



Minutes of the SITE Board of Directors

- ◆ 2009-2010 SITE Board, June 2010 page 2
- ◆ 2009-2010 SITE Board, February 2010 page 2
- ◆ 2009-2010 SITE Board, October 2009 page 9
- ◆ 2008-2009 SITE Board, June 2009 page 18
- ◆ 2008-2009 SITE Board, February 2009 page 24
- ◆ 2008-2009 SITE Board, September 2008 page 31

SITE BOARD MEETING
June 25, 2010
Indianapolis, IN

Present: Paul Balbresky, Sandy Masters, Ken Swymer, Chris Behymer, Teresa Headrick, Brenda Davis, Brad Gutcher. Carolyn Hansen (until 3:00)

Attending: Kathy Hodge (until 3:00), Mark Fine, Michelle K.

Call to Order

Meeting called to order by Paul Balbresky at 8:30 AM. Ken Swymer will arrive late, Mary Ellen will not be with us.

Anti-trust Statement

Paul read the Anti-Trust Statement and asked everyone to sign it.

President's Comments

Paul thanked everyone for all their work the past year.

Secretary's Report

Minutes from the February meeting were presented

Motion: Chris made a motion to waive reading of the minutes, Brenda seconded it. Motion passed.

Treasurer's Report

Reviewed the current year to date budget. Income and expenses down respectively. Areas of in depth discussion focused primarily on TTT.

TTT discussion. Cost per student has gone up due to low class sizes and having two instructors.

2010 – 2011 proposed budget. Discussed income section, conference income is down across the industry. Expectation is that due to our proposed marketing efforts and recovering economy we should be very close.

New line items – Board Professional Development \$2000 Hopefully this would give back to voluntary board members and help attract new board volunteers. Chris recommended that the length of board meetings remain the same if we bring in speakers or activities. Consensus of board was in agreement.

Recommended that Brenda conduct a skill assessment of Board.

Board operations increased for meeting expenses for 2 onsite meetings and reimbursements for SITE Socials and webinar expense.

PC support for ED. Additional funds needed to purchase additional PC for clerical assistance. Discussion to replace EDs PC every year with the old computer being handed down to the clerical assistance.

Software compatibility may be an issues. Decision to change every three years. **Will review at fall meeting.**

New line items for Marketing Consultant and SITEconnect Consultant.

We need to find areas for trimming the budget. Kathy voiced her concern that some spending may not provide a positive ROI. What is investment spending or one time spending?

Motion: Sandy motioned to conditionally pass the 2010-2011 budget. Teresa seconded. Motion passed.

Ratification of the budget will take place at the Fall Board meeting in Austin.

Executive Director's Report

Kathy emailed InSITE deadlines to everyone. Provided to Michelle and Mark an overview of what is required. Request for articles from other members on training etc. Discussed having themes for each issue, focus on SITE Socials the weeks of April 18 and October 18 and create a tool kit of best practices for sponsors to make it easy, TTTs, email blasts. Utilize Outlook to send out reminders and registration.

Kathy attended a Constant Contact seminar. Her plan is to use this for email blasts allow us to know who opens and responds to the blasts. May even be able use for InSITE which will allow us to revamp the format and distribution. Member database management capabilities is excellent.

ITP Applications

Reviewed two applications. Both approved: David Helms and Aaron Baker.

Membership Services Report

TTT history – Follows economic trends. We made decisions to run programs with less than 8 based on this downward trend. Discussed how to market TTTs. Ideas discussed: exclusive offerings, hybrids, open registration. It was agreed by all that stronger oversight of TTT and a deeper understanding of the program by the board is needed. Is it too old of a school? It is based on the ADDIE model. Should we break it out from a one size fits all to more specific programs that are targeted for specific audiences, delivered asynchronously. We may have to incorporate change management models, (ADKAR model by Prosci)

Membership heavily weighted to corporate membership. Tied to Marketing project, over 2500 carriers in US we only have 179 individual carriers are represented. We need people to contact these potential members. Could this be part of Marketing Consultant role or completed by Board Members. Internal marketing by company liaison is a great way to drive membership. Print out a list of companies within your region, ask your members to get information on contacts. Kathy informed folks of membership updates. (this needs to go into our action plans.)

RVP Reports

WEST - Chris TTT in Scottsdale in November. Discussed location of SITE social

SOUTH -Teresa Teresa provided a expectation, desk guide/tool kit to Michelle. She felt that it was her role to ensure the transition to Michelle was properly done. Shared some tips on her approach.

EAST - Ken – Nothing at this time.

2010 Conference Report

Presented conference budget - Income low, but number of attendees the same as last year. Not going to NCAA Hall of Fame. Venue undergoing renovations.

Next year will have sponsorship levels to hopefully drive more sponsorship funding.

Conference program and structure redesign proposal.

- Include three board members as an advisory capacity.
- Align speakers and concurrent sessions with the goals, plans, vision and initiatives of the organization.
- Offer tracks of learning so more in-depth workshops can be offered to our membership
- Offer workshops that will appeal to higher level training leaders to attend and send members of their team
- ID how we can truly separate our program from those of other training organizations to show more value to the membership.
- Better integrate the changing marketplace of the insurance and financial services industries with the field of training
- Shorten the length of the conference
- Skip Tuesday night event
- Presented a marketing strategy for the 2011 conference
- **Recommend that the board digest this information and hold a conference call soon after this year's conference to make this decision, in July. This will be the only topic for this call.**

Should we establish a VICE conference chair?

