

ASTD Northeast Florida
April 13, 2009 Board Meeting Minutes
Last Revised



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| In attendance: | Derree Braswell, President-Elect Brenda Cohn, Admin Committee Member Chris Dibble, VP Programs - eSIG Betsy Donnelly, Director-at-Large Marilyn Feldstein, Director-at-Large Bryan Huffman, VP Finance Sharon Kimble, President Paul Stromberg, Administrator Rachel Wical, VP Public Relations Desiree Ward, Past President Pam Yoder, VP Membership Deb Welsh, Webmaster |
| Absent | Ronnell Lovings, VP Professional Development Wendy Pope, VP Programs Christy Sharpe, VP Information Technology Poonam Sahotra, VP Sponsorship Karmaria Scott, VP Member Involvement |
| Open: | 6:01 pm |
| Adjourned: | 7:51 pm |

| Discussion Items | Action Items |
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| <ul style="list-style-type: none"> • Sharon called meeting to order. • Deb Welsh provided a website report. The access tiers of the website have been changed, and users must now log in to register for a meeting. This prevents duplicate email listings. The Professional Development page is now under Member Services, which means that only paying members can access it. There are now eight people on the website committee. A chart of website pages, persons responsible for content, and editors was distributed. All website content goes to Rachel before it is sent for publishing. There will be a 48-hour (two business days) turn-around. Rachel does not need to review materials provided by speakers after the materials has been presented. • Motion made by Desiree that February and March minutes be approved as presented. Motion seconded by Derree. Minutes were unanimously approved by Board of Directors. • Desiree reported that she had talked with Geoff from ASTD national about strategies for increasing percentage of ASTD NEFL national memberships to meet the national goal. He suggested emphasizing benefits. A suggestion was made that Corporate members pay for two national memberships for employees. Deb suggested that a page be added to the web site | <ul style="list-style-type: none"> • All who are responsible for content will look at pages they are responsible for and suggest updates. • Desiree will find out which chapter is doing the best job of promoting national membership and ask what strategies they use. She will also send board members links to ASTD leadership LinkedIn and Yahoo sites. She will help Pam get information from Geoff on national |

that lists benefits of national membership. Desiree recommended that board members join ASTD Leader groups in Yahoo and LinkedIn.

- Marilyn reported on plans for the Career Management SIG. Current committee members include Marilyn, Ronnell, Betsy, Barbara Turley and Barbara Williamson. The program will target local members who are currently seeking employment, who would like to move from delivery to design, who would like to move into training and development, or who would like to manage their careers internally within their current organization. There will be monthly meetings. Barbara Williamson may offer teleseminars every two weeks. The meetings will begin in May. Date to be determined in a week in which there is no eSIG or regular meeting. The meetings will be free to ASTD NEFL members. Food will not be provided. Several possible meeting sites were discussed. The meetings will be for members only and attendance will be limited based on the amount of seating. Betsy created a needs assessment (survey) that will be given to those attending the first Career Management SIG.
- Bryan Huffman reported that the accountant who is preparing the chapter tax return has filed for an extension. Bryan suggested that the chapter might want to consider a presentation on finance topics. Discussion followed on the topics that would relate to training and development. Chris suggested budgeting and finding grants. Rachel suggested that those in the training industry need to understand the language of finance to be seen as strategic partners. Derree suggested a workshop on finance for training managers and consultants. Paul recommended that the presenter be an academic or rather than someone actively in the business to prevent the appearance of “selling” a particular investment company.
- Derree reported on the Big Event to be held October 8. The featured speaker will be Wendy Kirkpatrick and the topic will be *Training on Trial – How Workplace Learning Needs to Reinvent itself to Maintain Relevancy*. Ronnell is looking for a location and additional committee members. The proposed admission price is \$45 for members and \$55 for non-members. Marilyn suggested that it should be free for members. Derree said that the price is the amount needed to cover meals. Desiree suggested the members who attend might be given the book by Wendy Kirkpatrick. There could be an option that non-members who attend could purchase the book at a reduced cost. Derree suggested that sponsors and vendors be found. A suggestion was made to promote – “join today, get a free book” on the day of the event. The event will include a

members in this area who are not members of ASTDNEFL. **Pam** will call them to encourage them to join the local chapter.

- **Sharon** will ask about Shands providing meeting space during the day. **Betsy** will follow up on adding a Career Management SIG page to the website under Professional Development.
- **Rachel** will complete edits of article on event to be posting to the website. **Sharon** will follow up with Ronnell on the Big Event Announcement and request for volunteers then send write up to Rachel.

panel discussion by local CEO's who will answer questions related to the topic from members.

- Chris said that eSIG attendance is almost completely members now that members have preference. This means that we are not receiving the revenue of paying non-members. Also, there are 10 to 15 no shows for each meeting. Rachel suggested an announcement concerning the cost of no shows at the next meeting to encourage people to cancel if they cannot attend. Paul suggested that if someone no shows twice without cancelling, they should receive a telephone call. They should also be moved to the bottom of the waiting list Betsy suggested a survey question for those who registered but did not attend. "To help with planning for future programs, if you did not attend, give reason." Marilyn suggested a telephone call to no shows for two meetings, "You reserved this seat. We could not fill it with someone else. What is making it difficult to attend or cancel?"
- Sharon suggested that if you reduce our expenses for regular meetings, we could reduce our registration fee. Rachel said that the cost of food is the biggest expense. Sharon presented the food prices for the Holiday Inn and said that unlike the Marriott, they don't charge for room or AV. We will try the Holiday Inn for the May meeting. We will keep meeting prices the same for now and adjust them down later if costs are less.
- Derree announced that the midyear leadership retreat is planned for 9-12 AM Saturday, June 6 at the Holiday Inn. Some board members had schedule conflicts.
- Sharon said the Kamaria will not be able to stay on as VP of Member Involvement due to time constraints. She is willing to stay on the committee. Poonam will probably not be able to continue as VP of Sponsorships.
- Paul asked for volunteers to fill in for him for the May monthly meeting, as he will be out of town.

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- **Derree** will send date to board members to see who can make it and if the date needs to be changed.
- **Sharon** will contact Poonam to get sponsor agreement and contracts.
- **Paul** will send list of tasks to the board.

Respectfully submitted,
Brenda Cohn, Administrative Committee Member
Paul Stromberg, Chapter Administrator
April 17, 2009