

**ASTD Northeast Florida**  
**April 13, 2011 Board Meeting Minutes**  
**Location: University of Phoenix**



In attendance:	Tina Echeverry, VP Professional Development Marilyn Feldstein, VP CMSIG Ida Gropper, President-elect Linda Hasselbach, VP of Finance Jennifer Jamison, VP Membership Linda Davis O’Connell – VP Sponsorships Lynne Orr-Holley, VP eSIG Sue Raffensperger, President Christy Sharpe, VP Info Tech Karen Sistare, VP Programs Rachel Stromberg, Director Robert Zinsser, VP Public Relations Donna Spera, Recorder of Minutes Paul Stromberg, Administrator
Absent	Derree Braswell, Past President Laura Steigelman, VP Member Involvement
Open:	6:08 pm
Adjourned:	8:00pm

Call to Order	Ida Gropper called the meeting to order in the absence of Sue Raffensperger who arrived later. A nice welcome was given to Linda Davis O’Connell – new VP of Sponsorships.
March Minutes	Quorum was established after some late arrivals. After some spelling and phrasing corrections, Karen Sistare moved to approve; Ida Gropper seconded and the minutes were approved.
Sponsorships	<p>After reviewing what was working for other chapters, Linda proposed a cafeteria style pricing as opposed to the former Platinum, Gold, and Silver levels combining packages of benefits. After discussion, the following pricing was approved:</p> <p>Website Sponsor: Company logo or banner appears on our homepage under “Our Sponsors*.” 12 months \$1000, 6 months \$500, 1 month \$125.</p> <p>Program Sponsors: Banner ad or paragraph about company in the online event description (which is also included in the email invitations and reminders), three-minutes to speak about your company before the event attendees, a display table in the event location, opportunity to place informational/promotional material at each seat before the program. Regular Monthly or eSIG event \$150, CMSIG event \$100. Does not apply to Special Event programs, which have separate rate schedules.</p> <p>Newsletter Ads: 100x700 pixel Banner \$25, 200x700 pixel Banner \$40, 350x700 pixel Banner \$60, Headline and three lines of text \$25.</p> <p>* Christy is working on an animation such as a revolving cube to present the sponsors in rotation.</p>
The Big Event Update	Tina reported that speaker, Donna K. Burnette, and venue are confirmed: <i>Leading at the Speed of Trust</i> (based on Steven Covey’s best selling book

	<p>with that title) will be presented on October 13, 2011 at UNF. We are authorized to use the <i>Speed of Trust</i> logo.</p> <p>Handouts will be included in the program. Members of the Big Event sponsorship committee are being sought and announcements have been posted to the website. Sponsorship opportunities from \$50-\$1500 will be available and are detailed in the promotional letter attached as Addendum 1 to these minutes. This letter and a Hold the Date flyer were sent to last year's sponsors.</p> <p>Leslee Burch, Sponsorship Chair, withdrawn from her position for personal reasons. Adrian Greenhut is to become Chair. Event volunteers are needed.</p> <p>We have sent our mailing list and graphics for a the hold the date post card to Tim Giles at UNF. Bob Zinsser is reviewing advertising goals and the use of social media, meetings, and flyers to market the event.</p>
CPLP Update	<p>The Virtual Study Group began March 28th and the live work product session will begin the week of August 22<sup>nd</sup>. Participants will be involved in nine virtual sessions on Thursday evenings from 7:00 pm – 9:00 pm EST. There are 50 members enrolled nationwide and two members from Canada!</p> <p>Linda Anhalt stepped down from her position as CPLP Chair and has been replaced by Darrin Hayes. His picture and contact information are on the website.</p> <p>Awareness sessions are scheduled for April 20<sup>th</sup> and October 26<sup>th</sup> at the University of Phoenix at 6:00 PM and August 17<sup>th</sup> at Webster University from 7:45 – 9:15 AM.</p>
Mentor Program	<p>Tina has sent an email blast to attract participants and will send more monthly until the deadline to apply. Three potential protégés and 1 mentor are applying so far. Two others are interested in participating or being a part of the Mentor Committee. Graduation will be October 13<sup>th</sup> -12:00 pm at UNF's University Center.</p>
Nonmember Event Fee Changes	<p>Jennifer, Karen, and Ida proposed these changes:</p> <p>Ads in the Training Services Directory to remain free to chapter members and available to nonmembers at a fee of \$70 or more.</p> <p>No changes in eSIG or regular chapter event fees; non-member fees to be \$20 higher. A great deal of discussion ensued involving objectives, risks of losing potential members due to costs, adding perceived value to our chapter membership, whether eSIGs should become a members-only benefit, etc.</p> <p>It was also proposed to reduce the Corporate Group membership levels from four to two, 5-10 at \$55 each and 11 or more at \$45 each. This and the other proposals above were withdrawn for further study to evaluate the concerns expressed by various members of the board.</p>

