




Cascadia Chapter Board Meeting Minutes September 13, 2007

| Location | Ambridge Events Center | | |
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| Board Members Present | Theme Grenz, Sheryl Alstrin, Liza Greene, Dion Kerr, Christine Martell, Rob Porter, Nancy Seebert, Kelly Orehovec, Julie Bulrice, Jessica Singh, Kim Dunn, Susan Zabriskie, Kathleen Bergquist | | |
| Board Members Absent | Lenny Borer, Pat Lake | | |
| Guests | Gina Urgena- National Director- Chapter Services, Kathy Goldin and Grant Axtell -Conf. Committee | | |
| Minutes Prepared by | Nancy Seebert | | |
| Item | Discussion | Handout | Followup/Action |
| Call to Order | By Theme Grenz, President, at 5:40pm | | |
| Minutes | Approved August board minutes | | Approved unanimously |
| Guest: Gina Urgena- National ASTD | <p>Presentation on National attributes. Leader resources:</p> <ul style="list-style-type: none"> • ASTD.org/clc; SOS; Guides; Free Content Area; Chapter locator; Leadership development; ALC; ALL; Chapters Leaders Day at ICE; • Leadership connection newsletter; Chapter leaders Yahoo group; Discussion Board; Webcasts • ChAMP- 50 % of chapters use ChAMP (have special portal if on ChAMP); • CHIPs-big area for opportunity for Cascadia. Can receive over \$1000/quarter if members use chapter code 8029 when buy from ASTD or register fro conferences etc. Cascadia needs to utilize this more. We would get 5-10% of purchase • NAC- liaison is Jim Maddock • Chapter Coach-Scott Wilson • Question re: could National think about a chapter leader benefit: example- discount membership each year, etc. something to keep leader active after leave board. <p>CORE:</p> <ul style="list-style-type: none"> • Changes: reorganized by topics-New elements: <ul style="list-style-type: none"> ○ "Must have a web site". ○ Between now and 2012 joint membership must increase. By 2012 50% of members must be joint members • National has standard language to recruit national memberships • If we do not attain those numbers we will not be dechartered National will assist • How do we capture the 200 people who are national only members- <ul style="list-style-type: none"> ○ 85% of members are small and mid companies- many are part time trainers and difficult to market to those | | <p>Focus group to work on marketing for CHIP's</p> <p>VP membership can partner with national</p> <p>--We can ask for a list of chapters who are doing well in National Joint membership to work on best practices; ---Perhaps offer a 6-month trial in chapter, etc. ---Send Gina thoughts and suggestions re: how National can help support high performing chapters like us.</p> |

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| | <ul style="list-style-type: none"> ○ We are getting 20 new members/month- how do we capitalize? Can National help? • This past year Chapter services focus on chapters in crisis-Gina stated that there is a 24-hour rule of responding from chapter coaches. We requested more support for chapters in CPLP. linking programs to competency model • Other information from National: <ul style="list-style-type: none"> ○ Concerns re: number of emails from National- cannot unsubscribe from individuals- all or nothing ○ Diversity of National: 7% African American; 3% Asian <p>Discussed who is going to ALC</p> | | --Liza will have a prep meeting for ALC participants |
| Financial Report Dion | <ul style="list-style-type: none"> • Negative amount in revenues are fine with negative. Budget- due to renewals coming up and programs. • We are in good shape with membership revenue coming in. • Fundamentals have 25 registered already which is a high revenue producing program • Current 581 vs. 516 a year ago. • Board members calling new members has produced good feedback | | Financial Report approved unanimously |
| Conference Committee report Susan, Kathy, Grant | <ul style="list-style-type: none"> • Presented data on revenue and attendance • Profit was \$5285 • Sources: exhibitors \$11 thousand; registration \$37 Thousand • 312 total bodies at conference • Challenges: lots of work; enormous investment of time, big budget • Sept date now set at OCC-must decide within 30 days if we are going to proceed • Should have 2 committees: strategic and finance |  <p>Conference Board Report 9_13_07.ppt</p> | Susan will send PowerPoint to Nancy for submission with these minutes E-team will discuss with finance and marketing and make recommendations whether to continue with conference |
| Announcements Liza | <ul style="list-style-type: none"> • All but 2 spots filled- <ul style="list-style-type: none"> ○ Kelly-Pres. Elect ○ Sean Harry VP finance; ○ Susan-VP membership Shari Ward will be VP HR ○ Jessica- will not continue- ○ Open still are marketing and conference (if needed) • November 3 or 10 for retreat • Board transition dinner for old and new board TBD | | Info to follow |
| Adjourn | <ul style="list-style-type: none"> • 7:40 pm | | |

Next board meeting scheduled for October 16-location Carlyle Restaurant.