano's is receptive to ASTD NEFL in-kind sponsorship.</p>
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	<p>Tom asked if the expense for outgoing Board members is included in this budget line item. Ida also suggested that the year-end Board meeting go from dinner to lunch, which may be less costly. Bob stated that the chapter needs to focus on spending more on the members and less on the Board. Casey stated that Board members volunteer willingly, not for the gift cards. Tina agreed with Casey. Tom suggested that if the Board decides to move the year-end meeting to lunch that the chapter should capitalize on its relationship with Maggiano's. The consensus of the Board was to move the year-end meeting to lunch instead of dinner.</p> <p><u>Fifth Budget Item for discussion: Additional Board Feedback on 7300 Leadership Account Line Items:</u> The Name Tags budget line item (7330) should be eliminated for 2013 since there are no anticipated changes to Board members.</p> <p>Laura suggested that the Chapter Banner budget line item (7350) be reclassified to the Marketing Expense budget line items (7900).</p> <p><u>Sixth Budget Item for discussion: Information Technologies (7400 Budget Line Item Expenses:</u> The Survey Monkey subscription was reduced to three months from an annual subscription (7410). The IT supplies budget line item was completely eliminated.</p> <p><u>Seventh Budget Item for discussion: Professional Development Budget Line Items (7840 to 7870):</u></p> <p>The ASTD competency model has changed and this means that the CPLP exam may change. ASTD NEFL will have to order new study guides; therefore, the CPLP support budget line item (7850) has to remain at \$500.</p> <p>The background on Other Scholarships and Awards budget line item (7870) was that ASTD NEFL offers its members incentive to pass the CPLP. The initial incentive was to reward active members passing the CPLP with a free chapter and national membership; however, this is difficult to track and identify. The surplus committee recommended that the Scholarships and Awards budget line item be increased. If the Board approves this recommendation, the CPLP Committee could research and recommend how best to reward CPLP's.</p> <p>Tina stated that SHRM holds a 50/50 fundraiser raffle to raise money that will fund their scholarship fund. In addition, the SPHR and PHR cost less than the CPLP.</p> <p>Casey suggested that the chapter reimburse members for taking the CPLP rather than award members with free membership. Ida stated that members should be reimbursed for the CPLP test fee only when they pass the CPLP exam.</p> <p>The consensus was to leave the Other Scholarships and Awards budget line item the same at \$300.</p>	<p>Lynne to move the Chapter Banner from Leadership to Marketing.</p>
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	<p><u>Eighth Budget Item for discussion: Marketing (7900):</u> Laura suggested that at the beginning of each program, the chapter have a charitable organizations speak for a few minutes.</p> <p>Ida also suggested that instead of donating money, ASTD NEFL Board donates its time.</p> <p>Casey stated that the Board already donates time to ASTD NEFL. Tina stated that each Board member can choose his/her charitable organization to donate his or her time.</p> <p>Discussion ensued about whether \$250 for marketing (promote social media connections, charitable donations line item 79101) was reasonable. Laura suggested having the Board decide how Casey donates the money. Ida suggested researching what other ASTD chapters are doing. Jeff stated that the budget line item break into two separate items--one is for marketing and one for charitable works/donations.</p> <p>Motion: to research and adjust budget to balance with the exception of the following 3 items and to finalize in April (Bob).</p> <p>Tom asked if we could defer the discussion until the April Board meeting.</p> <p>Ida stated that Lynne would like to have an approved budget in March, but if the Board felt more time was needed it could defer the decision until April.</p> <p>The consensus was to table the final approval of budget until April.</p>	<p>Discussion of the following 3 budget line items in the April Board Meeting:</p> <ol style="list-style-type: none"> 1. A/V expenses. 2. 79101 on charitable donations. 3. Speaker gifts.

<p>Alison Turner VP Professional Development</p> <p>Updates on CPLP, Mentor Program, and Big Event</p>	<p>Handouts: Handout 1 Professional Development Update; Handout 2 Mentor Program.</p> <p><u>CPLP Awareness Sessions</u>: Spring. Summer; Fall webinars Lunch in November; Allison sent email to webmaster/IT VP.</p> <p>CPLP Scholarship TBD.</p> <p>Heather Horner: CPLP Awareness chairperson, contacted Suncoast and south Florida ASTD chapters and is working on a flyer.</p> <p>ASTD Learning Center resource for CPLP-- best if housed at Webster for the updated study guide. The old CPLP study guide was in the main library downtown.</p> <p>Need volunteers for committee.</p> <p><u>Mentor program</u>: Jane Wytzka and Susan Bowen are chairing the committee. The flyers are completed and distributed to new members (Handout2); need mentors (Allison directing her request at the Board). Laura suggested announcing this at chapter monthly meeting next week to chapter members. The program has been running for three years with only two mismatches . Jeff has a candidate for mentee. Casey volunteered as a mentor. Tom asked for the time commitment for a mentor. Allison estimated 12 hours from May through the Big Event. The graduation luncheon follows the Big Event. Communication is up to mentor/mentee (in person, phone, virtual). Tom volunteered as a mentor.</p> <p><u>Big Event</u>: The committee needs the Board's feedback on 3 candidates (Handout 1—second page); flat fee or profit-sharing model. The first speaker is Bob Pike. Tina stated that Bob Pike is very popular but expensive. Allison stated that Bob Pike has a person in his group to schedule his speaking engagements/workshops. Ida stated that the chapter could market the Big Event to other ASTD chapters and SHRM.</p> <p>The second speaker is Bob Nelson whom Marilyn Feldstein recommended. Bob Nelson sent additional pricing information to Allison but this information was not included in his website. Bob Nelson accommodates a broad audience, which is why his fee exceeds Bob Pike's fee. Jeff stated that if the chapter offers to sell books for the speakers, the speaker may lower their rates.</p> <p>The third speaker is Dr. Mimi Hall based out of Orlando. Dr. Hall has a radio show "Corporate Couch" (AM channel). Her fee is split into morning (travel/hotel expenses) and afternoon, which is just driving from Orlando. Dr. Hall specializes in HR, training, and development.</p> <p>Allison mentioned another speaker—Ken Blanchard—who was very expensive.</p> <p>Casey suggested Thiagi, the father of Interactive and Experiential training.</p>	<p>Allison to research Bob Pike and Thiagi and will report back to the Board on Big Event decision.</p>
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	<p>Tina-stated that the Big Event committee must decide on a specific or broad topic.</p> <p>Tom:was in favor of a specific (training) topic.</p> <p>Several Board members were interested in Thiagi.</p> <p>The overall consensus was either Bob Pike or Thiagi.</p> <p>Allison said that Bob Nelson will be in Florida between September 22nd through October 15' which makes for good timing as a speaker (and reducing travel costs).</p> <p>Allison will finalize the date and details for Big Event within two weeks.</p> <p>Bob encouraged Board members to research the different speakers and provide feedback to Allison.</p>	