	<p>After discussion of Gold Member substitution practices, the following policy was adopted and is to be made explicit on the website: Gold Members unable to attend an event to which they are entitled to free admission, may send any substitute of their choice, regardless of the substitute's membership status. Exception: A substitute who is not a chapter member may not be sent to an event that is open to members only.</p>
Ice Transportation	<p>Laura will contact the people who will be attending and try to arrange shared transportation.</p>
eSig	<p>A record 55 attended 04/12/11 event, including 7 nonmembers.</p>
Insurance Coverage	<p>Paul reported that we have had our general liability policy with the Hartford for several years and that he has been unable to find equal or better coverage at a better price. He recommended renewal when due on 05/10/11.</p> <p>The Hartford, however, does not offer directors and officer's coverage, which ASTD National urges us to carry. Through the Nuccio Agency, Firemans Fund offered several levels of standalone D&amp;O coverage, and Paul recommended a \$250,000 policy for \$131.25 per year. Both recommendations were approved.</p>
Information Technology	<p>Christy – We have 6 volunteers for the committee. We have been considering three candidates, Mark Greeley, Bonnie Leigh, and Barbara Ross for Webmaster. The departing Webmaster, Deb Welsh, has recommended Mark because of his experience and the relationships he has built within the Wild Apricot organization. We will appoint Mark, and both Bonnie and Barbara have expressed their willingness to work on the website committee. The webmaster has been asked to attend all future Board meetings.</p> <p>Using Google Analytics on the website shows that the pages most frequently hit are, in order: Home page, Events, Log in page, Event data, and Position Referrals. The rest of the pages are far behind and about evenly used. Website usage is currently down 20%.</p>
Financial Report	<p>March Income was \$2626 and Expenses were \$5940. Major reasons for the negative result include a number of National memberships paid last month for which payments will be posted this month and a luncheon meeting that cost about \$1000 more than it produced. This was an aberration caused by a large number of presenters for whom meals were comped and gifts presented.</p>
Public Relations	<p>Bob Zinsser distributed a Community Service Project Targets list (attached as Addendum 2) to the board for consideration as worthy projects for chapter support or involvement. Rachel suggested that we invite the organizations to send representatives to our events to briefly explain their needs and provide a sign-up sheet.</p> <p>Social Media: Bob expressed some concern about possible devaluation of our brand by using Twitter, Linked In, and FaceBook. He intends to obtain a better understanding of how it is used in the business world in order to define parameters/guidelines on how the chapter can best use these tools.</p> <p>Marilyn Feldstein will be volunteering as a career coach for the ASTD</p>

	National Career Center at ICE.
CMSig	15 attended the March program – “The Future of Work”

Respectfully submitted,  
Donna M. Spera, PHR  
Administrative Committee  
April 16, 2011

## Addendum 1



April 14, 2011

Dear Potential Sponsor and/or Vendor;

The American Society for Training and Development (ASTD) is planning our largest annual event on October 13, 2011 in Jacksonville, Florida at the University of North Florida. Our guest speaker is Donna Burnette with the Global Speed of Trust Practice who will discuss Leading at the Speed of Trust based on Steven M. R. Covey's best selling book "The Speed of Trust".

This is a **BIG** event with upwards of 200 participants and diverse industries from the Jacksonville area in attendance! We hope you will be joining us in October and use this opportunity to further market your products and services.

Date: October 13<sup>th</sup>, 2011 – Mark your calendar      Time: Morning (8:00AM. to 12:00PM)

We have split the sponsorship into 5 levels thus enabling you to select a plan that best fits your company's needs.

