

ASTD Northeast Florida
July 09, 2011 Board Meeting Minutes
Location: University of Phoenix



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| In attendance | Sue Raffensperger, President Ida Gropper, President-elect Derree Braswell, Past President Linda Davis O'Connell, VP Sponsorships Tina Echeverry, VP Professional Development Marilyn Feldstein, VP CMSIG Linda Hasselbach, VP of Finance Jennifer Jamison, VP Membership Christy Sharpe, VP Info Tech Karen Sistare, VP Programs Donna Spera, Recorder of Minutes Laura Steigelman, VP Member Involvement Paul Stromberg, Administrator Robert Zinsser, VP Public Relations |
| Absent | Lynne Orr-Holley, VP eSIG Rachel Stromberg, Director |
| Begin | 8:42 am |
| End | 9:40 am |

| AGENDA ITEM | DETAILS | FOLLOW-UP |
|--|---|-----------|
| Call to Order <i>Sue Raffensperger, President</i> | <ul style="list-style-type: none"> - Sue Raffensperger opened the meeting. - Karen Sistare moved to approve minutes; Ida Gropper seconded the motion. - June meeting minutes unanimously approved by the board with no discussion. | |
| Open Positions / Nominations <i>Ida Gropper, President-elect</i> | <ul style="list-style-type: none"> - Open positions: <ul style="list-style-type: none"> o VP of Public Relations o VP of Information Technology o VP of Programs o One Nomination: Alison Cruess for VP of Information Technology - Nominations accepted until July 21 | |
| Sponsorship Update <i>Linda Davis O'Connell, VP of Sponsorships</i> | <ul style="list-style-type: none"> - Almost all of the sponsorship tables are filled for the Big Event - 8 Tables total - Seven filled and one tentative to be shared by Jennifer Connell and Flippin Good Cookies. - FSCJ has declined to be a sponsor this year. - Promo Items received so far: <ul style="list-style-type: none"> o State Farm – Pens o MOCA – Family Memberships | |
| The Big Event Update <i>Tina Echeverry, VP of Professional Development</i> | <ul style="list-style-type: none"> - Postcards went out to members. - Early Registration opens July 13th. - Walk-ins not accepted - Offer with SHRM declined (See Addendum A for details) | |

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|---|---|---|
| CPLP Update <i>Tina Echeverry, VP of Professional Development</i> | <ul style="list-style-type: none"> - Next awareness sessions: <ul style="list-style-type: none"> o August 17th at Webster University; 7:45 am o October 26th at University of Phoenix; 6:00 pm | |
| The Mentor Program Update <i>Tina Echeverry, VP of Professional Development</i> | <ul style="list-style-type: none"> - Mentor Orientation was held on July 7th - Five mentor/protégé pairs - Open to all ASTD members for free - Graduation ceremony will be October 13th at UNF's University Center - For more info: Allison Turner at mentorprogram@astdnefl.org <i>(See Addendum A for more details)</i> | <p>The chapter will submit program information for SOS award. (Sharing Our Success)</p> |
| Volunteer Appreciation Debrief, <i>Laura Steigelman, VP of Member Involvement</i> | <ul style="list-style-type: none"> - Great: Front Desk; Arrangements; Room; Food; Service; Umbrella giveaways; - Mad Cowford Improv Troupe very professional; all agree good show - To improve for next year: <ul style="list-style-type: none"> o PowerPoint template send to all for corrections; o Getting the correct names and titles and placing in the right group o Set up could be smoother - Planning to do next in November 2012. - Only chairpersons and committee members to be recognized moving forward because board members are recognized at the President's dinner in December. | |
| Public Relations and Social Media Update <i>Bob Zinsser, VP of Public Relations</i> | <ul style="list-style-type: none"> - Ida, Tina and Bob have obtained commitments: <ul style="list-style-type: none"> o Jax Amer Marketing o International Association of Business Communicators o Small Business Resource Network o First Coast Coaches Association o JEA (offers Covey to all employees!) o First Coast Hispanic Chamber <p>Social Media – we will have people tweeting the event</p> | <p>Ida Gropper to contact Mayor; Hispanic Advisory Group</p> <p>Tina Echeverry to contact speaker Donna Burnette</p> <p>Bob Zinsser – 2 follow-ups: <ul style="list-style-type: none"> - IIBA – International Institute of Business Analysis - 99.9 – Melissa Ross </p> |
| Financial Report <i>Linda Hasselbach, VP of Finance</i> | <ul style="list-style-type: none"> - YTD we have collected slightly more for National memberships (\$11,688) than for Chapter memberships (\$11,558). - Current Chapter membership is 295 Derree Braswell moved to accept the Financial Report, Bob Zinsser seconded, the Financial Report was accepted as submitted. | |