Past President's Report

Sandy Master's made the following report:

SITEconnect

- Total profiles – 349; Total messages sent – 2741; Total groups – 27; 12 Global “resource” categories with 77 resources posted; 8 Global “forum” categories with 82 forum posts.
- “Shall We Play a Game” group has 29 people participating – Marcus Hswe from Tandem Learning facilitated the game to learn more about social media and learning 2.0. His company offered an iPod Touch loaded with games as the grand prize. The grand prize winner will be announced during the exhibit hall closing. Participants in the game do not need to be present to win.
- Ambassadors – Each member of the SITE Board is automatically a SITEconnect Ambassador. Currently there are 48 members with about 10 members who are very active in the community.
- SITEconnect First Friday begins new “SITE” year with training on August 6th.
- Community Management is a weekly activity that includes updating the Dashboard Digest News, producing training videos, adding to the calendar, monitoring Forums, etc.
- 8.5 Update to the introNetworks Platform completed 6/24/10

New Website

Jen Freedman has completed the major work on the website to be launched on June 27th. There will be continuing work on the back end of the website after the launch. It is recommended that we continue to update our website on a regular basis to keep up with new technologies that provide greater value for the guests and members visiting our website. Some items to consider for the future: 1.) search feature 2.) blog 3.) YouTube Channel

Major upgrades:

- Entirely new and modern design
- Added landing pages with descriptive information
- Added Social Media
- Added Flickr slideshow
- Added feature to collect prospect data (free downloadable designations handbook)
- Improved navigation
- Enhanced SEO features

Webinar Tool – Recommendation

Currently we are using the Citrix GoToMeeting & GoToWebinar tool. We have 1 license from Paula Switzer's group that costs us \$650/year for unlimited use of GoToMeeting and GoToWebinar. The license expires September 30th. Sandy's recommendation is to continue for one more year with our agreement with Paula Switzer's group. iLinc is offering a killer deal on their Enterprise Suite for \$790 per year. If we decide we need to explore the use of a more robust virtual classroom and virtual training tool, my recommendation would be to include iLinc on the list.

Webinars/Virtual Cracker Barrels: July 2009 – June 2010

1. Aug 12 – *Rapid Interactivity for True Learning Outcomes* – Janhavi Padture - Harbinger Knowledge Products (**Attended 88**)
2. Sept 18 – VCB/RT – *Using an LMS to support Onboarding / New Hire Orientations* – SITE member Steven Brewer (**Attended 46**)
3. Sept 29 – *Presenting to Multi-Generational Audiences* – Amy Glass – Brody (**Attended 67**)
4. Oct 27 – *The Power of Blended Learning and Accountability* – SITE members Paul Balbresky & Frank Sarr (**Attended 57**)
5. Oct. 30 – VCB/RT – *Adult Learning Principles* – TTT instructor Cheryl Ferguson (**Attended 30**)
6. Nov 5 - *How to easily build e-learning for training a workforce on business software* – Stephen Lord – Kaplan IT Learning (**Attended 32**)
7. Nov 20 – VCB/RT – Training Trends & Challenges – SITE member Paul Balbresky (**Attended 23**)
8. Dec 18 – VCB/RT – *Metrics* – SITE member Brad Gutcher – (**Attended 23**)
9. Jan 29 – VCB/RT – *How to Train Remote Claims & Underwriting Teams* – SITE member Chris Behymer (**Attended 70**)

10. Feb 9 – *Creating Collaborative Synchronous Exercises* – Jennifer Hoffman – InSync Training (using iLinc software – **Attended 35**)
11. Feb 26 – VCB/RT – *The De-emphasis of Personal Skills Training (whether intentional or not)* – Mark Fine from Columbia Insurance Group (**Attended 35**)
12. Mar 24 – *High Yield Training in the Virtual Classroom - Featuring the GEAR™ Spaced-Learning Model* – Conrad Gottfredson (**Attended 34**)
13. Mar 26 – VCB/RT - *Brainstorming Solutions to YOUR Top Training Challenge* – Ken Swymer (**Attended 10**)
14. Apr 28 – *A Conversation About Future Trends & Challenges in Learning* – Elliott Masie (**Attended 26**)
15. Apr 30 – VCB/RT – Working with the Committed Learner – Past President Ken Dauscher (**Attended 5**)
16. May 21 – *Shall we play a game? Games-based Learning & Learning 2.0* – Marcus Hswe – Tandem-Learning (**Attended 29**)
17. May 28 – VCB/RT – *Being a First-Timer Host – A Winning Strategy* – Sandra Masters substituting for Doris Hoopes (**Attended 5**)

Recommendation: For 2010-11 set a goal to have one virtual event per month (except June/July). Although in July it would be fun to host a cracker barrel inviting those who attended the conference to share their key ideas & takeaways, and invite those who could not attend the conference to listen in to see if they can pick out a nugget to use. Just an idea!

New Business

SITEconnect – Discussion surrounded whether or not SITEconnect provided value over the two years of its existence and if it is worth the investment of \$7500 plus an consultant valued at \$4000. What is the real strategic purpose of SITEconnect? In short have sites like LinkedIn and Facebook eclipsed SITEConnect? **Proposal made to accept Sandy's RFP. Not sure if 19 months is enough time to determine if we want to sunset SITEconnect. No decision made at this time.**

SPECIAL PROJECTS

The below projects outlined below need to be staffed and scope determined. Conference calls for each individual project were proposed. None scheduled at this time.

New Member Development

- Increased Communication to members
- SITE Mentors
- SITE Fellows
- Corporate Designees/Coordinators
- Annual Conference

Financial Project

- Increase individual dues. Approximately \$6400 positive impact
- Corporate dues. Change it to a rate per member based on a sliding schedule. Should be able to accommodate multiple invoices. This would have a \$4000 positive impact.
- TTT Lower enrollment, higher costs. Look at developing supplemental and spin off projects. Fund a New Product Development project for this.
- Conference- reduce the length adjust the fee
- ED – Obligation Authority
- VP of Marketing established in 2011
- SITE Connect – Refer to RFP minutes
- Scholarships – Keep at current level
- Technology – Continue with Webex
- Nominations Committee – supplement board travel to attract prospective board members.

Professional Development – TTT

- Environment has evolved beyond just class room training
- Identify the problem?
- Organize based on member need determined by new member survey
- Evaluate curriculum
- Look at list of participants of SITE TTT and ITP holders versus number of members as far back as our records go back.

SITEconnect Knowledge Exchange Strategy

10 to 15 power users. Over 300 profiles created. Private social site. Not sure if 19 months is enough time to determine if we want to sunset SITEconnect.

