

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



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| In attendance: | Derree Braswell, Past President<br>Tina Echeverry, VP Professional Development<br>Marilyn Feldstein, VP CMSIG<br>Ida Gropper, President-elect<br>Linda Hasselbach, VP of Finance<br>Jennifer Jamison, VP Membership<br>Lynne Orr- Holley, VP eSIG<br>Sue Raffensperger, President<br>Karen Sistare, VP Programs<br>Donna M. Spera, Administrative Committee<br>Laura Steigelman, VP Member Involvement<br>Paul Stromberg, Administrator<br>Robert Zinsser, VP Public Relations |
| Absent         | Christy Sharpe, VP Info Tech<br>Deb Welsh, Webmaster<br>Rachel Stromberg, Director   |
| Open:          | 6:06 pm  |
| Adjourned:     | 7:30pm   |

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| Call to Order  | Sue Raffensperger established quorum and called the meeting to order.   |
| Dec 2010 and Jan 2011 Minutes  | Motion to approve the Dec minutes by Marilyn Feldstein, seconded by Bob Zinsser, passed.<br><br>Motion to approve the January minutes by Marilyn Feldstein, seconded by Jennifer Jamison, passed with the following corrections:<br><ul style="list-style-type: none"> <li>- “The Future of Work” by Candace Moody of “WorkSource” -- correcting the name of the presentation, her employer, and spelling of her name.</li> <li>- Cristina (Echeverry) is spelled without an “h”.</li> </ul>  |
| ICE Conference (5/22—25) & Member Involvement Update                           | Laura Steigelman reported that the Orlando chapter hopes to have their ICE web site ready for volunteers to sign up next week. They will send us the link to be sent to our chapter members. They are still working on a team enrollment process. <b>Nigar Kanji</b> will set up an ICE information table at our meeting next week.<br><br>The “Volunteer Appreciation Event” is tentatively scheduled for April 14 <sup>th</sup> at Hotel Indigo and for the same prices as last year. Entertainment for the evening will be the Mad Cowford Improv. This event is open to the chapter at large. |
| Professional Development Update<br>- Big Event<br><br>- Sponsorship News – Big | -Tina Echeverry reported that the speaker will be Donna Burnette with her presentation titled, “The Speed of Trust”. She recommended that all members of the Board review the email thread regarding this. <b>Tina</b> will email the final dates and times to the Board. Under consideration is a suggestion by Marilyn Feldstein to have an additional lunch/workshop with this speaker after the general meeting to provide additional value for participants and bring in more revenue for the chapter.<br>- Currently working the list from last year and adding to it. The list will be     |

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| <p>Event</p> <ul style="list-style-type: none"> <li>- CPLP Update</li> <li>- Mentoring Program</li> </ul> | <p>firm when we add speakers and dates. Under consideration is a suggestion by Marilyn Feldstein to bring in small businesses for a reduced fee.</p> <p>- Awareness sessions are scheduled for April 20 and Oct 26 – Univ of Phoenix 6:00 pm, Aug 17 -- Webster Univ, 7:45-9:15. Also scheduled is a Virtual Study Group, Tuesdays - 11:30 – 1:00 pm through May 17.</p> <p><b>Tina</b> will schedule information emails and provide details and application information for our website. <b>Karen Sistare</b> will send template to Tina. The application deadline will be June 1. The selection process will take place Feb thru May. Plans will be finalized at the July 7 meeting. Aug – Sept: follow up with participants. Graduation luncheon will be on the same day as the Big Event. Nov – Dec: plan for 2012.</p> |
| <p>Regular Monthly Programs</p>   | <p>Feb and March – at Maggiano’s. Venue plans for April and forward will depend on satisfaction with Feb and March arrangements.</p> <p>Feb 17 – “Empowering Genius for Professionals by Matthew Barrett</p> <p>Mar 17 - Panel of award winners from the Excellence Awards</p> <p>Later in 2011 – considering Dick Handshaw from Charlotte, quality speaker on Instructional Design</p>   |
| <p>eSIG Programs</p>  | <p>Lynne Orr-Holley reported 45 registered; 32 attended on 2/8 – a good program with an engaging speaker- Ann Shea. Survey went out 02/09/11 – awaiting results.</p> <p>Ida Gropper commented that the speaker could have allowed for 15 minutes of audience interaction, either through question and answer or through product illustration. She recommended that speakers who don’t wish to distribute their PowerPoint presentations at the beginning of the meeting provide a scaled down 1-page worksheet with bulleted items or talking points. This would allow the audience to take notes on the worksheet and have a take-away after the presentation.</p>   |
| <p>CMSIG Programs</p>   | <p>Marilyn Feldstein reported 36 registered, 22 showed for January’s “Tools, Tips and Techniques for Managing Time.” Good participant feedback.</p> <p>17 registered so far for Feb 24 “The Future of Work” – Candace Moody of WorkSource.</p> <p>Rachel Stromberg Wical will facilitate the March program, “Improv in the Workplace”</p> <p>Lynn Higginson &amp; Marilyn Feldstein will facilitate the April program, “Writing - Reviewing Resumes”</p> <p>The May topic will be a critique of resumes by an HR panel.</p> <p>Marilyn, Lynn, and Karen are considering a box or a fabric bag for the speaker gift flash drives.</p>  |

