

ASTD Northeast Florida
Board Meeting Minutes – August 10, 2011
Location: University of Phoenix



In attendance	Derree Braswell, Past President Marilyn Feldstein, VP CMSIG Mark Greeley, Webmaster 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 Donna Spera, Recorder of Minutes Laura Steigelman, VP Member Involvement Paul Stromberg, Administrator Rachel Stromberg, Director-at-Large Robert Zinsser, VP Public Relations
Absent	Tina Echeverry, VP of Professional Development
Begin	6:18 pm
End	8:03 pm

AGENDA ITEM	DETAILS	FOLLOW-UP
Call to Order Sue Raffensperger President	<ul style="list-style-type: none"> – Sue Raffensperger opened the meeting. – Ida Gropper moved to approve minutes; Linda O'Connell seconded the motion. – July Board Meeting and ½ Day Advance Mid-year Review Minutes approved by the Board 	
Nominations Committee Ida Gropper President Elect	<ul style="list-style-type: none"> – The slate of nominees for the 2012 Board has been finalized by the Nomination committee of Ida Gropper, Derree Braswell and Nancy Boyle. It has been posted on the website and announced to the members that the vote will be held at the August 18th program. – A copy of the ballot is attached as an addendum to these minutes. – All new nominees are aware of the dates of Chapter events, Board meetings, Advances and the upcoming ALC and are prepared to participate. 	
Sponsorship Linda Davis O'Connell VP of Sponsorship	<ul style="list-style-type: none"> – Job demands required Stacey McCullough to resign as Committee member. – Right Management will be a Sponsor for The Big Event – Concern: Should we limit the number of 'In Kind' sponsorships allowed? – Since sponsorship is one way to increase 	<p>Ida – Review the requirements for the 'buy in' for the various sponsorship levels</p> <p>The Big Event Committee – to determine how Bronze and Shared Bronze sponsors can be listed on the program and the</p>

	<p>revenue for the organization, we need to find more benefits to being a sponsor. For Bronze members, it was suggested to add their name to the Power Point presentation on stage and in the brochure.</p> <ul style="list-style-type: none"> - Thanks to Jennifer Connell for bringing in a new sponsor. - We have acquired 4 new chapter members in connection with their Big Event registrations - Two volunteers from UNF to help with The Big Event. 	<p>power-point presentation. Linda and Ida – to review the price for additional attendees on the Sponsorship payment form as it does not correlate with the member or the non-member rate</p>
<p>Professional Development, Ida Gropper reporting for Tina Echeverry</p>	<ul style="list-style-type: none"> - CPLP Awareness - next session: 17 Aug 2011 - 7:45 AM - 9:14 AM, Webster University. Six registered participants. - The Big Event – October 13th – 35 registered - Ida is working with Natl ASTD to get the Big Event posted on their website - Mentor Program – Allison Turner is Chairman - We have 5 mentor pairs meeting regularly 	<p>Ida – to send a reminder to Board members asking them to add a link for the Big Event on their personal Linked In page.</p>
<p>Programs, Karen Sistare VP of Programs</p>	<ul style="list-style-type: none"> - Chapter meeting - Aug 18th - Leadership Development with three breakout sessions. Facilitators are: <ul style="list-style-type: none"> • Sue Raffensperger and Lynn Higgison • Linda Davis O’Connell • Felicia Bridgewater - Program Gaps – September - November – working on Non-Profit Expo with Bob 	
<p>Maggianos expense report Paul Stromberg Administrator</p>	<ul style="list-style-type: none"> - At each program we are contractually obligated for \$800 plus 20% event fee = \$960 - We have also been paying \$30 screen, \$50 microphone, + 20% event fee = \$96. They do not charge for the use of the projector. - Other variable expenses include gifts for speaker or panel and transaction fees, typically adding another \$40+ - All together the minimum cost of these events is roughly \$1100. Therefore, we need 43-44 paid admissions to break even. - We have contracted for the balance of our meetings for the rest of the year. (2 more) 	
<p>eSIG Lynne Orr-Holley VP of eSIG</p>	<ul style="list-style-type: none"> - August eSIG - Lowest attendance – 22 registered; only 11 attended - Attendance could be due to late notice, vacations, difficulty in finding event location - Paul mentioned that the no-shows are a continual problem. They increase costs (too much food), sometimes cause registration to close early and then leave empty seats, and make planning very difficult 	<p>Lynne – place sign on Deerwood Park Blvd. if possible for next event Sept 13th</p>