Next steps

Gain board approval of strategy

Implement strategy

Communication Strategy

- Determine top 3 Communication objectives for 2011
- Complete communication activities calendar that support objectives

Final determination on the following RFPs will need to be made by individual conference calls. Marketing, Webinar production and SITE Connect Community manager

Adjourn

The meeting was adjourned by Paul Balbresky at 5:17 PM

SITE BOARD MEETING
February, 5 – 6, 2010
McLean, VA

Present: Paul Balbresky, Carolyn Hansen, Brad Gutcher, Sandy Masters, Brenda Davis, Teresa Headrick, Chris Behymer, Mary Ellen Dorsey

Absent: Ken Swymer

Attending: Kathy Hodge

Call to Order

Paul Balbresky, President, called the meeting to order at 8:30am. Quorum was established.

Anti-Trust and Confidentiality Statement

Paul read the Anti-trust statement and made note that it applies to the meeting. All signed the document.

President's Comments

Three corner stool platform. Financial structure, services offered and how we communicate to our member customers. Activity scheduled later in the afternoon.

2010 Conference Report

Final Program: 4 key note speakers. New program ideas. Feature top 5 breakout sessions in InSITE after conference. New evaluation document will be used to focus on takeaways. Faculty meeting will be held to stress interactivity. Appreciation notes from SITE President. Each board member will call the to order by a board member and promotion of daily activities. New program proposal of a "response to keynote speakers" made to be able to draw a line of sight from key note to how their discussion applies to the insurance industry. 2 pre-conference sessions scheduled. Can we make the "Boot Camp" really virtual. Asked Board members to bring homemade craft items for silent auction. Risk management tours still look good for the race way. Lucas is set. Riley children's hospital is good to go. Want to ensure that these are more than just tours...that they actually talk about risk management and insurance.

Registration to date: 54 currently registered. Please beat the bushes to increase attendance. Carolyn pointed out conference fee arguments to help convince folks that our fees are reflective of the current economic situation. 7 Exhibitors registered at this time.

Budget: Still on track

Program booklets will include lined pages for notes.

Doing fine with SITE Sponsorship. Have collected \$12,000 out of goal of \$17,500

Secretary's Report

Minutes from October meeting presented.

Motion: Mary Ellen moved to wave the reading of the minutes. Seconded by Brenda. Motion passed.

Treasurer's Report

2008 – 09 Year End Financials

Motion: Mary Ellen moved to accept 08-09 Year end financial report. Seconded by Carolyn. Motion passed.

2009 Conference Financials:

Final profit \$43,281.48 on a total expenditure of \$142,852.31. Congratulations, Brenda!

2009 YTD Financials:

Conference liability is set at \$200k, which is about right for number of scheduled/contracted conferences. Liability General Reserve is set at \$120k which covers 1 year of operating expenses. We have lost approx \$4k YTD thus far this year on TTT. Tax preparation - over

budget due to fees for re-filing corrected 2008. Kudos to Chris and Kathy for reviewing SITE's insurance coverage, resulting in increased coverage with lower premiums. BOP policy expires in March, Multi media and D&O expire in August. Should consider adding an umbrella policy. Need to be careful with our advertising expenditure so that we don't threaten our non-profit status. Could we purchase an event cancellation policy, yes but the conf reserve balances the books and protects us on the non-profit area.

Miscellaneous Financial discussions: Check signature authority discussed. Kathy is the only one who can sign checks. Kathy's husband has full power of attorney should something happen to Kathy, but we need to have a back up beyond that. We need to investigate this further to determine correct course of action. Brad will determine options and report back to board.

Motion: Teresa made a motion to accept 09-10 YTD Financial report. Seconded by Mary Ellen. Motion passed.

Certificates of Deposit (CD) status: Consolidation to 3 CDs: Acacia, State Farm and Sterling. Try to move them up to approx 100k each. Recommend that we extend Sterling by 6 months to be due by the end of September another option would be to extend by 3 months to renew in June. Acacia is up for renewal in 10 days, recommend we add 25 – 30K. Need to keep approx 150k in the money market account realizing that we will have an influx of monies for conference.

Motion: Carolyn made a notion to increase Acacia CD by to \$30K. Chris seconded. Motion passed.

Contract renewals –

• **Executive Director:** Kathy is considered by IRS as an employee of SITE as she does not meet any of the IRS guidelines for an independent contractor. Discussed concept of setting Kathy up as an employee of a leasing firm who has group life, disability and workers comp. Expenses would go up as a result of this. Chris will check out these options with Administaff and other employee leasing firms. Kathy will inform Tom (CPA) of this discussion. This review will be completed consistent with life of current contract (expiring 30 June, 2010).

Then a decision can be made on the following criteria:

- o What is right for Kathy,
- o Cost to SITE
- o Simplicity

Question arose of whether we need a second employee or get Judy up to speed to be able to handle more administrative activities beyond bookkeeping responsibilities. This will allow us to have a consistent level of service and provide backup to Kathy when away is from office.

Motion: Carolyn made a motion to establish a subcommittee led by Carolyn, Chris and Brad to work with Kathy on staffing to include facilities and office equipment and succession planning. Report due by April 1. Brenda seconded. Motion passed.

Review of ITP Applications

5 ITP Applications all were approved:

- Steven O'Dell, LUTCF
- Michael Joseph Pearsall
- Jeffrey A. Horn
- Timothy J. Hampton
- Mark E. Mallrich

Nominations Committee Report

Sandy thanked Kathy and Paul for their help in recruiting the 2010-2011 slate of officers:

President – Brenda Davis

VP Member Services – Teresa Headrick

VP Conference – Carolyn Hansen

Secretary – Brad Gutcher

Treasurer – Mary Ellen Dorsey

RVP - Central – Mark Fine

RVP- South – Michelle Kologinczak

RVP - Eastern – Ken Swymer
RVP - Western – Chris Behymer
Past President – Paul Balbresky

Motion:

Chris made a motion to accept the slate and present it at the business meeting in June. Mary Ellen seconded. Motion passed.

Paul discussed how the transition process begins now, not in June.

Membership Services Report

• Membership Report:

Officially 955 as of the report. Up to approx 962 with applications since report was created.

