

**ASTD  
Board Meeting Minutes  
July 20, 2005  
OWC**

The July meeting was called to order by President Leigh Grantham at 12:15.

Members Present:

Donna Miller  
Bridget Carnley  
Becky Spence  
Joyce Szilvasy  
Leigh Grantham  
Karen Sledge

Members Absent:

Juda McAdoo  
Pam Walters

Guest:

Jerry Armstrong  
HR, Okaloosa County BCC

**Minutes:**

Secretary Szilvasy presented the minutes from the June board meeting. Becky made a motion to approve the minutes as presented, with a second by Donna. Motion passed.

**Finance Record Review:**

Karen stated that there was no June meeting report due to the cancellation for Hurricane Dennis. Her records note payment for a new member, Joann Wallace with FNB&T. Karen questioned the amount to pay Lee McDonald. The minutes from the prior month noted the amount approved by the board. Ms. McDonald will be paid accordingly. Karen noted a discrepancy and possible overcharge for the organization by OWC for the May Seminar breakfast and/or lunch. The board agreed to pay the amount billed and not worry about trying to work out the difference. Karen stated that the invoice for the bags had been paid as directed and shows as an overage on our financial report. She had some questions about the completion of the information needed to submit a request for Errors & Omissions Insurance for the board. The insurance company wants an "officer of note" designated. Donna made a motion to name VP of Finance as the officer of note. Joyce seconded the motion. Motion passed. We received our written confirmation of our EIN number from the IRS, Secretary will maintain with the other records. Karen noted that we have money in the budget for our awards and recognitions. The board decided we needed to get the word out about the awards ASAP so that we can then plan our December Awards Banquet. Leigh has the data for the awards and will email the information to Donna for publication. Juda and Donna are working on officers for next year. We are a

month behind financially due to our July cancellation. Karen stated that she was pleasantly surprised by the thank you note from the board for her work as the associations' financial officer.

### **Programs and Marketing Report:**

Due to the July cancellation we did not get to hear the Toastmasters presentation and everyone was disappointed to miss the program. Bridget stated that he has been invited to be rescheduled and they are looking at January 2006. Bridget had not been present for the approval of the June minutes and noted two revisions/corrections. Governor Bush was to be invited for a meeting in 2006 and not in December and our fall seminar speaker is requesting that we purchase 15 copies of his books at \$12 each. Donna made a motion to correct the minutes as noted with a second from Becky. Motion passed.

Bridget read the group the cancellation payment policy for Mark Wiskup, our fall seminar presenter. We can't imagine why we would have to cancel, except for an act of God such as another storm. Bridget reported that the SHRM/ASTD committee met and had decided to meet about four times between now and the October seminar to formalize and implement their plans. The price has been set at \$60, with a goal of 120 attendees. Registration will begin at 8:00 am and the program will run from 8:30 am to 11:30 am. It was determined that we will conduct the seminar in our regular location at OWC, the room can seat this number. We will request that the food be set up in the outer room so the set up does not disturb the program or OWC staff. Bridget will bring a digital camera so we can get a photo of our speaker for some follow up PR. There was discussion of the possibility of placing a speaker's photo in our monthly flyer along with his or her bio. The new bags need to get to each of the ASTD local Chamber of Commerce representatives for distribution. Leigh stated that she would contact the Baptist Hospital for a speaker to tell us about their Malcolm Baldrige Award.

### **Hospitality Report:**

No report.

### **Membership Report:**

Becky passed out a list of our current member listing for the board to review. We are doing very well with 58 paid members. Our membership drive should help us in this area. It has been announced but may have lost some momentum due to our July meeting cancellation. Leigh delivered her older T & D magazines to Becky for our new members. The board liked the idea and will do the same. It may encourage membership in the national ASTD organization and it certainly a nice gesture.

### **Communication:**

Donna reported that we had a glitch when Diane Merkel, our current web guru, was out of town for several weeks. Our newsletter could not be updated and posted on the web site. Diane would like someone to take over as webmaster. Donna will announce the opportunity in the next newsletter. It was suggested that we have two webmasters, so we have a backup when one is out of town, etc. The SHRM group pays someone for the service.

Donna introduced her guest and coworker, Jerry Armstrong. Donna had been unable to attend the June ASTD International Conference in Orlando, FL after paying for the trip so Jerry attended in her absence. Jerry shared some information about the conference with the board and encouraged them to attend next year. The 2006 conference is scheduled for June 4-8 in New Orleans. The board thanked Jerry for his report and suggested that he briefly address the membership with his thoughts at an upcoming meeting.

**General Wisdom:**

No report.

**President's Report:**

Leigh stated that it was past time to brush off our ECASTD 2005 Goals developed from our strategic planning session. She passed a copy of the goals to each for our consideration.

**#1 Meet member needs.** Leigh noted that we have surveyed the membership and continuously monitor their input by compiling the results of our monthly program evaluations. The speakers appreciate the feedback. Bridget will continue to compile and bring the results to the board each month. We informally poll members at meetings by sitting at different tables with the members and interacting with them. It was noted that by going around the room and selling the raffle tickets you get to interact with each table. We will ask Pam to assign the task to a different member each month. Becky has a new member survey. She will continue to email the survey to our newer members and report back to the board.

**#2 Establish clear and easy-to-follow chapter processes and procedures.** Leigh noted that we are behind in this area. It was decided by the board that each position would compile a Standard Operating Procedure (SOP) that would be easy to understand and that could be passed to the next officer accepting that position. These SOP's will be placed in a three ring binder and maintained. The following schedule was decided upon:  
*September 1, 2005* – Each member/position will email their first draft to the full board. (Comments/revisions/edits will pass between the members up to the 09-13-05 meeting)  
*September 13, 2005* – The board will meet after the regular ASTD luncheon to finalize the SOP's. Board members were asked to block out the entire afternoon, although we do not anticipate needing this much time.

**#3 Promote chapter (enhance visibility & increase membership).** Marketing plan working as noted by articles in area papers about our programs/speakers, market efforts through area chambers of commerce and through emails forwarded by board members. Flyers are available for upcoming sessions for members to distribute.

**#4 Develop succession plan.** Leigh felt it was important to create effective committees and a committee work plan for each. The board felt we had been somewhat successful in this area as noted by the Marketing and Programs committees. We had also stated that we would recruit assistants to learn the various work of the board and fill in and/or assist as needed. The assistants would also be good recruits for upcoming board positions. None of us felt we had a back up assistant but would look for someone. We do have a nominating committee. Karen will prepare a year to date attendance list for our next

meeting so we can review the list and find members who attend on a regular basis and might be good prospects for assistants, committee members, and/or board members.

**Old Business:**

Joyce shared some information from her research on the cost of accepting credit cards for payment for luncheon meetings and seminars. Her information came from FNB&T. The board decided that we would need a cost analysis to determine the benefit of the process. Bridget said she would check with another local bank for pricing and Joyce said she would contact her credit union.

**New Business:** None.

Meeting adjourned at 1:52 pm by President Grantham.

Respectfully submitted,

Joyce Szilvasy  
Secretary