

# ASTDNM Board Meeting August 24, 2007

NOTE: no minutes have been approved for June or July. Have they been posted?

NOTE: see end for summary of motions & actions

Attendees: Leah, Diana, David, Teri, Lindsay (a quorum).

## **PRESIDENT'S REPORT:**

Leah submitted to ASTD leadership conference a proposal to present at the next conference– Jim, David, Leah, Diana and Jean Strosinski – about the alliance between ASTD, ISPI and ICF here in NM.

We are still out of compliance with chapter operating requirements in the financial area and ASTD National has notified us of pending consequences. Jim and Dan are trying to get together to work on financial reports for last years and an external audit. There is no progress yet. Leah will follow up with Jim & Dan and get a target date. It would be desirable to get the financial reports and audit completed through 2006 by end of this October.

David: next year is our 50<sup>th</sup> anniversary. He has a copy of original bylaws. We should celebrate and market that all year.

## **FINANCIAL REPORT**

No formal financial report since Dan isn't here, but others reported on what they knew:

- David: Dan found and deposited a \$3000 check that had been sitting there since Feb. Dan is getting the mail and interacting with David on CVent stuff. David is getting together statements for CVent.
- Teri: Dan paid the overdue bill to UNM.

**Motion:** Teri: Next meeting be a 5:30 meeting on Friday September 21 so Dan can attend if that's acceptable to Dan and a quorum of our members.

- David seconds
- Passed 4 ½ to ½ (eek! Friday!?) ☺)

## **CONFERENCE & COMMUNICATIONS**

- Diana:
  - We have at least 10 already for the conference. We can accommodate 200. Breakeven is between 60 and 80 people.
  - 4 for Mobius, with 4 more committed but not paid. Need 13 to 18.
  - Praises to David for awesome marketing!
- David: There are 3 main groups: sponsor, pre-conference, conference.
  - Weekly invitations are going out for the pre-conference & conference on our mailing list of 941 email addresses.
    - CVent feedback said only 256 are opened. Not sure yet what this means or how it is known.
  - About 48 days to go to conference.

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- Sponsorship needs a personal approach. Diana has a letter that can be sent to potential sponsors. There are several levels of sponsorships from \$1500 to \$50, with varying benefits. Please get to Diana names of people who might be approached about sponsoring.
- Targets: 100+ conference only attendance; 20 for Mobius and conf; 40+ sponsors.
- **Motion** by David: to have an ASTDNM special board session in the next couple of weeks with the conference committee about personally approaching potential sponsors. Tues Sept 4 at 5:30
  - (approved if enough can come?)
- Have lists of potential marketing targets that need follow-up: call centers, etc.
- The conference committee will be inviting a rep from the other Alliance groups and other people to join the committee.

### **SFGIG - Lindsay**

- Had a 4<sup>th</sup> Friday today – about 6 showed up.
- Sept. 7 is a quarterly meeting.
- Concern that the people who are active are still the same few people who have been involved all along. Would like to have more newer people involved. Although the group talks about having programs, the reality is that we usually end up socializing.

### **PROGRAM -Teri**

- Meetings planned:
  - Sept 6 meeting – place & food are confirmed
  - Oct – no meeting because of the conference
  - November – Patricia Hall, MPI, is a potential speaker
  - Dec – none
  - Jan – networking meeting with new leaders
- Feb – still working on it
- Next year's schedule so can start reserving rooms:
  - Jan 10 Lunch
  - Feb 7 Dinner
  - Mar – none because of the ISPI conference. But last year the conference was late in the month. Will book for a lunch meeting in case the conference is scheduled for late in the month again.
  - April 3 Dinner
  - May 1 Lunch
  - June 5 Dinner
  - July 10 Lunch
  - Aug. 7 Dinner
  - Sept 4 Lunch
  - Oct – conf
  - Nov 6 Dinner
- David **moved to approve list** as revised. Unanimous approval.

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- Goal: to remind presenters quarterly. To send a letter reminding them of the commitment and the audience characteristics (and therefore the benefits of not backing out.).
  - Will have a draft reminder letter by next meeting
  - Conference: have a card in the packet asking if person is interested in presenting. With the card accompanying stating the topic areas (CLCP topics)
  - Suggestion: Have a flyer on upcoming events distributed at the conference

NOTE: UNM has a flyer on the CLCP training. This is a class/study session helping people prepare for the test.

Board buddies assigned: who to contact to come and /or to get from them their ideas about sponsorship

- Diana – Mike Smith & fall conf committee
- Teri – Mari
- David – Jim & Dan

### **SUMMARY:**

- Motions passed
  - Next meeting be a 5:30 meeting on Friday September 21 so Dan can attend if that's acceptable to Dan and a quorum of our members.
  - to have an ASTDNM special board session in the next couple of weeks with the conference committee about personally approaching potential sponsors. Tues Sept 4 at 5:30
  - Teri's list of program dates
- Actions
  - Leah will talk to Jim and Dan about a target date for the reports and audit needed for compliance
  - Teri to draft a reminder letter to presenters (with the goal of encouraging them to honor their commitment)
  - Someone to design and put into conference packets a solicitation of presenters.
  - Someone to design and put into conference packets something showing our upcoming programs.
  - "Board buddies" to contact those assigned about special meeting and get ideas on sponsorship.