Mercury has added 9 members in the last 2 weeks.

- Concern that majority of membership is corporate
- Cost per member is the same, but dues are significantly lower
- What are benefits that we can outline to companies to help them convert to a corporate membership? Do we want to encourage corporate memberships?
- Focus is on growth at designee level

Corporate Rates

11-15 1000 AICPCU, BCBSMA, Selective

16-25 2000 Federated, HCSC

26-40 3000 IIABA

41-70 4000 COUNTRY, Liberty Mutual

71-100 5000 State Farm

101-130 6000

131-175 7000

176+ 8000 Allstate

• Train the Trainer Report

• Total registrations YTD 13, low numbers following the economy

o Can we open this up to other industries to attend?

o Austin offering up to 6 attendees currently

o Should we consider raising the cost of TTT to offset the loss we experience when we offer this class at a low attendance rate?

o Should we increase the level of compensation per hosted offering?

• Potential 2010-2011 TTT locations and hosts

o Seems like 4 -6 offerings per year works the best

o New schedule should be completed by April 10 with Mercury offering to host numerous offerings

• TTT Program manager Contract will be reviewed by a committee (Brenda, Sandy, Paul, Brad) and presented to Charlotte for approval by April 1, 2010.

• Backup for Charlotte is a function of two areas: program administration and excitement and marketing of the program.

• RVP Reports

o Teresa

• Solid retention

• Paying more attention to designees and new members - asking them to recruit.

• Have sent out some hard copy materials.

• Follow up with last year's first comers asking what it would take for them to come back to the conference.

o Chris

• Slow but steady growth over the years can be attributed to the fact that few companies have training facilities in the west.

• Reaching out to non members and companies for recruiting.

o Mary Ellen

- Regional Directors are in place and will begin recruiting
- Article for InSITE
- Planned reception at ASTD national conference in Chicago in May.

Needs money to fund reception.

Motion: Carolyn moved to fund a reception up to \$500 at the ASTD annual conference. Teresa seconded. Motion passed.

Past President's Report

Sandy presented a report on SITEconnect and provided an overview of progress on the new Website.

Motion:

Carolyn made a motion to approve template of new website and move forward with drafting technical requirements with the hope of having the new website ready by 2010 conference.

Mary Ellen seconded. Motion passed.

Executive Director's Report

Kathy passed out communication survey results, please review and be prepared to discuss on the next conference call. Showed new pens and shirt samples. Proposed that we wait until after conference to begin online sales. ITP plaques created and incorrectly sent to the Albuquerque Hyatt. Still haven't received them from vendor. Need to find a new vendor for the plaques. ITP awardees are now asking about the status of the plaques. No a good customer service story.

Scholarships: Sent \$1000 to Katie School for April 7 presentation to be made by Carolyn.

SITE sponsors the annual AIM distinguished graduate for \$500 annually.

Motion: Teresa made a motion to pay \$500 to continue support for the Institutes AIM distinguished graduate. Brenda seconded. Motion passed.

Awards for Annual Business Meeting

Loyalty Award: A loyalty award winner was selected.

Corporate Award: A loyalty award winner was selected.

Innovation Award (committee): Award will be communicated robustly in the April InSITE

New Business

By Laws changes – Reviewed detailed changes to By Laws.

Sections:

2.A the voting members of the board of directors will consist of as the officers defined in Article 5 section 1 plus the immediate Past President and regional vice presidents.

2.C VP Member Services vs. Operations

2.D Former officers are eligible to be elected to future positions on the board Additionally, they can be selected to fill unexpired or unfilled terms.

Article V Section 1. It was decided that the positions of Secretary and Treasurer will be maintained on the board. The treasurer will remain to provide financial strategy and oversight.

Discussion ensued about the number of officers can make up the board. It was decided that additional VP positions can be created as the need is identified, which allows for future flexibility.

Proposed New Structure of Board

Discussed changing VP of Membership Services to VP Member Services and adding a VP Marketing.

Kathy recognized for her work on rewriting the By Laws.

Proposed Advisory Council:

A Learning Leaders Advisory Council will be established to share input and guidance to the Society as a whole. Makeup of the board will be a diverse cross section of SITE members and non-members. Several potential members of the council were discussed. Paul will take the lead on getting this council established.

Marketing Consultant:

Carolyn and Chris to determine if SITE needs to acquire a marketing consultant to address:

Internal Markets

SITE community, etc.

External -

Advertising

Media Relations

Articles to be published

Establishing speaking engagement

Received a proposal. For \$36,000. Second proposal was \$12,000. How should we market ourselves externally? There is some money available to be utilized for this purpose. We could hire a PR firm or rent a list based on specific titles those who may be interested in SITE. Can we do this between now and conference? If we don't hire a Marketing consultant what would we do? Hire a temp? Do we want to do this alone or purchase assistance (prospect list). Hire temps to massage the list and do direct mailing. RFP needed soon to find a company that can define and manage a consistent communication strategy. Budgetary Implications need to be determined based on our revenue stream. Paul will have oversight of this project.

A proposal was made to hire 1 temporary person, not to exceed \$5,000 to determine what gaps are in a LinkedIn list, and to contact those companies, agencies and brokerages to determine who their training leaders are. Paul will provide Point of Contact.

Motion: Teresa made a motion to pay up to \$5000 to for a temporary marketing person. Brenda seconded. Motion passed.

Other issues for the Good of the Society

- Paul is planning on communicating more with Past Presidents - to keep them informed and to gain their counsel.
- SITE Socials in April. Date to be decided by VP Member Services.
- SITE Scholars to come to the conference (will keep notes as to the learning gained at the conference): Research Scholarship, presented to a SITE Member, small stipend perhaps. They would conduct research for the Society which would then be documented in a white paper to be placed on InSITE. Carolyn will continue to flesh out this proposal.
- Partnering with Gamma Iota Sigma chapters to find those to develop programs to explain to Junior and Senior High School Students the importance of Insurance.

Adjourn

Motion: Motion made by Carolyn to adjourn at 4:40. Brenda seconded. Motion passed.