<p>Alison Cruess, VP IT</p> <p>Hyperoffice Training (HOT) Topic</p>	<p><u>HyperOffice Training:</u> (Powerpoint Presentation)</p> <p><i>Productivity and Communication</i></p> <ol style="list-style-type: none"> 1) Alison Cruess proposed that we use HyperOffice email for chapter business beginning April 5th. Currently, Board members use work and personal email addresses. This causes work and/or personal email to be mixed with ASTD business. Emailing the entire Board becomes a challenge because some people have more than one email address or change email addresses. New Board members are also challenged by the transition (email forwarding changes). 2) Alison recommended we switch from individual (names) to position-specific logins. <p><i>Benefits:</i> separates all the emails (personal, business, ASTD); better transition of Board members; (keeps the email history of Board position); replies and forwards keep personal and business separate. HyperOffice automatically populates a distribution list so there is less chance someone will be left out of an email. Users can insert the link to a document because it's in HyperOffice (one centralized location).</p> <p><i>Pain points:</i> There will be a new login; need to log into the portal to check email; remembering to check email daily. Ida asked about keeping span in the GoDaddy domain and keeping it out of HyperOffice.</p> <p><i>Plan:</i> If a Board member has saved documents in the "Personal" folder, they need to be relocated before April 5th.</p> <p><i>Timeline:</i> On April 4th old accounts deleted; April 5th Alison emails us the passwords to activate/change new password. Alison changes the forwarding email from GoDaddy to the HyperOffice email. Alison will hold a one hour webinar on email/discussion on HyperOffice email (on April 5th).</p> <p>Alison's recommendations were approved by the Communication Steering Committee. Jeff suggested avoiding subscriptions (spams).</p> <p>Motion: To adopt the transition to HyperOffice email system and use of position-specific accounts (Alison). Tina seconded the motion. Motion passed (unanimous).</p>	

<p>Tina Echeverry, President Elect on behalf of Tami Beaty, VP Sponsorship</p>	<p><u>Sponsorship Plans/Ideas:</u> (Handout 3 Sponsorship Packages; Handout 4 Chart of Sponsorship Options).</p> <p>These handouts outline policies and guidelines on what the sponsors receive in exchange for their donation.</p> <p>Nothing changed since the previous sponsorship program with the exception of in-kind donations.</p> <p>Alison said that only 3 sponsorship images could fit into the website.</p> <p>Tom asked if the Board promise/advertise a specific, quantifiable amount of exposure to the sponsor's business.</p> <p>Tina said that the chapter only gives sponsors a general idea about the programs.</p>	
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<p>Open Discussion</p>	<p><u>Membership:</u> The chapter's CORE membership percentage for February 2013 is currently at 32%. To be discussed at the next Board meeting. Specifically, the Board needs to identify specials that ASTD/promotions for ASTD membership (national and chapter). Jennifer needs ideas on increasing membership and meeting CORE requirements. The CORE membership requirement for 2013 has increased to 40% of chapter members need to be national members</p> <p>Jennifer spoke with Brandon Grubesky with the national chapter to see if national sends emails out to chapter members about joint membership promotion offerings. National used to but because of complaints and concerns expressed by chapters they no longer send the information to chapter members. Jennifer asked if there was a way that the promotions could be shared with the chapter Boards early enough so that chapters could try to advertise the joint membership promotions to chapter members. Currently, the promotions are short notice and there is not enough turnaround time to advertise and promote to chapter members before the special expires. Per Brandon, he will be meeting with the marketing team in the upcoming weeks and will discuss that with them and give updates in the next webinar.</p> <p>The new logo for Power of 2 membership is now called Power Member.</p> <p>Big Event and monthly events to encourage national and chapter membership.</p> <p>The chapter should encourage student membership—contacts in the local schools.</p> <p>Laura suggested forming a CORE membership drive –a task force to work and offer incentives for dual membership.</p> <p>Tina also suggested encouraging membership through Big Event registration fee incentives.</p>	
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Respectfully submitted
Susan Abraham
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 Chapter Administrator, March 13, 2013