**Platinum Sponsor - \$1500 and up**

- **Full Color Page in the Big Event Brochure**
- 8-foot skirted table in a 10X10 booth area before/during the event to showcase their products & services
- Full event registration for five people, including breakfast
- Podium time of 3 minutes prior to the start of the event and /or visual recognition
- Your 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**

- 1/2 Color Page in the Big Event Brochure
- 8-foot skirted table in an 10X10 booth area before/during the event to showcase their products & services
- Full event registration for four people, including breakfast
- Verbal recognition prior to presentation
- Your 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**

- 1/4 Color Page in the Big Event Brochure
- 8-foot skirted table in an 10X10 booth area before/during the event to showcase their products & services
- Full event registration for three people, including breakfast
- Verbal recognition prior to presentation
- Your 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 an 10X10 booth area before/during the event to showcase their products & services
- Full event registration for two people, 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
- Sponsors are welcome to share a table with one other small business to share cost

**Door Prize Sponsor**

- From \$50 - \$199 per item (items may include gift certificates, hotel stays, books on training, etc.)

We are looking forward to growing our partnership and will be contacting you in the next weeks regarding your participation.

My regards,

Cristina Echeverry, VP of Professional Development

Email: [profldevelop@astdaefl.org](mailto:profldevelop@astdaefl.org), Number: 904-268-3037

**AMERICAN SOCIETY OF TRAINING & DEVELOPMENT— NEFL Chapter Community  
Service Project Targets  
April 2011**

- **HabiJax (Habitat for Humanity)**

- HabiJax works closely with the City of Jacksonville, Community Development Corporations, and the Jacksonville Housing and Community Development Commission to determine appropriate locations, land use, and properties for building and renovating affordable housing. HabiJax acquires property from public and private sources at a low cost in locations that contribute to overall community revitalization and allow affordability to our homebuyers. HabiJax focuses its efforts in the Urban Core of Jacksonville.

- **Elder Source**

- How would you like to volunteer without ever leaving your home? Telephone Reassurance volunteers provide a daily safety call to seniors living alone. If the phone is unanswered, an emergency procedure is implemented to check on the client's safety and to send help if necessary. Safety calls are made at a time convenient for you and the person you are calling. For some seniors, your phone call may be the only one they receive all day. Just 5 minutes of your time each day can reduce fear and loneliness for an elderly person living alone. Telephone Reassurance is a great volunteer opportunity for those who have a busy schedule or are unable to get away from the house:

Your calls can be made any time of the day you designate, to fit your schedule. You can reach out and volunteer from the comfort of your own home!

Here's your opportunity to work in a unique Aging Resource Center, developed entirely for elders, their caregivers and the aging network professionals. ElderSource, the Area Agency on Aging for Northeast Florida is looking for volunteers for our Aging Resource Center, located in the Midtown Centre Office Park, Building 2800. Some duties include stocking of books, issuing resource center cards and assisting elders and their caregivers for the materials they need.

- **Beaver Street Enterprise Center**

- Beaver Street Enterprise Center was developed by FRESHMINISTRIES and Core City Business Incubators, Inc., a nonprofit group that manages the center.

The private-sector-led board of directors is actively involved in the mentoring process and contributes to the growth and success of the center and its member companies. The on-site staff and management team provide day-to-day management assistance and support for clients.

Funding for construction was made possible by Wachovia Bank, the City of Jacksonville and the U. S. Economic Development Administration.

**IF YOU ARE:**

- an early state business or currently operating out of a home...
- if your business is established and you want to expand...
- If you would benefit from an affordable, professional workplace...
- If you are ready for mentoring from top community business leaders...

• **Wounded Warrior Project**

○ Everyone has a gift to share that can help others. Discover what you can do! Wounded Warrior Project provides unique, direct programs and services to meet the needs of severely injured service men and women. But there's another vital link in our network of support: You.

Improving the quality of life for our injured soldiers involves working together and doing whatever we can to help engage warriors in their transition from the battlefield to life back home. This can take many forms, from offering financial support; volunteering your time at a WWP-sponsored event; coordinating an event at your home, social club, or place of employment; or spreading awareness for WWP with flyer distribution.

• **Sulzbacher Center**

○ There are several ways for volunteers to contribute to the Sulzbacher Center. For more information about supporting our meal program, community service, or our volunteer application process, please see below.

***Feed the hungry***

The Sulzbacher Center is the only place in Northeast Florida that serves 3 meals a day, 7 days a week, 365 days a year to anyone who is hungry. That adds up to over 427,000 nutritious meals each year, half of which are provided by *Volunteer Meal Groups* from our community. But there are still hundreds of opportunities for new groups to support our meal program. Businesses, religious groups and civic organizations are all welcome in the Sulzbacher Center kitchen.

