

NCDA Board of Directors

Board Conference Call

Tuesday, September 4, 12:00 pm - 1:30 pm ET



Meeting Called to Order (Deb)

Roll Call (Lisa)

In Attendance:

- Deb Osborn, President
- Cheri Butler, Past-President
- Rich Feller, President-Elect
- Charles Lehman, Treasurer
- Lisa Severy, Secretary
- Rebecca Dedmond, Trustee-at-Large
- Paul Timmins, Midwest Region Trustee
- Michelle Beese, Western Trustee
- Pat Schwallie-Giddis, ACA Governing Rep
- Mark Danaher, North Atlantic Trustee (joined at 12:25 pm)
- Deneen Pennington, Executive Director
- Observing: Cynthia Marco Scanlon, Secretary-Elect

Not in Attendance:

- David Blustein, Trustee-at-Large
- Ron Cathey, Southern Trustee

Bittersweet reminder that this is the last official board meeting for Cheri Butler and Mark Danaher....at least for now! Thank you for your passionate and dedicated commitment to NCDA.

Treasurer's Report (Charles) Charles gave a brief overview of the current budget. Final numbers will be available at the retreat as well as the proposed budget for next year.

Membership Report (Deneen)

Motion to approve the agenda made by Pat Schwallie-Giddis and seconded by Michelle Beese. Motion carries unanimously.

Continuing Business

1. **Government Relations Contract (Rich)** Negotiations continuing with AA related to a new contract and expectations. Also, as of October 1st, Tom Stowell will be stepping down as Government Relations Committee chairperson and Niel Carey will be taking over as the new chair.
2. **Expanding Promotional Memberships (Rich)** The promotional memberships so far have been fairly revenue neutral and we're still hopeful that that the memberships will continue. So far we're tracking how many people renew after the free membership period is over, but we also may want to track it long-term. **ACTION ITEM: Lisa Severy will add "Expanding Promotional Memberships" to discussion for October retreat.**
3. **ASCA National Model Response Letter (Mark)** Mark Danaher proposes that we accept letter to send to Alan Burkhart (as seen in DropBox), seconded by Rebecca Dedmond. Letter includes proposing a stronger partnership and collaboration between NCDA and ASCA. Motion carries unanimously. **ACTION ITEM: Deb Osborn will add NCDA letterhead and will sign before having Mark Danaher send.**
4. **Update on ACA Position on Assault Weapons and Clips (Charles)** Charles Lehman noted that ACA responds to events on their website, especially as it relates to ACA members who are impacted, but

does not include a formal stance on the issue. In addition, ACA asked for members in the Denver area who could help to provide services in response to the Aurora shootings. Charles still believes that ACA needs to have a stronger response. Deb Osborn reached out to other division presidents but does not have much additional information. Pat Schwallie-Giddis reported that she doesn't currently believe that this is an issue that ACA is planning to address in any other way than expressing sympathy. Motion that NCDCA ask ACA to take a position on banning assault weapons and clips made by Charles Lehman and seconded by Pat Schwallie-Giddis. Discussion centered on whether this is an appropriate move for NCDCA. Further comment included that this can be viewed as an issue of social justice and we need to press our parent association to take a stand on these issues. Charles Lehman has offered to draft a letter to be sent to ACA. There was also a concern about setting a precedent and what other issues we should press ACA about. Would it be more appropriate for this concern to be brought to ACA through our Governing Rep rather than through a letter? While everyone agrees with the stance on the issue, it's more about how to voice our desire. Friendly Amendment: Motion that NCDCA asks ACA to take a position on banning assault weapons and clips through Pat Schwallie-Giddis, our ACA Governing Representative made by Charles Lehman and seconded by Pat Schwallie-Giddis. Motion carries unanimously. **ACTION ITEM: Pat Schwallie-Giddis will take our concerns to ACA Governing Council.**

5. Update on Chicago Institute & Board Meeting (Rich & Deneen) With the goals to reach new audiences and a dense population area around Chicago, we've been pretty industrious in building this new institute. At this point, registrations are pretty low (especially paid registrations), so there is some concern. **ACTION ITEM: Board members, please push personal emails with invitations to attend the Chicago Institute to peers and colleagues in the Chicago area. ACTION ITEM: Deneen will research CEU applicability in the area to see if we should market to licensees in the area that may want to attend.**
6. CMA Evaluation (postponed until the end of call – Deb) Motion to approve letter as written made by Pat Schwallie-Giddis and seconded by Mark Danaher. Motion carries unanimously. Motion to approve bonus of \$3,000 as written in the letter made by Michelle Beese and seconded by Paul Timmins. Motion carries unanimously. **ACTION ITEM: Deb Osborn will forward CMA Evaluation to Deneen Pennington.**

