



In attendance	Derree Braswell, Past President Marilyn Feldstein, VP CMSIG Ida Gropper, President-elect Jennifer Jamison, VP Membership Linda Davis O'Connell, VP Sponsorships Lynne Orr-Holley, VP eSIG Christy Sharpe, VP Info Tech Karen Sistare, VP Programs Donna Spera, Recorder of Minutes Laura Steigelman, VP Member Involvement Paul Stromberg, Administrator Rachel Stromberg, Director Robert Zinsser, VP Public Relations
Absent	Sue Raffensperger, President Tina Echeverry, VP Professional Development Linda Hasselbach, VP of Finance
Begin	8:35 AM
End	9:35 AM

AGENDA ITEM	DETAILS	FOLLOW-UP
Derree Braswell, Past President	<p><u>Call to Order</u></p> <ul style="list-style-type: none"> - Derree Braswell led the meeting in Sue's absence. - Karen Sistare moved to approve minutes; Bob Zinsser seconded the motion - September Board Meeting Minutes approved by the Board with minor corrections 	Donna – revise Sept. minutes
Derree Braswell, Past President	<ul style="list-style-type: none"> - <u>VP of PR – 2012</u> - Michael Martin has decided to withdraw as 2012 VP of PR. Position open. President can appoint the position. 	Sue will advertise and report back.
Derree Braswell, Past President	<p><u>Succession Planning & Process Documentation</u></p>	<p>Derree will send a job description form.</p> <p>Board - Please highlight your job description- the things that you do 80% of the time. List the three priority duties (in outline form)Due By Dec 15th. The next quarter we will outline those processes.</p> <p>Derree will set up a draft folder and final folder. Alison Cruess to research alternatives to</p>

		Google Docs.
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<p>Karen Sistare, VP of Programs</p>	<p><u>Update of November Program:</u></p> <p>Karen and Bob are coordinating our non-profit partner expo for Nov 17th. Bob will be our speaker. Topic is “Communicating Up”- University of Phoenix - boxed lunch- Several non-profit organizations have approached Bob for information to be included in expo.</p> <ul style="list-style-type: none"> - 12 attendees are registered so far. – Rachel voiced concern regarding how many times we have used a board member as a speaker for our programs. Marilyn brought up a good point that sometimes the critical decisions made by the Board are lost, i.e., guidelines for the number of board member presenters. <p><u>UNF Excellence in Employee Development Awards</u></p> <p>We are providing UNF with membership data and venues.</p> <ul style="list-style-type: none"> - It was suggested that the membership be made aware that each year we will have the Big Event in Oct and the Excellence Awards in Dec. 	<p>Karen to check how many external and board member presenters we have had.</p>
<p>Lynne Orr-Holley, VP of eSIG</p>	<p><u>eSIG - Update on November Program</u></p> <ul style="list-style-type: none"> - November – e-learning Trends, Careers, and Predictions November 8 North Florida Blood Alliance 7:45 AM - 9:15 AM - Facilitators: Desiree Pinder, Marilyn Feldstein, and Lynne Orr-Holley - December – planned around e-learning certification - January 10th- anniversary of esig “Skillsoft” – presenting –John Ambros - Feb and March are open for now - April 2012, Tom Kuhlmann, Articulate will present a workshop: eLearning and Graphic Design 	
<p>Jennifer Jamison, VP of Membership</p>	<p><u>Update on completion of display board and brochure</u></p> <p>Brochure and display board completed as displayed at the Big Event.</p>	

Derree Braswell, Past President	<p><u>Results of Internal Audit</u></p> <ul style="list-style-type: none"> - 2 Board members and 1 chapter Audit committee made up of Ida Gropper, Derree Braswell and Roberta Maddox -- Used guidelines of ASTD for internal audit. Reviewed 2 mths of invoices. Quickbooks registers, receipts, processes. Superb job of documenting by Paul Stromberg and Linda Hasselbach! <p>There is still a large surplus available to budget from.</p>	Linda -VP of Finance assemble a committee to propose a strategic plan to make use of the surplus for the benefit of the members and to retain at least a 12 month operating cushion.
Linda Hasselbach, VP of Finance	<p><u>Financial Report</u></p> <p>Paul gave a summary of the Sept. Financial Report which had already been mailed to the Board.</p>	Acceptance of the September report was deferred to next month to give everyone time to examine it.
Open Discussion	<p><u>Marilyn Feldstein-</u></p> <p>CMsig</p> <ul style="list-style-type: none"> - Oct – Linked in – used dvd from Jason Alba. Great feedback!- 10 attendees. - Nov. combined with esig will be Nov 8th - Jan – Michelle Pargman of Corporate Care Works. - Feb/ March Possibly Linda Plummer on Office Politics, and Kelly Mannel? Employee Engagement <p>Lynn Higginson - On committee now</p> <p><u>Bob Zinsser -</u></p> <p>Suggested videotaping the Nov meeting.</p>	Paul to videotape next meeting or ask James Starr to do so
	<p><u>Laura Steigelman –</u></p> <p>New member Orientation end of November program. All board members are welcome.</p> <ul style="list-style-type: none"> - 1:15 – 2:00pm <p>Nov meeting at University of Phoenix- 5th floor.</p>	

	<p><u>Ida Gropper</u> –</p> <p>Big Event – 132 registrants – 31 responded to survey, 11 speed of Trust books remaining- 7 people became members upon registration, 2 more converted between the registration and the event. 3 converted after the event as a result of the printed offer. 17 non-members attended who are still not members yet. Paul gave details to Jennifer for follow up. The Big Event influenced the creation of two new group memberships. The availability of the discount rates resulted in 7 additional new members who were not attendees of The Big Event. End result -</p> <ul style="list-style-type: none"> - 12 certain new members- possibly 19 	<p>Tina to follow up with the update on the Big Event</p> <p>Paul to give names of people who paid but did not attend, and who should get books.</p>
Adjourned at 9:35 AM		

Respectfully submitted,
Donna M. Spera, PHR
Reporter of Minutes
11/08/11