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| CMSIG Update Marilyn Feldstein, VP CMSIG | July Program – <i>Leveraging Your Network and Building Your Online Brand</i> – Tamara Joiner – University of Phoenix – 6:00 – 7:30 pm July 28 th . August Program – Jennifer Connell – <i>Employee Engagement</i> . | |

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

ADDENDUM A

Big Event Update:

- Public relations update from Bob, Sponsorship update from Linda (all sponsorship slots are filled).
- Post cards were sent out this month. Bob picked up 500 extra post cards to distribute at various networking events. We have been notified that not all active ASTD members received the postcard and are in the process of rectifying this.
- Registration date: begins July 13. We would like to have everyone register BEFORE the event as we are expected to give a count for food, and we are not advertising a walk-in registration fee at this time. We are not going to encourage “walk-ins”.
- Offer made to SHRM-Jax:
 - The offer we gave SHRM: SHRM would pay ASTD \$3,500 for the right to have their members (up to 50 members) register for a fee of \$49. Note--This will pay for our additional expenses of larger room, food & books. If more than 50 SHRM members register for the event, SHRM would pay an additional \$50 per SHRM member registered. (The difference between the \$99 and the \$49 rate that SHRM members will receive).
 - SHRM members would register via the ASTD Website for \$49. SHRM members would receive the same package as other conference participants, including the Trust book. SHRM members would check-in via the ASTD check-in table, same as all other conference participants..
 - SHRM would write an initial check of \$3,500 by July 1 to secure the \$49 rate. The actual number of members that attend the conference will be calculated after the event, and SHRM will be billed for the difference between 50 and this amount.
- SHRM declined our offer but was willing to post a link to their SHRM-JAX website to promote our event in exchange of us posting a link to the SHRM website on our ASTD NEFL website. This link will be on display for the months of August, September, and October.

CPLP Update:

- Our next CPLP Awareness Session is scheduled for August 17th at Webster University from 7:45AM – 9:25AM and the following will be held on October 26th at the University of Phoenix at 6:00PM .

Mentor Program Update:

- July 7, 2011: ASTD Northeast Florida kicked off its second yearly Mentor Program with five member pairs of mentors and protégées. The 4-month program protégées develop and accomplish professional goals that increase their vision and expertise; mentors become reinvigorated, knowing that they are leaving a legacy to their organization, profession, and community.
- The mentor orientation gave participants an opportunity to get to know one another, set SMART goals, understand communication styles, identify roles and program expectations, and discuss best practices. Mentors and protégées completing the program will participate in a graduation ceremony on October 13th at UNF's University Center. The Mentor Program is open to all ASTD Northeast Florida members at no cost. For more information, contact Allison Turner at mentorprogram@astdnefl.org.
- Announcement of mentor/protégé pairs:

| <u>MENTOR</u> | <u>PROTÉGÉ</u> |
|----------------------|-----------------------|
| Jennifer Connell | Bonnie Leigh |
| Gus Echeverry | Jaci Britts |
| Sue Nicotra | Dee Baylor Olormju |
| Sheila Green | Christine Bugher |
| Michael Martin | Eyvolle Pamphile |

Tina Echeverry