

Notes for Midyear Retreat

July 8, 2010

Location: Vance's in Windsor

Meeting began at 4.30 pm.

Attendees: Sue Fody, Robi Muniz, Kevin Shrum, Susan Keehley, Bob McDonnell, Dan Chenoweth, Patsi Maroney, Barb Smith (NAC), Dave Vance

Review of Progress towards 2010 Goals

First item was a review of progress towards our 2010 goals. We are on track to meet all of our goals for the year with the following exceptions:

- It is unlikely that half of our anticipated 35 new members will be joint members with national. So far, only 6 of the 31 new members are national. We are at about 39% joint membership which is expected to decline further but is likely to still be above the 2010 CORE requirement of 30%. Nonetheless, we will need to begin to dedicate more effort to national membership. Suggestions to highlight benefits at meetings and in the newsletters.
- Board decided not to proceed with a new member packet since all the relevant information is on the web site. However, the welcome email will be expanded to provide more info on meeting length and format.
- We may fall just slightly short of last year's 313 program participants. Forecast is for about 280-290 assuming two Cheyenne programs.
- No progress yet on adding videos to web site. We will look for a volunteer.

Board Vacancies and Succession Planning

The first key issue for the retreat was the issue of vacant officer positions and lack of candidates to backfill existing officers. Barb Smith indicated we are not the only chapter to face these issues. A good discussion followed resulting in the following take action items:

- Begin to regularly explain and reinforce the important role of volunteers in our success
 - At each meeting
 - In each newsletter
- Begin to engage volunteers for specific tasks rather than asking only for officer candidates which may be intimidating.
- Specific tasks where we need help are
 - Staffing our booth at the September 16th Bixpo Conference (business to business event) at the Embassy suites in Loveland. We are looking for volunteers for 2 hour blocks from 9.30- 5.00.
 - Membership (like greeting new members and contacting lapsed members)
 - Publicity (like sending announcements of our events to newspapers)
 - Social media (like updating our presence on face book and LinkedIn)
 - Videos. We would like to make some short videos for the web site.
 - Meetings (like greeting and registering attendees)
 - Programming. We would a few people to help us plan programs for next year.
 - Membership Survey. We would like to do a short membership survey in October
 - Volunteer Coordinator.
- Pass around a signup sheet with the above at each meeting
- Include the above in each newsletter
- Goal is to get more people involved, perhaps enough to form some committees
- Share what an officer does at a meeting so that over the course of a year all positions have been covered, especially for vacant positions leading up to elections.
- Basically, be bolder and more persistent in asking for help.
- Officers who do not participate regularly in board meetings will be asked to resign.
- Officers will become eligible for reimbursement (travel, hotel, program fee) for attending ALC after their first year of board service.

Fundraising

Fundraising was the second key issue addressed. It is anticipated that our cash balance will sustain us through 2012 if we continue to have annual losses of \$5000-\$10,000. Thus, at some point in or before 2013 we need to another major fundraiser. The last was in 2007 where the chapter netted more than \$60,000 by hosting a Disney event. These funds will sustain the chapter through 2012 or 2013 (6-7 years in total). After good discussion the following was decided:

- Plan the next major fundraiser for 2013. ICE will be held in Denver in May 2012 which will require a lot of volunteer effort to support making an April/May fundraiser impractical.
- Best time of year for the fundraiser is April or May so sponsors and attendees can pay at year end of the previous year or early in the new year before any budget cuts are imposed.
- Goal for a major fundraiser would be NRC to net at least \$25,000 which would provide five years of funding for the chapter to offset expected annual losses of \$5000.
- We will pursue partnering with RMC and Pikes Peak, however the profit split needs to be evenly (reflecting the work that goes into it) rather than where the participants are from. It is anticipated most of the participants will be from Denver, especially if it is held in Denver, thus a profit split formula based on location of participants would be weighted heavily towards RMC.
 - The goal for a two party partnership would be net at least \$50,000 so NRC's share is at least \$25,000.
- If RMC is not amenable to an equal split, we will proceed independently since it is not worth our effort for only 10%-20% of the profit.
- Ideas suggested for a major fundraiser centered on big name authors like Daniel Pink (Sue' favorite!) or Posner and Kouzes.
- The board did decide to pursue a mini fundraiser for 2011. Sue will pursue accelerated learning as a possibility for a day-long conference. Board would pursue partnering with RMC and perhaps Pikes Peak for this as well if a more equal profit split can be agreed to. Goal would be for NRC to net at least \$5000.

Additional Items for Discussion

Last, the board turned its attention to other items requiring resolution or direction before the next regularly scheduled board meeting in late August.

- Participation in upcoming tradeshow and conferences
 - We will participate in the Sep 16th Bixpo at Embassy Suites. Cost is \$750 for a 10x10 booth. Dan will register us for it and will organize volunteers.
 - If transportation can be arranged, Susan will staff a booth for one day (Sep 17) at the WY SHRM state conference in Sheridan. NRC will reimburse for a rental car or mileage. Cost is \$250 for a booth. Susan will register us if she can attend.
- Members only content on our web site will include:
 - Member directory
 - Job postings (will no longer appear in newsletter)
 - Board minutes
 - Budget
 - Midyear and annual report to members
 - Power Points of presenters
- Members only section to go live Sep 1. Members will have month of August to update their member profile for the directory. If they do not update it, their profile will contain their name, email and company. A member may choose to show all, some, or no fields to other members.
- Industries for the member directory will include the following:
 - Government (Public Administration)
 - Health Care and Social Assistance
 - Education
 - Consulting and other professional, scientific and technical services
 - Employment services (call centers, recruiting and staffing)
 - Telecommunications
 - IT
 - Information (libraries, media)

- Finance, insurance and real estate
 - Retail and wholesale trade
 - Manufacturing
 - Utilities
 - Arts, entertainment and recreation
 - Transportation and warehousing
 - Accommodation and food services
 - Agriculture, forestry, fishing and hunting
 - Mining, quarrying, and oil and natural gas extraction
 - Construction
 - Waste management
 - Other
- Areas of expertise for the member directory will include the following:
 - Designing training
 - Delivering training
 - Improving human performance
 - Facilitating organizational change
 - Managing the learning function
 - Managing other functions or an entire organization
 - Career planning and talent management
 - Managing organizational knowledge
 - Coaching
 - Measuring and evaluating
 - Writing and public speaking
 - Human resources
 - Sales and marketing
 - Project management
 - Mediation & negotiations
 - Strategic planning
 - Other
 - Discussed networking meeting for Dec 9th
 - Will have appetizers and soft drinks.
 - 5-7 pm at Moot House
 - Price \$15/\$25
 - Can accommodate 30
 - NRC banners
 - Board agreed to redo the words on both banners to provide a better description of who we are on and the benefits of membership to individuals, small companies and larger companies. We will use our updated marketing material and draw on new mission statement from national.
 - The color scheme and "light on training" theme and graphics will be retained.

- Dave will circulate a draft. Goal is to refine and finalize the new wording at August or September meeting and get final estimate from vendor for board approval in September or October so it can be completed this year

Meeting concluded at 8.30 pm