

**ASTD Northeast Florida**  
**March 9, 2011 Board Meeting Minutes**  
**Location: University of Phoenix**



In attendance:	Tina Echeverry, VP Professional Development Marilyn Feldstein, VP CMSIG Linda Hasselbach, VP of Finance Jennifer Jamison, VP Membership Lynne Orr- Holley, VP eSIG Sue Raffensperger, President Karen Sistare, VP Programs Paul Stromberg, Administrator Rachel Stromberg, Director Deb Welsh, Webmaster
Absent	Derree Braswell, Past President Ida Gropper, President-elect Christy Sharpe, VP Info Tech Laura Steigelman, VP Member Involvement Robert Zinsser, VP Public Relations
Open:	6:10 pm
Adjourned:	7:40pm

Call to Order	Sue Raffensperger called the meeting to order.
February Minutes	Quorum was established after some late arrivals. With some spelling and phrasing corrections and the addition of a definition for <i>hashtag</i> , the minutes were approved. <b>Paul</b> will make the corrections and upload the minutes for <b>Deb</b> to post on the website.
Professional Development Update	See Addendum
Monthly Programs	Our attendees have expressed great satisfaction with Maggiano’s ambience, food, and service. We are moving ahead with them as our regular venue. Nancy Boyle has negotiated better terms for us. There are still some minor details to be settled, but we will make the change work financially.  Michael Martin will be the moderator for the 3/17 program featuring a panel of 2010 Excellence Award winners.  The Volunteer Appreciation Night has been rescheduled as our regular June monthly program and will feature the Mad Cowford Improv Troupe, networking, and socializing. 2010 and 2011 volunteers who have served for at least three months will be invited as free guests.
eSIG Programs	Lynne reported that the 3/8 program got excellent feedback from the attendees and that the room set-up with demonstrations around the perimeter worked very well. All of the handouts provided by the presenters were useful and will be posted on the website.
CMSIG Programs	Marilyn reported that there were 17 attendees at the 2/24 program, which got an enthusiastic response.  Rachel Stromberg will facilitate the March program, “Promoting Teamwork and Creativity”  Lynn Higginson & Marilyn Feldstein will facilitate the April program,

	<p>“Tools, Tips and Techniques for Writing - Reviewing Resumes”</p> <p>The May topic will be a critique of resumes by a group of experts.</p> <p>Marilyn commented that the flash drives with the Chapter logo, which are now being used as speaker gifts by Karen, Lynne and herself, were a great find.</p>
Website	<p>Deb announced that she had taken a new job requiring a great deal of travel and would have to resign as Webmaster effective April 1.</p>
Membership	<p>Jennifer reported that she and her committee have scripts and are actively telephoning lapsed members. Results so far: 5 reactivated, 6 will not renew as they are no longer involved in training, 5 undecided and pending.</p> <p>Jennifer is now recognizing both new and recently renewed members at monthly luncheons. She is adding the new members’ names to the PowerPoint slide show.</p> <p>Jennifer is promoting student membership in the chapter at local colleges and universities such as Webster and SIU.</p> <p>Sue Raffensperger reported that we have made CORE requirement of 30% dual membership for the year.</p> <p><b>Jennifer</b> is working on a strategy to promote more National membership.</p> <p>Ida Gropper suggested that a study of other chapters’ membership rates, as well as their members-vs-nonmembers pricing for events should be done. <b>Jennifer</b> has begun working on this.</p>
Financial Review	<p>Linda had posted the February financial reports, which were accepted by the board. The chapter is in healthy financial shape.</p>
Open Discussion	<p>The board confirmed the practice of volunteers providing snacks for the board meetings and that it would be improper to use chapter funds for this. We must make certain that new board members are informed of this during onboarding.</p> <p>The fall Advance has been rescheduled to Saturday, November 5, 2011.</p> <p>Sue commented on the proliferation of emails between board members and reminded us to send or reply to only those who need the information and to use the Reply to All button very sparingly.</p>

Respectfully submitted,  
Paul Stromberg, Chapter Administrator  
March 18, 2011  
Rev. 4/13 Donna Spera

## ADDENDUM TO MINUTES OF 3/9/2011 ASTD-NEFL BOARD MEETING

### Big Event Update:

We are proposing the following as costs for The Big Event:

Early registration: \$49 members; \$99 non-members (50% refund will be given up to September 13<sup>th</sup>, no refund will be given after that date)