SITE BOARD MEETING
Friday, October 2 – Saturday, October 3, 2009
Indianapolis, IN

Present: Paul Balbresky, Sandy Masters, Brenda Davis, Carolyn Hansen, Brad Gutcher, Teresa Headrick, Ken Swymer, Mary Ellen Dorsey, Chris Behymer

Attending: Kathy Hodge

Call to Order

Paul Balbresky, President, called the meeting to order at 8:30am. Quorum was established.

Anti-trust and Confidentiality Statement

Paul read the Anti-trust statement and made note that it applies to the meeting. All signed the document.

President's Comments

After welcoming the group and soliciting safety, customer, or diversity stories, Paul lead a discussion on communication to members:

Current ways we communicate with SITE members:

- InSITE
- Email (RVP, VP Messages, All, Paul)
- Phone
- Social
- In-Person Meetings
- Virtual Cracker Barrel
- Linked In
- My Space
- Twitter
- Annual Conference
- My face
- Sandwich Board (2008 Conference – Thanks, Sandy!)

Additional Ideas for improving communication:

- Carolyn – (from existing member to co-workers) designees need to communicate with their co-workers to see the value of SITE (could we provide promotional materials they can share?).
- Ken – what are the roles and responsibilities of the designee? Do we “tell” them? Coach them? Is the designee as “respected” person who can communicate with others?
- Sandy – diversity of our membership. Received email from an Allstater who didn't know what “LMS” was. Make sure we don't assume that people know what's going on.
- Ken – diversity 1/3 or ¼ quarter of people who participated in cracker barrel did NOT have an LMS.
- Kathy – during LMS survey a year ago 50% said they don't have one and one person even asked ‘what is it’.
- Teresa – maybe we should do more to “explain” what SITEconnect is.
- Sandy – SITEconnect – now referring to it as a Social Learning System – Professionals learning from members, posting resources, answering questions.
- Carolyn – Bob Mosher calls it an informal learning environment.

Secretary's Report

Brad Gutcher asked if anyone wanted him to read the minutes read from the June 2009 Board of Directors meeting.

Motion: Brenda Davis moved that the reading of the minutes from the last board meeting be waived and accepted as published. Teresa Headrick seconded the motion. Motion carried.

Treasurer's Report

Brad Gutcher presented the 2009-2010 budget for official ratification (it had been tentatively approved at the June Board meeting by the previous Board).

Motion: Brenda Davis moved that the budget be ratified as presented. Ken Swymer seconded the motion. Motion carried.

Brad Gutcher presented the YTD budget. Kathy explained the details. Everything is on target.

Motion: Sandy Masters moved that the YTD budget report be accepted as presented. Mary Ellen Dorsey seconded the motion. Motion carried.

Executive Director's Report

Kathy reported on her special projects:

- She is still reworking the financials, but hopes to have the new system completed soon. Tax information needs to be sent to the accountant soon for the 11/15 deadline.

- Currently working on registration details and database design for the 2010 Conference.

Next InSITE deadline is Nov. 6.

Review of ITP Applications

4 applications were reviewed by the Board, 3 individuals were awarded the designation: Pam Peaceman, Jill Walrath, and Charles Carrington.

Membership Report

Brenda Davis, VP Member Services, lead the discussion.

Individual RVP Reports:

Southern Region (Teresa Headrick):

- Growth in the southern region this year
- Less members dropping off than anticipated
- Each month sends welcome letters and pending delete letters
- Have beat the survey results (Spring 2009) to pieces. She's gone to those people directly, but still struggles to get volunteers to step forward.
- Using the PDF's we've created for SITE, TTT and SITE Connect
- Big recruit about a month ago. Met head of training for Blue Cross/Shield of Tennessee and followed up with giving him SITE Connect mouse pad and other correspondence.
- Four SITE Socials for southern region are planned
- General discussion: Need "accountability statement" for Regional Directors to get them engaged. RVP's are like the infantry and need to get people hitting the ground running. People gravitate towards projects and work they are interested in.

Eastern Region (Ken Swymer):

- Ken appreciates that Teresa has been sharing with other RVP's the letters / correspondence that she has been using. Recruiting letter include quotes from happy members. Ken will continue to use Teresa as a resource.
- Ken was pleased with regional directors responding to the socials. Heard from one Director that someone is traveling to visit with them. Wants to talk about promoting TTT in their area and setting a date. As we do socials we'll have people coming together and talking about issues and finding people for cracker barrels, etc.
- Virtual cracker barrel – has 42 participants
- The next virtual cracker barrel hasn't been advertised yet – a direct email will go out 2 or 3 weeks before (adult learning principles – October 2009)
- Kathy states – some members have a problem understanding the concept of "cracker barrel" – asked Ken Swymer to define it, explain what it is. We need to be consistent in our use of terminology. Maybe we need to rename it to something like "round table", or rebrand / name and define it.
- Opportunity to advertise the "live" cracker barrel at conference and then supporting

virtual meetings / difference from web meeting.

- Ken liked that Sandy started out meeting with “upcoming events” – more we can communicate about upcoming events supports one of the reasons he wanted to promote virtual cracker barrels. Always looking for guest speakers, topics.
- Carolyn Hansen – volunteered to lead focus groups (we talked about ‘survey results’ and the fact that they will be all over the board making it a judgment call on our part when selecting topics to present)
- Challenges with web meetings – people are used to different technology or tools; someone joins late and they don’t know how to “ask a question” because they joined late and missed the overview. Continues to be a work-in-progress.