<p>CMSIG, Marilyn Feldstein VP of CMSIG</p>	<ul style="list-style-type: none"> - July event - 20 attendees - great event - 8/25 - <i>Conscious Leadership Secrets</i> 6:00 - 7:30 pm - Univ of Phoenix Facilitator: Jennifer Connell - 9/22 program - <i>Hands-on use of Linked In</i> - ICE program will be in Denver next year 	<p>Marilyn – to send member testimonial to Bob to add to newsletter</p>
<p>Membership, Jennifer Jamison VP of Membership</p>	<ul style="list-style-type: none"> - Current local members: 303 - New members: 10 - Power of 2 members: 100 - Core Compliance: 33% - Presented Estimate with Fastsigns <ul style="list-style-type: none"> • Table Top Display without graphics - \$325 • 3-Panel Display with header additional cost • Logo printed on header: \$50.00 	<p>Jennifer – look into adding member application to the back of the brochure; Also member testimonials</p> <p>Jennifer – to send draft of brochure to all Board members for review</p>
<p>Member Involvement Laura Steigelman VP of Member Involvement</p>	<ul style="list-style-type: none"> - If your committee needs volunteers, please complete the form for volunteers and send to Mark. Copy to Laura - If you fill a volunteer opening, please let them know 	
<p>Public Relations, Bob Zinsser VP of Public Relations</p>	<ul style="list-style-type: none"> - WJCT committed to do radio spot on First Coast Connect – Melissa Ross -Desire Sept 6th spot - Project Management group would like to do more with us. - Notified Small Business Network regarding Social Media – our Linked In page - Met with Non Profit Center of NE Florida - we are putting together expo Nov 17th - Excellence Awards – we need to promote our members to participate and attend. It was suggested to add a tabletop flyer to meeting - It was suggested to conduct a meeting on How to Have a Winning Application- Have meeting before Nov 4th deadline for applications 	<p>Public Relations Committee to place Big Event posters on Starbuck’s and Panera Bread public bulletin boards</p> <p>Laura – to add agenda item for next month; usage of Linked In page for postings</p> <p>Bob – to look into promoting Excellence Awards to ASTD members</p>
<p>Financial Report, Linda Hasselbach VP of Finance</p>	<ul style="list-style-type: none"> - Our expenses have been far less than what we budgeted - In general, the chapter is in excellent financial shape and enjoys a healthy surplus. - The financial reports were accepted by the Board as presented. 	<p>Linda – to email proposed travel policy for ALC to Sue, Derree and Ida. Would like to have follow-up meeting.</p>
<p>Open Discussion</p>	<ul style="list-style-type: none"> - Networking event at University of Phoenix 10/10/2011, 6:30 – 10:00p; would like ASTD to have a table to participate - Derree to send Annual Survey questions to team 	<p>Jennifer and Bob – discuss networking event</p> <p>Board Members – to review survey for changes.</p>

Respectfully submitted,
Donna M. Spera, PHR
Reporter of Minutes

Addendum to Minutes from August 10, 2011 ASTD-NEFL Board of Directors Meeting



SLATE of CANDIDATES for 2012 BOARD of DIRECTORS

Voting will take place at the August 18th Chapter Program, 11:30 a.m. at the University of Phoenix, 4500 Salisbury Road North, Suite #200, Jacksonville, FL 32216.