As a Volunteer Meal Group, you will immediately see the impact of your generosity in the grateful faces of the men, women and children who walk through our serving line. A warm meal, a safe place to sleep and caring support from staff and volunteers - these simple things transform lives every day at the Sulzbacher Center.

In addition to helping prepare and serve a meal, Volunteer Meal Groups make a donation to cover the cost of the meal. In spite of rising food costs, meals at the Sulzbacher Center are still a bargain. For just one dollar per plate, we feed every hungry man, woman and child who stands in line at meal time. For only \$300 you can serve breakfast to 300 people. \$400 is all it costs to serve lunch to 400, and \$500 provides dinner for 500 people.

- **Community Connections of Jacksonville**

- Community Connections values our volunteers and offers many gratifying opportunities to those who are interested in helping women, children and families improve their lives. If you have time and talent you wish to offer us, please contact our Volunteer Coordinator, Donna O'Steen, at 904.350.9949 or email us using the form below.

\*\*\*Please note that there have been changes made to volunteering procedures, and if you would like to volunteer with children (tutoring, mentoring, etc.), you must go through a Level II Background Screening. The screening is offered by the Jacksonville Children's Commission and costs \$40.

- **Boys & Girls Clubs of NEFL**

- **Character Development and Leadership Development**

Empowers youth to support and influence their Club and community, sustain meaningful relationships with others, develop a positive self-image, participate in the democratic process and respect their own and others' cultural identities.

- **Education and Career Development**

Enables youth to become proficient in basic educational disciplines, apply learning to everyday situations and embrace technology to optimize employability.

- **Health and Life Skills**

Develops young people's capacity to engage in positive behaviors that nurture their own well-being, set personal goals and develop the competencies to live successfully as self-sufficient adults.



- **The Arts**

Enables youth to develop their creativity and cultural awareness through knowledge and appreciation of visual and tactile arts and crafts, performing arts and creative writing.

- **Sports, Fitness and Recreation**

Develops fitness, positive use of leisure time, skills for stress management, appreciation for the environment and social, and interpersonal skills.

- **Daniel Memorial, Inc.**

- We will consider any creative ideas. Here are some ideas:

- Mentoring: Have a lunch or dinner with a client, read to a child, celebrate a birthday.

- Tutoring: Math, English, Science or Art

- Drives: School Supply, Easter baskets, Thanksgiving and Christmas food baskets, Christmas wish lists, Christmas gift wrapping and more.

- Celebrations: Valentine's Day, Easter, spring and summer sport activities, Halloween, Thanksgiving and Holiday parties, weekend cookouts.

- There are a wide variety of things you can do to help children in need. Read below about the different opportunities and decide which interests you most:

### **Become a Mentor to a Child**

When you mentor a child at Daniel, you are on the immediate front to improving the odds in a child's life. Mentors spend time with a child on a weekly basis and recognize and support significant events in the child's life such as good grades, birthdays, and important holidays. Mentors at times serve as tutors to a child.

### **Teach a Hobby or Skill**

Have a special skill that you can share with others? This could include cooking, painting, knitting, outdoor skills, or any other fun or useful hobby or skill.

### **Hold an Essential Item Drive**

Daniel counts on the graciousness of other organizations, particularly with Easter baskets for kids, food baskets for foster families, and essential items such as new undergarments.

### **Help Out at Special Events**

We have several big events that count on volunteer support to help make the event successful. Events include our Motorcycle ride, golf *tournament and* birthday party. Volunteers help with events in various ways.

- **Red Cross (Erika Hatch Volunteers email 3/15/11)**

- o **Volunteer Training Coordinator**

In this role, a volunteer would help coordinate the training of disaster classes. This would entail scheduling volunteer instructors to teach the classes as well as scheduling students for classes. This would require approximately 2 - 5 hours a week of a volunteer's time. Ideally this volunteer (or several volunteers) would also be willing to learn how to teach the basic Disaster Services Overview class so that students can take this class soon after finishing their orientation at the Red Cross so that they are eligible to begin other classes.

- Staffing Services: Staff Training (Volunteer Position)**

This volunteer would help train spontaneous volunteers that arrive at the chapter during a disaster willing to help. These volunteers need basic training in one of several areas: Damage Assessment, Shelter Operations, Logistics, Client Casework, etc. Spontaneous volunteers receive abbreviated training. The volunteer committed to this position would need to learn to teach the courses and would then only need to be active during a disaster.