

Cascadia ASTD CH 8029

Meeting Minutes

For Meeting of January 18, 2005

Location: Providence Parkrose Medical Plaza

Present: Aaron Munter, Sheryl Alstrin, Larry Ferguson, Michelle Sepanski, Liza Greene, Lisa Edwards, Seniye Groff, Nancy Seebert, Kathleen Bergquist, Mark Christensen (by phone), Theresa Skarsten (by phone), John Inman (by phone)

Guests: Erin Holbrook

Absent: Theme Grenz

Minutes Prepared by: Michelle Sepanski

Meeting called to order by Aaron Munter at 6:00 PM.

Item	Discussion	Follow Up/Action
Minutes	<ul style="list-style-type: none"> ▪ December minutes reviewed. 	<ul style="list-style-type: none"> ▪ Minutes approved as submitted.
President's Report	<ul style="list-style-type: none"> ▪ Web Cam's <ul style="list-style-type: none"> - Seniye checking to see if her work has one. - Already have: Aaron, Sheryl - Buy: Liza, Kathleen, Theresa, Mark, Larry - Borrow: Nancy, Lisa, Michelle - Unknown: John, Theme ▪ Kathleen's contract re-upped. Has outdated position description that needs to be rewritten. ▪ Aaron will be on vacation February 24-March 21. Sheryl will lead March board meeting. 	<ul style="list-style-type: none"> ▪ Aaron will purchase web cams. ▪ Michelle, Liza & Sheryl will write new position description.
Treasurer Report	<ul style="list-style-type: none"> ▪ Suggested budget changes: <ul style="list-style-type: none"> - Under Administration, contingency changed from \$2,525 to \$2,445. - Under Administration, contractor changed from \$23,440 to \$23,520. ▪ Year-end financial statement and P&L on intranet. ▪ Accountant's copy has been sent. It will be completed in May. ▪ The change in the balance sheet is due to the payment of conference bills. ▪ First year to break \$100,000 in gross revenues. 	<ul style="list-style-type: none"> ▪ Motion to accept the suggested changes to the 2005 budget was carried unanimously. ▪ Liza will map out timeline for financial review & will schedule a March committee meeting. ▪ Treasurer's Report approved as submitted by Kathleen.
2005 Marketing Plan	<ul style="list-style-type: none"> ▪ Focus is to promote the value of training and development to the business community; promote the value of ASTD to the training and HR community; promote the value of chapter events and programs to the ASTD membership. ▪ Tapping into national members to participate locally. ▪ 3 marketing committee members (Terry Gassaway, Rosalee Sank, Lara Pitman). Michelle Sepanski will also be on the committee. ▪ By promoting T&D to local businesses, we hope to create a larger market and thereby increase membership. ▪ Considering a golf tournament for executives in 2006 or beyond. ▪ CEO Forum also a possibility. Sheryl has strong interest in pursuing. 	<ul style="list-style-type: none"> ▪ Mark to get in touch with Kathleen and Nancy about marketing plans. ▪ Mark will let board know the date of the first committee meeting. ▪ Mark will present action plan at the February board meeting. ▪ Mark to touch base with Marketing VP's of other west coast chapters.
Conference Update	<ul style="list-style-type: none"> ▪ 10 member committee: Doug Dale, Jim Maddock, Chris Cartwright, Jessica Anderson, Kathleen Berquist, Clare Richman, Bob Friedler, Court Bumfield, Seniye Groff, and possibly Mark Christensen. ▪ Padded for attrition. 	<ul style="list-style-type: none"> ▪ Send suggestions/ comments to Nancy.



Item	Discussion	Follow Up/Action
	<ul style="list-style-type: none"> ▪ Kathleen & Nancy met and already have timelines, meetings and dates set. Conference will be 17th & 18th. ▪ Conference theme will be set by mid February. ▪ Achieve Global and DDI committed for 2005. Providence may not be able to be a sponsor. ▪ \$600-\$700 budgeting in marketing budget for conference. 	
Events Update	<ul style="list-style-type: none"> ▪ Thank you to Sheryl for all her help with the transition. ▪ First committee meeting set for 2/1. Committee of 8. Got 4 new members from board announcement. ▪ Darlene Russ-Eft set for Providence on 1/27. 36 registered. ▪ February will be Lisa Haneberg. Date TBD. On high impact in middle management; how to change our mindset to increase impact on our association. Working on marketing blurb. ▪ March will be first month lining up with T&D calendar. 3/24 will be an AM program on leadership with Trevor Cartwright. 	
SIGS Update	<ul style="list-style-type: none"> ▪ Writing up & developing toolkit. ▪ Not planning on a big change. ▪ Tons of independent trainers / lots of potential to grow. 	<ul style="list-style-type: none"> ▪ John & Mark to talk about marketing SIGS. ▪ John to look into promoting on the web site or through email after events. ▪ Aaron to pitch SIGS at January event.
Board Members Update	<ul style="list-style-type: none"> ▪ President Elect <ul style="list-style-type: none"> - Helping Lisa on events. ▪ Past President <ul style="list-style-type: none"> - Excited to go to Bend to help augment Theresa's efforts and to work on establishing a Fundamental and Advanced series in the area. ▪ VP Professional Development <ul style="list-style-type: none"> - Talking to lots of people in Bend: Jenny McKay, Glenn Levine, Marilyn Karnopp, Jan Baker - Everyone very receptive. Interest in pursuing both tracks. ▪ VP Volunteers <ul style="list-style-type: none"> - Sent survey results. Very positive. Soft recognitions and year-end event were popular. - Pins were too expensive to order with ASTD logo imprinted on them. - Need to advertise volunteer positions. - VIA would like to be a sponsor of programs. ▪ VP Interest Groups <ul style="list-style-type: none"> - Will rollout regional plan next week. - Met with SHRM. - Believes area needs support and interested in formalizing our process and following the SHRM model. 	
Adjourn	<ul style="list-style-type: none"> ▪ Adjourned 7:26 pm 	

Next meeting: February 15th @ Organization for Educational Technology and Curriculum (OETC) - 8995 SW Miley Rd, Suite 101, Wilsonville