



# Meeting Minutes

January 14, 2012

**Meeting Leader/Facilitator:** Denise Mallow

**Minute Recorder:** Nancy Reilly

**Present:** Denise Mallow, David Freedman, Peter Perrone, Martha McCormick, Rue Heron, Christopher Guldner (via phone), Katy Butler, Lisa Ryan and Nancy Reilly

**Absent:** Stephen Russell, Ann Lieberburg, Natalie Williams

Agenda Topic	Discussion	Recommendations/Action Item	Owner
<p><b>Review of December 13<sup>th</sup> Minutes</b></p>	<p>No changes were made to the December minutes</p> <p>It was noted that the 2010-2011 Annual Report is done and posted to our website</p> <p>The board members reviewed the action items and decided most had been done</p> <p><b>CORE needs to be filed with National ASTD by 1/31/12</b></p>	<ul style="list-style-type: none"> <li>• A motion to accept the minutes as is was made by Rue and seconded by David; all present in favor</li> <li>• Save this as the official version &amp; post to the website (members only)</li> </ul> <p><u>Action Items:</u></p> <ul style="list-style-type: none"> <li>• Send November conference call notes to Nancy</li> <li>• Look into HVCC Tech Smart as a possible host for an event; and State Farm Insurance/Malta</li> <li>• Internal Audit needs to be done</li> </ul> <ul style="list-style-type: none"> <li>• Operational Report for CORE</li> </ul>	<p><b>Nancy David</b></p> <p><b>Steve</b></p> <p><b>Natalie Steve David &amp; Steve (with non board member) Martha</b></p>
<p><b>Finance</b></p>	<p>Peter circulated the YTD Income and Expense report for July 2011- June 2012, net income showing \$ - 764.25</p> <p>It was noted that even though attendance has been down, leaving the Marriott and using Panera has saved us \$2,500</p>	<ul style="list-style-type: none"> <li>• Send '10 - '11 v '11 - '12 Comparison to all board members so we can where we were this time last year</li> </ul>	<p><b>Peter</b></p>

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<b>Programs</b>	<p>Christopher had previously circulated a programs report</p> <p>January 20<sup>th</sup> – Venue will be MicroKnowledge and we have 9 registered, which includes the speaker</p> <p>February 17<sup>th</sup> – Need venue</p> <p>March – this was going to be the Boot Camp but we will move as kick-off in September</p> <p>March 16th - Measuring and Evaluating; AOE owner Katy</p> <p>May workshop – topic TBD</p> <p>June workshop – topic TBD; AOE Owner/Denise</p>	<ul style="list-style-type: none"> <li>• Look for February venue</li> <li>• Provide abstracts to David for the May workshop, June workshop, and Boot Camp so they can be listed in the conference day program</li> <li>• Looks at CFP's we didn't use for the conference to find upcoming speakers</li> <li>• Give input to Christopher for March speaker and topic focus</li> </ul>	<p><b>Denise &amp; Nancy Christopher</b></p> <p><b>Christopher</b></p> <p><b>All Board Members</b></p>
<b>Conference</b>	<p>David reported that the sessions went live on 1/13 and that next week we will announce Tony Bingham's topic</p>	<ul style="list-style-type: none"> <li>• Next conference meeting: 1/17 at the Marriott</li> </ul>	<p><b>All Committee Members &amp; Denise M.</b></p>
<b>Membership</b>	<p>Rue has formed her membership committee: Rue, Lisa, Martha, Ann and members Jennifer Senich and Michael A'Brial (Michael has also joined the awards committee)</p> <p>The board discussed low cost and with cost associated ideas to grow our membership – welcome packet to new members is low cost; the board discussed trade shows and applying for HRCI credits which can be costly</p> <p>Possible new member benefit: Plug get your HRD credits at our conference booth &amp; we'll keep track of your credits for you; it</p>	<ul style="list-style-type: none"> <li>• Plan to meet every 2 weeks</li> <li>• Begin to implement new member mailing – welcome letter, membership flyer and handwritten card</li> <li>• Possible poll to members to see if they would attend summer events</li> <li>• Give verbiage to David for conference website page</li> <li>• A motion to approve giving a new <i>individual</i> a voucher for a free workshop was made by David and</li> </ul>	<p><b>Martha</b></p>

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<p><b>Membership (continued)</b></p>	<p>was noted that we will update the conference page to include questions to registrants: Will you need documentation for HRCI credits; and Are you working toward your CPLP?</p> <p>The board discussed marketing to nontrainers or people who don't consider themselves trainers at tradeshow who don't know about us; Denise suggested having a flash presentation running at the booth</p> <p>Christopher mentioned he wanted to set up a corporate membership BMPC/KAPL (possibly 11-18 members)</p> <p>The board decided to change the membership structure as follows:            1 – individual (\$75 per person; renewal \$65) – remains the same            2-10 – corporate (\$60 person) – Tier I (only members in this group can get the member rate for events)            11-20 – corporate (\$50 per person) – Tier II (all members in this group can get the member rate for events &amp; may send any staff to events at the member rate)</p>	<p>seconded by Lisa; all present in favor</p> <ul style="list-style-type: none"> <li>• Make voucher</li> <li>• Research the cost of area tradeshow to have a booth</li> <li>• It was decided that we will expend money on a pull up banner; send the contact information to Martha so that our membership bullets can be communicated to the distributor who can print it for us</li> <li>• A motion to approve the corporate Tier I &amp; Tier II levels was made by Rue and seconded by Martha; all present in favor</li> <li>• Change the membership levels and rates on the corporate membership applications and on the website</li> </ul>	<p><b>Rue</b></p> <p><b>Rue</b></p> <p><b>Lisa</b></p> <p><b>Nancy</b></p>
<p><b>Succession Planning</b></p>	<p>Due to a time restraint, a succession planning subcommittee was put into place to discuss how to build the board and bring in future leaders. They will join: <b>Denise, David and Peter</b></p> <p>Formed social networking subcommittee. They will join <b>Lisa</b></p>	<ul style="list-style-type: none"> <li>• Volunteered for succession subcommittee</li> <li>• Volunteered for social networking subcommittee</li> </ul>	<p><b>Katy, Martha, Rue &amp; Lisa</b></p> <p><b>Peter &amp; David</b></p>
<p><b>Adjournment</b></p>	<p>A motion to adjourn was made by Martha and seconded by Katy; all present in favor</p>	<p style="text-align: center;">1:05 pm</p>	



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**Next Board Meeting**  
**Monday – February 13th at 5:30 pm @ MicroKnowledge, Inc.**