

ASTD NRC

April 26, 2010 Board Meeting Minutes

Location: MCR Poudre Canyon Room

Present: Patsi Maroney, Bob McDonnell, Sue Fody, Susan Keehley, Kevin Schrum, Robin Muniz, Dan Chenoweth, Dave Vance

Meeting called to order at 6.02 pm.

Minutes of March 29 meeting approved with addition of Doreen in attendance for the meeting.

Treasurer's Report:

Dan reported on financials through April, noting that we still had some expenses to post for the April event as well as the reimbursement and profit split from RMC. Next month will have the full accounting. Our cash balance is \$32,012 in line with plan.

Program Report :

We have had three programs since our meeting last month.

First was our second networking breakfast at Egg & I in Fort Collins which was attended by seven. The attendees enjoy the informal nature of the meeting and the board agreed to plan another for the fall in addition to the one already planned for July 8.

The second program was held in Cheyenne on April 8 and organized by Susan Keehley who also was the speaker. Ten attended although 20 had RSVP'd. In the future a \$10 or 415 price will be set for members with an additional \$10 charged for non members which will serve as an incentive to become a member and to show up. Susan discussed plans with the group for additional programs and feedback was for quarterly programs. Dave will send her dashboards showing previous speakers. Loraine Bosse Smith in particular would like to speak.

The third event was our Kirkpatrick program (9-2.30) cosponsored with RMC and held at Embassy Suites on April 21. It was a great success, attended by 81 with 20 from NRC and 61 from RMC. Evaluation is not available yet but Don appeared to be very well received and attendees really liked the facility. Embassy suites took very good care of us. Dave reported that the partnership to plan the event with RMC was excellent and confirmed with the board again that we are willing to direct more than 50% of the profit (about \$4500) to RMC in recognition of their much higher participation numbers.

Christie Ward is our speaker for May and Gina Schrek for August.

Dave met with Kody Branstaid of NCHRA to discuss a possible June networking event but we have not heard back. The board suggested slotting a speaker in for June and holding the 5-6.30 pm networking for September. (Board agreed to price the event at cost which is about \$15.) Kevin volunteered to do a program for June... Dave to confirm a date.

Sue will do the Oct program (Dave to find date) and Dave can do November unless we decide on something else. A lunch networking meeting is planned for December.

Board discussed another networking breakfast for late Sep. Dave will look for a date the last week in Sep.

Membership Report:

Dave reported that membership increased by 16 from March to 88 due primarily to four renews and 11 new members from Center Partners thanks to Kathy Flowers. Four members lapsed but were more than offset other new members including two who joined at the Kirkpatrick event.

With addition of 11 chapter-only members from Center Partners, we may need a campaign in the second half to increase joint membership to hit the CORE target of 35%.

Question: Does national market to local members? Also we need to get an updated list of national members in our area from national.

Dave suggested , and the board agreed, to allow organizations like Center Partners with many members to replace members as they turnover. In other words new employees would assume the membership of the employee who left with the original expiration date.

Bob contacted the non renews from March and found that two were simply not interested in continuing membership given their busy schedules

The Meeting Edge has begun to contact members in their last month of membership to remind them to renew.

Ashley, an intern in Doreen's department, has created an outstanding brochure for us. She presented two versions and the board liked elements of each. Dave will communicate the changes to her and we will finalize the new brochure. The same content will be used on our web site and we will explore the costs of incorporating in our promotional signage. Thanks Ashley and Doreen!

Marketing and Outreach:

Bob has made contact with NoCoNet and has tried to work with them to get us some publicity although it is difficult because of constant turnover. The board agreed it is probably not worth the effort. He continues to send press releases out.

Susan has heard that Cheyennes's spring B2B event is May 7. She will send info to us and Dan will immediately call to confirm and register us for a booth. Susan and Dave will staff it.

Website:

TME is exploring the membership directory for us. The board agreed to have them put up even a simple one if the cost is only several hundred dollars. The board asked them to explore more advanced directory capabilities like specifying industry, area of expertise, willingness to be a mentor and whether consulting service is offered. Dave will find out. Also, the board was interested in how members would be removed when their membership expires.

CPLP Study Group:

Paul Smith, a member, has begun to study for the CPLP and would like others to join him so we are recruiting a study group. Dave has made his copy of the ASTD Learning System available to Paul and the group as a member benefit.

Dashboard Update:

The dashboard has been updated through April 25.

Other Matters:

Newsletter Planning:

May: Bob has written a piece on social networking and on our facebook presence.

June: Patsi and Dave will share impressions from ICE (late May)

July: Dave will write mid-year report to members

August: Susan will write a piece on the Cheyenne group

July Retreat: The board identified July 8th as a good day for the summer retreat at Dave's house. It will start at 4 pm. Dave will invite our ASTD chapter rep Lisa-Marie Gardner and our NAC rep Paula Ruffy.

Question: How old is NRC? Are we near a milestone date to use in marketing? Dave to look in the "box"

Meeting adjourned at 8.00 pm.

Submitted 4/270/10 by dlv