New Business

1. Committee Chairs for terms beginning October 2012 (Rich)
Diane Farrell and Keley Smith-Keller, as new Co-Chairs of the Ethics Committee
2. Marketing Proposal from National Resume Writers Association (Rich) *See Document in DropBox.* General consensus is that the partnership looks good. Question raised as to the long term implications of these types of partnerships...how many are too many? Deneen Pennington commented that the proposal would not take much time or have much cost, but how will we decide long-term which ones to choose? Some of these organizations are quite small, so the reciprocity is not equal. Should we be charging for these in much the same way SHRM does? Also, how will we pay for travel (keynote speaking) which is a commitment in the proposal? Long term, do we need to come up with some sort of process for evaluating these types of proposals? **ACTION ITEM: Rich will consult with contact at NRWA to get answers to these questions. ACTION ITEM: Paul Timmins and Deb Osborn will form a committee to review and make recommendations about this process.**
3. Proposal for Publication to Celebrate NCDCA's 100th Anniversary *See Document in DropBox.* Motion to accept proposal as described in document by Michelle Beese and seconded by Pat Schwallie-Giddis.

Motion carries unanimously. **ACTION ITEM: Deb Osborn will respond to Garry Walz and Jeanne Bleuer.**

4. Chicago Ground Transportation Arrangements (Charles) Taxis from airport are pretty expensive. Charles Lehman contacted hotel for advice. Charles will email list of taxis that have special arrangements with the hotel. Please make those trips just one-way so that we can consolidate returns on Saturday afternoon. **ACTION ITEM: Charles Lehman will email preferred taxi list. ACTION ITEM: Board members should use list from Charles Lehman to make arrangement to get from the airport to the hotel (one-way only).**
5. New membership Survey (Deneen) *See Document in Dropbox*. Deneen Pennington proposed a change to the membership survey (collected when people join or renew) to better reflect our new constituencies and to update the information collected. Board agreed to changes.
6. Proposal to Accept Billie Streufert as NCDA LinkedIn Group Manager for 2012-2013 (Deb). As NCDA LinkedIn group has grown, the management of the group has become to labor intensive. The founder and current manager, Susan Gordon, has asked to step down. Billie Streufert has been asked to take it on for the next year as we figure out our long-term, social media strategy. In return for managing the group and for providing recommendations to us moving forward, Billie Streufert will be given a complimentary registration at the Boston conference. It is important to note that this is one-time only arrangement for this year as we get this figured out. Motion to engage with Billie Streufert as manager of the NCDA LinkedIn group for one year in exchange for a complimentary registration to the NCDA conference in Boston 2013 made by Rich Feller and seconded by Paul Timmins. Motion carries unanimously.

Motion to adjourn made by Mark Danaher and seconded by Michelle Beese. Motion carries unanimously.

Special thanks to Deb Osborn for her amazing leadership as president this year!

Individual Action Items Summary:

1. Lisa Severy will add "Expanding Promotional Memberships" to discussion for October retreat.
2. Deb Osborn will add NCDA letterhead and will sign before having Mark Danaher send it.
3. Pat Schwallie-Giddis will take our concerns to ACA Governing Council.
4. Deneen will research CEU applicability in the area to see if we should market to licensees in the area that may want to attend.
5. Deb Osborn will forward CMA Evaluation to Deneen Pennington.
6. Rich will consult with contact at NRWA to get answers to these questions. **ACTION ITEM: Paul Timmins and Deb Osborn will form a committee to review and make recommendations about this process.**
7. Deb Osborn will respond to Garry Walz and Jeanne Bleuer.
8. Charles Lehman will email preferred taxi list.

All Board Action Item Summary:

1. Board members, please push personal emails with invitations to attend the Chicago Institute to peers and colleagues in the Chicago area.
2. Board members should use list from Charles Lehman to make arrangement to get from the airport to the hotel (one-way only) in Chicago for Institute.

MINUTES APPROVED BY NCDA Board September 25, 2012