Western Region (Chris Behymer):

- Chris does C.E. classes for local Big I and Surplus Lines Association of Utah and Alliance of Independent Agents and Brokers and California Insurance Wholesalers Association. There are a lot of people out there – how do “you” know? Suggests that RVPs / Directors contact the Big I’s in their area and tell them what you are doing – ask who in your State from a company or agency standpoint does a lot of training. They should be able to point you into a general direction so you don’t have to go to A.M. Best and weed through a huge list. This is going to be his approach.
- In process of recruiting 3 Regional Directors – only one is in his region (has one in Florida for Southern and one in Indy for Central)
- PAUL – connecting with Big I important to inviting non-members to our activities and for the location of the upcoming conference. This would be really critical people we may be able to offer a one-day pass to (give them a special invitation).
- Approach not only for the Western Region but to find locations that don’t know that SITE exists. Other individual stated that they have TTT opportunities that are \$2,500 and Chris told them about ours for much less.
- Our regional directors will be used for a focus (i.e. agency, life & health)
- 3 SITE socials are scheduled in the west (Los Angeles, San Diego and Phoenix)
- TTT – Markel typically focuses on one every other year. More than happy to host it next time round (provides meeting space; AV; lunch)
- KATHY – since Liberty Mutual acquired Safeco, and with Allstate’s presence, something GREAT is happening in the Pacific northwest – in the last week she has added about a dozen SITE members in the Seattle area. KEN SWYMER will talk with his boss in the Seattle area about hosting a social. Ken is trying to get the new Liberty members in the northwest more involve in SITE.

Central Region (Mary Ellen Dorsey):

- Socials are happening – Des Moines moving from 10/15 to 10/21 (Rick Howard); Chicago 10/15 and Madison 10/29; was hoping for one in Michigan – will probably be next Spring in mid-state focusing on non-members
- TTT – has been trying to get additional people. Nationwide came up with 4 more people this morning (10/2/09)!
- At work trying to pull a couple of good webinar topics together. Nothing on the board for October – optimistic for November. Apparently August and September were very busy months for her directors / others who were supposed to do things (i.e. they did not follow through)

Membership Numbers: Brenda handed out the reports, lead discussion on the specific numbers.

RVP Support and Procedures:

- a. Need to document detailed current tasks (which have evolved over time and will continue to evolve)
- b. Email sent to current RVP’s asking:
 - o How are you communicating with new members?
 - o How are you communicating with members with an expiring membership? Are you trying to make personal contact?

o Do you have Regional Directors? If so, how are you using them? Geographically? By an area of expertise? Do you have accountabilities in place to engage them in regular activity? Are you frustrated with individuals who told you they wanted to be involved but they aren't performing?

c. We've had some great input with webinar ideas from regional meetings at conference and survey results – have the 4 regional VP's compared and discussed (a combined list) (performance support, information learning, instructional design, web 2.0, video supplements, virtual training, measurements that identify values of training, workplace diversity, project management, technology and on-line training)? Do you have regular communications with regional members (i.e. monthly email)?

d. Are there any other activities or initiatives you are involved in with your individual regions?

Regional Directors:

Need to create an 'accountability statement' and ensure we are all on the same page with how we expect Regional Directors to be engaged with SITE. Mary Ellen created "something" and emailed her RD's – she will share it with everyone. Ken started with RD's geographically to host an in-person meeting in a geographic area. Teresa says that her regional directors sort of fell into the same way – Sandy says we can also post forms in the Board section of SITE Connect.

Committees (mini version of overall mission / vision statement taken down to a targeted group of people):

PURPOSE TO IDENTIFY NEEDS OF SEGMENT / GROWTH

- a. Small & Medium Size Companies
- b. Corporate Members (large companies)
- c. Life
- d. Health
- e. Agents and Brokers
- f. E&S
- g. Reinsurance (Chris doesn't see that the market is big enough to engage)
- h. Associations, Educational Associations and Media

• Introduction of new standing committees:

- i. Scholarship and Charity Committee
- j. TTT Committee
- k. Webinars and Educational Services

GETTING STARTED:

Committees need a stated purpose / structure (this is a 'next steps')

Train-the-Trainer

a. Promotion –

o We currently advertise to other SITE members for the most part. (Linked In for TTT and the Socials)

o Need a marketing action plan to get the word out to other-than-SITE members to keep the momentum going

o Engage Charlotte Long in promotion

o Engage RVP's in promotion of SITE (regular emails to their regional members)

o Engage SITE members in promotion of SITE TTT events (how?)

o Do we need to look at limiting the number of public offerings to prevent "cannibalization."

o There are enough potential students that we should never be scrambling to fill seats or find ourselves in a position of cancelling a program (questions our ability to perform / credibility)

o What happens after participating in TTT? There are other organizations which allow pas participants to come back to a repeat session at no cost – we need to seriously consider additional options to expand / support TTT students

- Consider web-based training?
- Facilitation only?
- Any other unaddressed needs?

Ken question – how many people are going into training? What is the audience we can tap into? Who is our competition and why are they going to the other vendor? Someone in ITP had a “distance learning” certificate that they could have gotten from an on-line course (didn’t require multiple days / travel / expense). Do we know who our audience is? Do we now who our competitors are?

Sandy – we don’t even know how many of our members are prospects for TTT or know people who are prospects for TTT. Do we do any pre-member survey or do demographic survey (i.e. have you participated in a TTT?). There is a difference between TTT Addie model vs a certificate in virtual / distance learning – that’s an ‘add-on’. Can we convert some of the content and deliver in another way?

Kathy Hodge – two years ago the registration deadline was 2 weeks before the start of the program (10 days). Not nearly enough time to coordinate details. Moved it up to the 3rd Friday before the program and then to the 4th Friday before the start of the program at Charlotte’s request. That is affecting registration, as some people can’t commit that far out. In Des Moines 3 of 4 registered within hours before the deadline. Administrative/structural issue – there is technically no reporting relationship in Charlotte’s contract – she doesn’t “report” to anyone. She has an annual contract that expires June 30 – renegotiated April 1st time frame. Paul will put together an initial ‘marketing strategy’ for TTT to discuss at the Winter meeting
New Member Welcome Process

- a. Asked Kathy Hodge to explain her activation process: Kathy usually activates new members within a few hours, unless the office is closed. She sends each a welcome email – has one for each region. Tells them about id/password, benefits of site, a bit about SITE and gives them contact information. New Member lists to RVP’s goes out once a month. If more are activated (like in June or July) may have more frequent contact (i.e. every two weeks). List are usually sent the second Friday of the month and combining with the pending delete list.
- b. RENEWALS: Usually do them last day of the month. Individuals who have expiring memberships in the next month get an email with instructions for how to renew. If they do not renew, they get a second/final notice at the end of the next month. If they have not renewed by the end of the next month, their membership is changed to “lapsed” from “active” in the database. They are no longer members, but their contact information is still available for marketing or to reactivate them with payment of renewal. (There are currently a total 5 databases – 2 for conference; membership; TTT; regional meetings)
- c. Request confirmation from Regional VP’s for their process (i.e. Teresa’s welcome email with attached SITE promotional materials). Ken is finding that people don’t read emails. They read the first sentence and then delete it. Is that an effective way to communicate or would snail mail work for that? Email subject line has to be eye-catching and relevant. Are there better ways to communicate? Is the message being received?
- d. Monthly new member webinars starting first week of October / posted on SITE and SITE Connect and listed in recent InSITE. Kathy will add wording to new member email regarding Get Connected and SITEconnect.