BOARD ROLE	NOMINEE
President Elect	Robert Zinsser
Vice President, Programs	Tom Speer
Vice President, Finance	Linda Hasselbach
Vice President, eLearning Special Interest Group (eSIG)	Lynne Orr-Holley
Vice President, Career Management Special Interest Group (CMSIG)	Marilyn Feldstein
Vice President, Professional Development	Cristina Echeverry
Vice President, Sponsorship	Linda O'Connell
Vice President, Public Relations	Michael Martin
Vice President, Information Technology	Alison Cruess
Vice President, Membership	Jennifer Jamison
Vice President, Member Involvement	Laura Steigelman
Director-At-Large	Derree Braswell

Three additional Board positions do not require a vote due to the nature of their terms of office:

BOARD ROLE	NAME
President	Ida Gropper
Past President	Sue Raffensperger
Director-At-Large	Rachel Stromberg

BALLOT

TABLE LEADER _____

Indicate each member's choice ("Aye" or "Nay") at this table to approve the slate of candidates as presented for AS TD NEFL's 2012 Board of Directors. Tally and enter table's results below.

Table Info		
# Members:		# Guests
Slate Approval – Table Results		
Total "Aye":	Total "Nay":	Total Abstain:

BOARD OF DIRECTOR POSITIONS

BOARD TITLE	SUMMARY of RESPONSIBILITIES
President Elect	Requires a 3-year commitment as a Board member (President Elect, President, and Past President). The President prepares for and plans to serve as President in 2012. Chairs the Nominating Committee and is ex-officio member of all Chapter committees and works closely with all members of the Board to ensure the President Elect's readiness for his/her term as President. Acts for President in his/her absence.
VP, Programs	Responsible for selecting and coordinating monthly chapter programs, based on the needs of the membership and the strategic focus of the training and development field.
VP, Finance	Responsible for the financial management of the Chapter including safekeeping of all financial records, overseeing the Chapter's financial health, properly complying with National and Chapter guidelines, etc.
VP, e-Learning Special Interest Group (eSIG)	Responsible for providing monthly e-Learning focused programs for members and professionals in the training and development community that will enhance, improve, and cultivate the skills of Workplace Learning Professionals. Monthly programs serve to increase visibility of the training and development profession.
VP, Career Management Special Interest Group (CMSIG)	Responsible for providing career management focused programs for members in the training and development (T&D) community that will promote life-long learning for Workplace Learning Professionals (WLP). Monthly programs serve to increase the visibility of the training and development profession by providing added benefits to current members and to attract new and potential members by helping them manage their careers more effectively.
VP, Professional Development	Serves as a resource for professional development opportunities that will benefit the members of ASTD NEFL. This role is also responsible for ASTD NEFL's Big Event, CPLP Certification Program, and Mentoring Program.
VP, Sponsorships	Advocate for the growth of the Chapter's sponsors and sponsorship contributions. Secures sponsorships/vendors for monthly meetings, eSIG meetings, special events, Chapter's web site, etc.
VP, Public Relations	Reviews and approves each event description, web posting, newsletter and email distribution to members for marketing spin to promote events and representation of the ASTD NEFL brand.
VP, Information Technology	This position includes planning, developing, analyzing, designing, implementing, training, and maintaining all facets of information services needed by the local ASTD chapter of NE Florida. The two major areas included in information services are website design & maintenance and email communications.
VP, Membership	Ensures the Chapter is serving members' needs in the Northeast Florida region. Also in charge of membership renewal campaign, recruitment of new members, new member orientation, and accuracy of our member contact information.
VP, Member Involvement	Responsible for overseeing the involvement of new and seasoned members by increasing their awareness of involvement opportunities within the organization.
Director-At-Large	Directors provide leadership, mentoring, and direction and often complete small projects or Chair larger projects. They serve as an advisor to the Board of Directors.