September 13 – October 7: \$69 members; \$119 non-members

No Walk-ins

- The date will be October 13, 2011 at the UNF's University Center. Our speaker will be Donna Burkette.
- The location has been reserved for the event and the deposit of \$350 has been mailed.
- We are in the process of finalizing the intellectual property & master information sheet for the speaker, in which we will then give to Sue for approval.
- An email was sent out to our committee members for the Big Event and we will be having a lunch meeting on March 18<sup>th</sup> at Webster University to discuss specific responsibilities of each member (sponsorship, etc.)
- We have confirmed a price list for the sponsorship package: **Platinum Sponsor** \$1,500 and up (includes full color page in the Big Event brochure; 8 foot skirted table in a 10 x 10 booth area before/during the event to showcase their products & services; full event registration for four people, including breakfast; the company logo on the homepage under "our sponsors" heading for 6 months; sponsors/vendors are asked to bring a door prize valued at \$50 minimum. **Gold Sponsor** - \$750 (includes ½ color page in the big event brochure; 8 foot skirted table in a 10 x 10 booth area before/during the event to showcase their products & services; full event registration for two people, including breakfast; verbal recognition prior to presentation; company logo on the homepage under "our sponsors" heading for 2 months; sponsors/vendors are asked to bring a door prize valued at \$50 minimum. **Silver Sponsor**- \$400 (includes 1/4/ color page in the Big Event Brochure; 8 foot skirted table in a 10 x 10 booth area before/during the event to showcase their products & services; full event registration for one person, including breakfast; verbal recognition prior to presentation; company logo on the homepage under "our sponsors" heading for 1 month; sponsors/vendors are asked to bring a door prize valued at \$50 minimum. **Bronze Sponsor**- \$200 (8 foot skirted table in a 10 x 10 booth are before/during the event to showcase their products and services; full event registration for 1 person, including breakfast; verbal recognition prior to presentation and text listing in event brochure; sponsors/vendors are asked to bring a door prize valued at \$50 minimum. **Door prize sponsors** – from \$50 - \$199. Items may include gift certificates, hotel stays, books on training, etc.
- We will also be working on adding a Small Business Sponsorship, encouraging small businesses to share a table.

Attended Learning at the Speed of Trust Seminar in St. Pete. In the *Leading at the Speed of Trust* workshop, participants will learn a proven approach and experience practical tools that will allow them to increase and leverage trust. The program focused on:

- Identifying opportunities to increase and restore trust utilizing their personal assessment results.
- Understanding the real, measurable 'Trust Taxes' they might be paying without realizing it.
- Changed 'Trust Taxes' to 'Trust Dividends,' which are the benefits that come from growing trusting relationships.
- Began using the 'Language of Trust' as an important cultural and performance lever
- Below is an example of the outline for the Big Event:

Pre-Conference Activity: Participants will be asked to move around the room and connect with each person very quickly and share with that person why they can be trusted. We could have music on and when the music stops, they should have met everyone. That will get them thinking about trust.

The Business Case for Trust

Video: The high cost of low trust

Trust Taxes and Dividends

Group Activity/Discussion: One Workplace Situation Where you might benefit from increased speed and decreased cost

II: The 5 Waves of Trust

III: Self Trust

The Four Cores of Credibility

Video: The Speed of Trust

Self Assessment

IV: Relationship Trust

The 13 Behaviors Introduction

Group Activity: The "Behaviors" Card Exercise

Video: Investment Advice

V: Organizational Trust

Video: Organizational Trust

Group Activity/Discussion: Where are you paying a high cost for low trust

Group Activity/Discussion: Your symbols of trust and/or distrust

VI: Franklin Covey's Speed of Trust Process

- We have approximately 5 committee members
- Waiting to confirm the name of the event and to see if we could use The Speed of Trust Logo for promotional purposes.

### **CPLP Update:**

- 2011 CPLO Virtual Study Group. The e-blast went out February 28<sup>th</sup>. The virtual study group begins and ends with live, face-to-face sessions conducted by your local chapter representative. In between the live orientation the week of March 28 and the live work product session the week of August 22<sup>nd</sup>, participants will be involved in nine virtual sessions on Thursday evenings from 7:00PM – 9:00PM EST. So far, we've had two members sign up for the study group.

As a reminder, all learners in the CPLP Virtual Review Session should have:

- Minimum of three years of work experience in the field of workplace learning and performance
  - Must be a member of the local chapter
  - Intention to take the knowledge exam and submit work product
  - Purchase or access to the ASTD Learning System before the study group begins
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- Those who expressed an interest in learning more about certification have been added to our email campaign for CPLP Awareness. We have also continued to display information for the CPLP at each monthly meeting.
  - Awareness sessions are scheduled on April 20<sup>th</sup> and October 26<sup>th</sup> at the University of Phoenix at 6:00PM and August 17<sup>th</sup> at Webster University from 7:45AM – 9:15AM.

**Mentor Program Update:**

- Send out email blast reminding members of the important dates pertaining to the next mentor program. This email will be sent out once/month until the deadline to apply for the program has passed.
- Mentor group meeting/conference call to give progress updates such as member interest.
- 2 proteges completed applications
- 1 protégé is in the process of completing the application
- 1 mentor completed an application
- 2 people interested in participating or being a part of the mentor committee
- Mentor Program Graduation will be held on October 13<sup>th</sup> at 12:00PM at UNF's University Center.

Addendum corrected 4/13

Donna Spera