SITE Socials

- a. Spring 2009 socials were well-received (**send email to hosts**; Kathy sends business cards and post it notes; conference pdf and SITE fliers –SITE; SITEconnect and TTT)
- b. In October we currently have around 15 socials planned – being flexible with the dates of the events to accommodate hosts and other location events; encouraging RVP’s to continue seeking out individuals this week to schedule events
- c. Brenda will locate Joan Quaganti email with “the list” for a SITE Social host (i.e. sign in

sheet, SITE business cards, camera to take pictures, etc.)

Webinars

- a. Ken is doing a great job of engaging individuals in the 'cracker barrel' webinars; many others are pending.; communications with members as a result of regional meetings in ABQ or survey results?
- b. Ken will share his schedule with Sandy through May 2010. Webinars – will try to do one a month.

New Business

Paul lead a discussion on a variety of topics:

1. Advisory Committee – Paul asked John Jackson and others to look at forming an advisory council to serve as a resource to the board and the membership. Possibly taking on some responsibilities like the impact of the economy on our organization and the industry. Look at supplying sponsorships for conference; empanelled as a learning leader panel. Final report received 10/1/09. Did a marvelous job – exceeding his expectations. Highlights of the committee's report included:

- Name can be enhanced (i.e. Learning Leader Advisory Roundtable)
- Define goal – establish from insurance industry and SITE member companies who can share perceptions of current emerging trends; recommendations to increase SITE membership, etc.
- They like the idea of responding to specific tasks. Felt that the more direction you give to them the more you'll get out of them.
- Pilot – take baby steps with pilot for a length of time (i.e. 18 months) to get the bugs out and help define process; like the idea to have them report to Member Services-- rather than reporting generally to the board; work on criteria for selection of candidates. Segment committees are where we want to grow eventually. Now focus on existing segments as foundation for the pilot rather than getting someone from the reinsurance industry where we currently have 1 or 2 members – wait on that.

Past President's Report

Sandy Masters lead a discussion on several of her projects:

SITEconnect

- 297 members involved to date.
- Implemented training sessions called 1st Friday (first one had 10 people; had 16 registered today)
- Have 43 ambassadors (16 hard core)
- Underutilized tool
- Dashboard digest comes out each Tuesday – there is a spike on those who log in after each email goes out; users can opt out on their profile to see it: never, monthly; weekly; defaults to weekly– (Sandy asked for feedback: good; bad)
 - o **Brad** – doesn't get any value; not active in SITEconnect – is the listing of all the names that are top 10 matches necessary? I see it when I log into SITEconnect.
 - o **SANDY** – this is a hardwired complimentary add on to the system and Sandy would have to submit specific information to the vendor. Maybe we need training on how to use the matches – making meaningful connections – read their profile; find out that they're interested in scuba diving; see that they are using virtual training; search profiles.
 - o **Ken** – using it as a PR platform for upcoming webinars; 3 or 4 quick bullet points
 - o **Paul** – for each person when you are communicating with your regional members remind them about SITE Connect (all of our tools available for communicating)
- Sandy plans and presents First Fridays; weekly updating the Dashboard (she'll track the time for how long she spends updating information)

- Sandy commented that the “good stuff” is at the bottom of the dashboard email (i.e. the forum postings) – She wants Mark from Intro Networks to move it to the top because that and the calendar are what people want to see (people don’t read to the bottom). Vendor listens to the voice of the customer and make changes to the system
 - Teresa – Did original VP’s do the email recruiting to all SITE members who did not currently have a SITE profile created? Ken (no); Mary Ellen (no); Teresa (yes and saw a few results); Chris (no response)
 - Sandy – she gets excited when she sees a forum question and responses posted
- Website Committee
- People of 12 in April 2009
 - Sandy – hardcore members are Kathy Hodge, Jen Freedman, Jill Kilroy, Mick Thornton (social media person), Mark Benke (search engine optimization) and Sandy Masters
 - Have a project scope. Focus is to fix functionality and the way it looks (content seems to be appropriate)
 - Jen Freedman sent out a “requirements” document of parameters for her work – work stalled until the document is completed. Sandy, Jen and Kathy are meeting next Friday to put the document together and will then use the committee and the Board at the review and testing phase.
 - Teresa – commented that the updated pictures on the SITE website are great!
 - Hope to have completion by June 2010.

Nominations

- Process for nominations – trying to start it earlier in the year in order to have a slate of officers to present at the February board meeting. Deadline for interest application was January 31 last year and will be December 18 this year. Hasn’t been a hard and fast process for filling out the form. Last couple of years Cindy Davidson came up with a great application – it gives a good structure to the process.
- ACTION – **before** December 18th asking current Board members to complete a nomination form on website. Have conversations with Kathy Hodge, Paul Balbresky and/or Sandy Masters (nomination committee). InSITE already had an article opening up nominations to all members. Good to see more interest from the membership in Board service. There may also be another committees they could serve on if the board isn’t appropriate at this time.
- Challenge with Board Service now is that Cindy Davidson was last Board member to serve 7 years and under the structure that was imposed so many years ago (step 1, RVP, step 2., etc.). Thinking about how the world is changing, people are busy, have certain skills for a certain position there has been a lot of movement and shifting and don’t think we can expect people to have a long term commitment.
- Teresa: look to fill people in a position with their strength
- Kathy: look at by-law changes and amending titles allows us to have “at large” folks they could do multiple one-year terms doing various projects. For some a 2-year term as RVP is a long commitment (especially trying to get company commitment)
- Sandy: Think of skills and abilities of individual and what they can bring to the board strategically and tactically. Need a certain number of people with the potential and desire.
- Chris: Revolving from regional position to area of focus. Teresa lives in the Southeast and most of her contacts are in that area. We need to give some serious thought to how we may change things up.
- Sandy: Board members should talk to each other, nominating committee, talk to other high potentials in your sights and get the nomination forms submitted to Sandy Masters via email.