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| <p>PR Update</p>        | <p>Bob Zinsser reported that Darren Hayes, CPLP, will help out with the social media program;<br/> <b>Karen Sistare</b> will check with speakers to see if they want a hashtag* for their speaking event.<br/> Our Twitter, Facebook and Linked–In accounts:<br/> @astd_nefl    <b>NOTE</b> <i>underscore, not hyphen</i></p> <p>* Hashtags are a community-driven convention for adding additional context and metadata to tweets. They're like tags on Flickr, only added inline to a post. A hashtag is created by prefixing a word with a hash symbol: <i>#hashtag</i>.</p> <p>The Budget will allow some new efforts to improve awareness of the chapter. Bob has a target list of companies (CSX, BCBSFL, etc.) at which he hopes to present a PowerPoint on the “Benefits of Membership”</p> <p>Articles are coming in for the next newsletter. Event dates will be added when finalized.</p> |
| <p>Membership</p>       | <p><b>Jennifer Jamison</b> reported that she and her committee are working on a telephone script for lapsed members.</p> <p><b>Jennifer</b> will</p> <ul style="list-style-type: none"> <li>- recognize recently renewed members at monthly luncheons</li> <li>- add new members’ names to the PowerPoint slide show</li> </ul> <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.<br/> <b>Jennifer</b> has begun working on this.</p>                                   |
| <p>Financial Review</p> | <p>Linda Hasselbach and Paul Stromberg answered questions about the budget and pointed out that, in general, each item’s annual budget is evenly distributed through the months, while income and expenses for the item may be concentrated mainly in 1, 2, or 3 months; consequently an item may seem to be greatly under or over its budget at times during the year. This is not a problem as long as the responsible VP understands the disparity and still anticipates being within budget by the end of the fiscal year.</p> <p>Other points:</p> <ul style="list-style-type: none"> <li>- By budget time next year, the board should have enough experience and insight to devise a budget spread more realistically through the months of the year, rather than just evenly prorating it.</li> <li>- A budget can be amended during the year by approval of the Board.</li> </ul>            |

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|                        | <p>Linda reminded the board that our bylaws require an internal audit of last fiscal year to be completed by the end of this month. The audit should be done by a Financial Oversight Committee consisting of 2 Board Members and one chapter member with accounting experience. <b>Derree Braswell and Ida Gropper</b> volunteered to audit. <b>Karen Sistare</b> will ask at the 2/17 program for a chapter member volunteer.</p> <p>Once established, the Financial Oversight Committee will also review each month's financial reports and supporting documentation for accuracy and completeness. The committee should report to the chapter president.</p> <p>Lynne Orr-Holley moved to approve the budget as submitted, seconded by Ida Gropper, approved.</p> |
| Round Table Discussion | No additional topics  |

Respectfully submitted,  
Donna M. Spera, PHR, Administrative Committee  
February 13, 2011  
Amended and approved March 9, 2011