



**Cascadia Chapter
Board Meeting Minutes
Date: July 17, 2007**

Location	David Evans and Associates
Board Members Present	Theme Grenz, Liza Greene, Julie Bulrice, Kathleen Bergquist, Dion Kerr, Christine Martell, Jessica Morrison, Kim Dunn, Susan Zabriskie, Kelly Orehovec, Nancy Seebert
Board Members Remote	None
Board Members Absent	Rob Porter, Lenny Borer, Sheryl Alstrin, Pat Lake
Guests	Wayne Baseden; Lori Malone; Sue Shogren, Holly Esqueda
Minutes Prepared by	Nancy Seebert

Item	Discussion	Handout	Follow Up and Action
Call to Order	By Theme Grenz, President at 6:10 pm		
Minutes	Reviewed and Approved		Unanimously approved
Guests Introduction	<ul style="list-style-type: none"> ▪ Sue Shogren on Finance committee scholarship program Director; ▪ Holly Esqueda facilitating the internal audit ▪ Lori Malone, Conference committee evaluations ▪ Wayne Baseden-observer/member 		
President's Report (Theme Grenz)	<ul style="list-style-type: none"> ▪ Board organization <ul style="list-style-type: none"> ○ Historical summary: In the recent past divided by programmatic and operations; Programs report to COO or CLO ○ Lots of change and communication issues- midyear retreat and blog developed to improve communication. ○ E-team reviewed structure ○ Recommendation draft- modify COO role; remove operations VP relationship with COO so less levels/hierarchy- less confusion with operations VPs'- difference of opinion as to communication and reporting structure, ▪ Discussion- mid year retreat demonstrated circular role relationship recommendation is linear; <ul style="list-style-type: none"> ○ Role clarification of COO and CLO needed- strategic definition of roles... especially CLO and COO- and others.... maybe do board as circle with presidents in center ○ Outreach now with programs- should it be under operations; Align HR and outreach with Past Pres; Secretary and finance with Pres; marketing and membership with Pres elect. How do we act on and capitalize on an idea and get the "right" people involved. And have communication and partnerships. 		<p>Theme and Liza will create visual of circular and partner with Christine to refine visually</p> <p>All encouraged to email recommendations to Theme</p>

<p>Finance Report (Dion Kerr)</p>	<ul style="list-style-type: none"> ▪ Monthly finance in very good shape ▪ Year to date and budget are not same as didn't take in as much as budget but also didn't spend as much either. ▪ Several upcoming programs with high potential net revenue coming up ▪ Membership 551 ▪ Scholarship Program thru OSAC (Oregon Student Assistance Commission); they are asking if we will commit for 2008-09 school year as well. We now commit to \$1000 and are charged a 10% admin fee (\$1100). OSAC markets to High Schools and colleges- Oregon residents- ▪ We received 400 applications then narrowed down by filters of criteria. ▪ Benefit to Chapter: Direct- None; Indirect-Major increase in visibility- this is marketed to all Oregon students and any university—preference in Oregon or SW Washington. ▪ Sue S. is now the official finance committee Director of Scholarships: <ul style="list-style-type: none"> ○ Process this past year- year long- advertise, collect, sort, 11 finalists-Committee is required to have 3rd parties that are not part of the org.- Selected and participated were: Dr. Thomas Greene- Dean of Graduate School at PSU and Jackie Sandquist Workforce Development Director at PCC and Sue. Applicants submitted 4-150 word essays-wanted to learn intentions for T&D....scored and decided→select.....Christina Larson Jr. UO to finish BA environmental Studies and T&D. wants to work in Non Profit administration and environmentally friendly sustainable systems. ○ 2 alternates chosen in case of issues with Christina. Next step goes to OSAC- notifies the student- wait for confirmation of registration before dispersing monies. Board discussion on criteria re: service area and related to T&D ○ Learnings from this past experience: strengthen the criteria or have more filters ○ Discussion- did any of our student members apply? Sue will investigate. How do we involve/partner with student groups? ▪ CPA financial external review- will cost \$1500+, which will go over budget. (Costs have risen significantly). If we do so, will be approx \$300 over budget. Motion to conduct internal survey of '06 and external survey in '08 for '07 		<p>Report Approved unanimously</p> <p>Will continue next year with scholarship for 08-09</p> <p>Sue will document process and make recommendations</p> <p>Sue will investigate if any of our students in our student memberships applied</p> <p>Sue will connect with Christine re: Involvement of VP Outreach for future.</p> <p>Motion approved unanimously</p>
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<p>Conf. Committee evaluation report (Lori Malone)</p>	<p>Lori reviewed PowerPoint of extensive evaluation results complete with pivot charts that go into massively detailed information: Some results- compared to '05</p> <ul style="list-style-type: none"> ▪ Response rate from 36% to 83% ▪ Speaker response rate up from 25% to 63% ▪ Volunteer response rate up from 16% to 42% ▪ Exhibitor response rate up from 13%-70% ▪ Sponsor response rate 38% ▪ Data: highest number responses from healthcare followed by edu/gov; bank/finance/insurance ▪ Professional role- training manager/director then independent consultant; ▪ 183 respondents ▪ Years of experience- 72/183= 10 years or more. 49= 5-10; 38 =2-5 and 24= 0-2; ▪ Average conference ratings: Overall 4.10 ▪ How did people hear about conference= ASTD email followed by State group; friend colleague; <ul style="list-style-type: none"> ○ Recommendation- refine this piece; ▪ Keynote speaker ratings: Jean 3.7-4.5; Janet 4.3-4.7; Marc 4.6-4.7; 		<p>Report will be posted to Board Intranet by September 1, 2007</p>
<p>Programmatic issues (Julie Bulrice)</p>	<ul style="list-style-type: none"> ○ Discussion—This year, there has been much stretching and growth re: strategy ○ We will continue to use the National Competency model ○ Some confusion developed-maybe due to assumptions of what needs to be done"-CLO role: Much angst on roles due to board growth and change ○ Based on June Board meeting, we need to decrease number of objectives; Theme reviewed Central Iowa Program planning on National SOS; they have 16 month rolling calendar which has been very successful ○ We need to look at simplifying roles and decreasing the number of programs ○ Discussion: Why do one a month? Why all do something every month....including SIGS- senior forum- quarterly- all very overloaded. 		<p>Julie will create a one page strategy document with recommendations and template of strategy Julie will I send out to board for feedback in the next 2 weeks PLAN: adopt and accept board strategy- will be presented by e-team at August Board meeting. This will help clarification and provide" guardrails".</p>
<p>Roundtable ALL</p>	<ul style="list-style-type: none"> ○ Theme-Sept 13 Tony Bingham will be here- there will be 3 key events: <ul style="list-style-type: none"> ○ Breakfast with Board ○ Invitation only lunch meeting ○ Membership meeting ○ Reminder that Kathleen on vacation thru end of August. She thanked all for providing information that will run thru that time. ○ Susan- working on conference strategy for 2008 ○ Jessica- has marketing committee meeting this week- will decide on goal/focus ○ Wayne-thank you-asked, "how can I help?" ○ Christine-blog taking off- podcast and blog will continue to operate. Lots of traffic; may increase posting to 3X/week ○ Kim- partnering with ODN for beginning of 2008 Dan Vetter- NSA wanting to partner with us ○ Nancy- will present in August changes in CORE and chapter awards as well as one voice- all from ICE. ○ All- thank you to Jessica for hosting 		<p>Theme will communicate plans re: Tony's visit</p>
<p>Adjourn</p>			<p>8:15pm</p>

NEXT BOARD MEETING: August 21, 2007 at Providence Parkrose Medical Plaza