Conference Report

Carolyn provided a detailed handout with program and events to date.

Adjourn

Motion: Brad Gutcher moved to adjourn the meeting. Chris Behymer seconded the motion.
Motion carried.

The meeting was adjourned by Paul Balbresky at 12:00pm, Saturday, October 3.

SITE BOARD MEETING
June 26th 2009
Albuquerque, New Mexico

Present: Sandy Masters, Mary Ellen Dorsey, Brenda Davis, Karen Scott, Teresa Headrick, Gigi Scarbrough, Paul Balbresky, Brad Gutcher, Carolyn Hansen

Not Present: Sherrie Aldrich, Joan Quagenti

Attending: Kathy Hodge

Call to Order

Sandy Masters, President, called the meeting to order at 8:30am. Quorum was established.

Anti-trust and Confidentiality Statement

Sandy Masters read the Anti-trust statement and made note that it applies to the meeting. All signed the document.

President's Comments

Sandy Masters thanked everyone for making her job easy; she is looking forward to the conference. She is happy to take any suggestions for the October board meeting. She has had a great time and it is a joy to be on this board. She is looking forward to putting a frame work on about what SITE is about and what is relevant. We need to start making a list of things we need to do to make SITE relevant.

- We need to leverage technology. Web 2.0 is an example. Allstate is using Yammer at the moment, which is very similar to Twitter. Not just the technology, but the context they are using it. We need to be out there and stimulate those conversations. Anything that is leverage for learning.
- Sandy discussed Twitter Search and she searched insurance training and found that she needed to go back and review because it was the younger generation who was twittering about their licensing tests.
- Karen suggested that we use Wikis. We need to let them develop organically. We seed something and let it build itself. She used the example that she wikied after an Elliot Masie conference and it took on a life of its own. We need to be out there pushing the envelope.
- Carolyn suggested a technology chair for next year's conference.
- Paul is proposing a committee structure to start thinking strategically about our members and their companies. Companies are asking their folks what they are getting out SITE and the conference. We need to really think strategically about marketing. How do we grow Awareness beyond the P&D market? How do we look at the small mutual companies? We need to continue to add value to our corporate members as well.
- Kathy noted that we are getting tremendous feedback on the free webinars.
- We need to provide opportunities for members to participate as they want to participate. We can then spot high potentials to move into leadership roles. Our slates our always found from within. We need to recognize other talents such as technology, train the trainer, etc... we need to grow that and merge together.
- Can we not put marketing and technology together?
- Sandy discussed that Steve Brewer set up the SITE group on Linked In. Any SITE member on Linked In were able to join and then we opened it up to others. WE are not doing much with it, but it is out there.
- We really need to start thinking about the future and how do we want to connect the dots.
- Sandy also mentioned the e-learning Guild. You can share your tip with everyone and then a book came out with all of the tips in it. This was a great resource and

we could possibly do this for our members.

- One of the biggest responses we got was when we redid our designation handbook. It did make a difference.
- Carolyn discussed that she did not know anything about SITE until she was asked to present. She thought it was mostly in the P&C arena. She is now taking a different approach with her company to advertise and pass on things going on in SITE.
- Paul also discussed the board itself. We are a board that is missing out on an opportunity to link in with our companies on a highly level. What if we had a high level advisory board from all over to meet and talk about the issues of promoting SITE within their areas? They could talk about technology and could be sources of sponsorship and ambassadors. They could take are best kept secret and make it more well known. Can we get a group of folks to look into this a little more? This may add to the resources that we tie into. Associations would be another group to have representation.
- Carolyn mentioned an analysis of the group. Kathy noted that, historically, there has been a lot of analysis, but less follow-through. We need some long term continuity so we are not inventing the wheel each year. We are not the best at implementation. Mary Ellen mentioned that we should look at term lengths again. We do not have long enough terms. Maybe the President term could be 2-3 years along with the RVP. This might help with continuity. If a committee comes into place and they make some decisions, but then the board changes and things may not be the same. Kathy said that there is nothing in our by-laws that prevents multiple terms (2 for the President). The members just need to vote that member back in. It is a good idea, but not sure that companies will support it due to the commitment involved.
- We need to actively involve new board members so it is not such a shock when they join.

Sandy then summarized what we discussed and asked for any other comments.

Secretary's Report

Gigi Scarbrough asked if anyone wanted the minutes read from the February 2009 Board of Directors meeting.

Motion: Teresa Headrick moved that the reading of the minutes from the last board meeting be waived and accepted as published. Mary Ellen Dorsey seconded the motion. Motion carried.

Treasurer's Report

Gigi Scarbrough distributed the YTD budget report for the 2008-2009 Society year. Kathy Hodge discussed the proposed 2009-2010 budget. Specific items were discussed and are listed below:

- Paul asked about miscellaneous income. That is mostly for non-member job postings. We don't want to put a specific income. We can enter it as \$1.00 and then just be over. Discussed adding a new line for sponsorship income.
- SITEConnect was not billed this year, because of glitches in the vendor's system. We have asked for them to now bill us on July 1st 2009. Mark Sylvester has been at the meetings and is doing much better. There have been some upgrades to the site.

Kathy discussed increasing the conference liability budget to actual levels. We have been increasing this each year. We currently have 2 outstanding conference contracts that carry significant liability if they are cancelled. We need our liability to be at \$200,000.

Brad Gutcher discussed the new CD recommendation. The current CD expired in June and the money is waiting to be deposited into Money Market. There are multiple options that we can do. