

**ASTD Northeast Florida  
June 8, 2009 Board Meeting Minutes**



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 Ronnell Lovings, VP Professional Development Christy Sharpe, VP Information Technology Rachel Wical, VP Public Relations Desiree Ward, Past President Pam Yoder, VP Membership
Absent	Wendy Pope, VP Programs Paul Stromberg, Administrator Deb Welsh, Webmaster
Open:	6:08 pm
Adjourned:	7:34 pm

Discussion Items	Action Items
<ul style="list-style-type: none"> <li>• Sharon called meeting to order.</li> <li>• Sharon shared information from a letter from Margaret Hardy concerning the UNF Excellence Awards. The letter outlined ASTD NEFL responsibilities for the event including: Providing a membership mailing list and email addresses Promoting the event – posting the event on our website and advertising in the newsletter Sharon will present one award issued during the event. Optionally, we may provide two volunteers by September 11 to act as judges. Volunteer judges will be invited to the event and their lunches will be complimentary. A representative from UNF will come to an ASTD meeting and make a presentation about the awards. ASTD will be provided with a booth (display table) and ASTD membership information will be included in the attendee booklets. Two board members are needed to take care of the booth. They will receive complimentary event tickets. The awards ceremony will be on Wednesday, December 9 and will be the ASTNEFL December meeting. Michael Staver will be the keynote speaker.</li> <li>• Marilyn Feldstein reported on the first Career SIG meeting. She said it was a great first meeting. There were 18 people in attendance including 5 board members. Marilyn shared the compiled results of the survey taken at the first meeting.</li> </ul> <p>7 people were looking for jobs in the training field 3 were transitioning from a job</p>	<ul style="list-style-type: none"> <li>• <b>Rachel</b> will prepare membership information for the attendee booklet.</li> </ul>

3 were transitioning from one area of training to another  
2 were interested in the role of a trainer.

Open discussion ranked highest in the survey.

The meetings will be for members only. Three of the attendees at the first meeting were not members, but they indicated that they would love to join. Based on the discussion at the meeting and the survey, the meetings will be one hour long and will include a combination of a presentation by a speaker followed by group discussion. The meetings will also include informal networking, and sharing opportunities and experiences. Meetings will be held on the last Thursday of the month from 6PM to 7PM. They will be at Landstar on Hodges through the month of October. At the next meeting Marilyn will lead a discussion about transitioning for the first half hour, followed by open discussion.

- Marilyn also mentioned the ASTD Sharing Our Success (S. O. S.) program. Members can nominate others or themselves. Winners receive \$500.00 and national recognition.
- Sharon provided information about the Amazon.com Associates program. She said it is an easy way to earn revenue by adding a link to our website. Our chapter will receive a percentage of the purchase amount when a person clicks on the link to Amazon and makes a purchase. The purchaser's information will remain with Amazon and will not be sent to us. When a speaker has a book, we could promote with the Amazon link.
- Desiree made a motion that the may minutes be approved as amended. (Marilyn pointed out that "member's" should be "members".) Rachel seconded the motion and the motion passed.
- Action was taken to fill the position of VP of Membership Involvement. Pam Yoder, who was VP of Membership, had expressed an interest in that position. Desiree made a motion to nominate Pam for VP Membership Involvement and Rachel seconded the motion. The motion passed by acclamation. Desiree then nominated Sue Raffensperger as VP of Membership. Chris seconded the motion. In the discussion that followed, Christy expressed concern that she would lose talent from the website committee. The motion passed electing Sue to the VP Membership position. (Note: Sue will continue to work on the website committee.)
- Sharon discussed how we are using email and phone. The following suggestions/requests were made:

- **Sharon** will meet with the Web committee to discuss implementing this.

1. Change the subject line when the subject changes.
2. Before replying to all, make sure that it is really necessary.
3. If action is needed, type "Action Required" in the subject line of the email.
4. Add a due date when requesting action.
5. Use the Board page, which is a private page, on the website to post documents. Subscribe to the page to be notified when updates/changes are made.
6. For short messages include information in the subject line followed by "EOM". For example, "added document to Board web page EOM"

- The group discussed using a phone conference line. Intercall costs .10 to .13 a minute. Free Conference Call does not charge, but the phone number is not toll free. A suggestion was made that participants call in from a cell phone to avoid long distance charges. Sharon suggested calling on the phone when emails are complicated. When receiving a phone message, return the call within 48 hours (or on Monday, if call is over the weekend).
- There was discussion around changing the BOD meeting to the first Monday or the third Monday. It was tabled for later discussion. It will remain the same for now.
- Derree reported on the plans for the Board Advance to be held Saturday, July 11, at Panera's on San Marco from 9AM to 12 PM. Lunch will be included.
- The agenda for the retreat will be: 2009 goals, budgets, updates on CORE (CORE requirement on national memberships is staying at 30%), 2010 Board Nominations, and a presentation by April Broussard on Social Networking. Ronnell will be out of town, and will not be able to attend. He will send his goals before the meeting. Retreat documents will be posted to the website Board Member page.
- The current list of board members has been sent to National.
- Desiree suggested that speakers at the ASTD International Conference and Expo are potential speakers for our programs. Marilyn asked what we are paying the big event speaker. Ronnel said \$1200. Marilyn suggested Janet Zandina as a speaker. Janet is the author of the book *Six Weeks to a Brain Compatible Classroom*. She charges \$2500.00 for a half day session. We will be bringing in the Accounting Comes Alive workshop in January. Sharon said that a presenter at Sterling Emotional Intelligence is interest in coming and leading a workshop. Marilyn suggested that provided CEU credits

- **Derree** will send more information on Free Conference call option.

- **Marilyn** will give Janet Zandina's contact information to Wendy.

would be in great demand. Marilyn suggested having a November evening “speed networking” meeting and invited members of other professional organizations such as SHRM, IIBa, and PDSE. A Career Management person could coordinate this in addition to the monthly Career SIG.

- Christy said the Deb was still waiting for information for the June Career SIG. She also said that Deb asks that anything that is sent to be posted to the website be in Note Pad rather than Word because of formatting issues.
- Derree said that trainers have a hard time attending daytime meetings. Discussion followed on possibilities for different meeting times. Marilyn said she attended a SHRM workshop that was held in the afternoon and followed by a dinner meeting. The room was full. She also said that they started having a table where anyone looking for a job could leave resumes, and anyone looking for employee could pick up resumes. Sharon suggested that there be more choices of meeting times so more people could participate. Sue mentioned that the previous ASTD chapter that she was affiliated with had a breakfast meeting followed by a workshop once a quarter.
- Chris announced that he is looking for speakers for the eSIG – topics other than Social Networking and Second Life. The August date is still open.

Respectfully submitted,  
Brenda Cohn, Administrative Committee Member  
Paul Stromberg, Chapter Administrator  
June 29, 2009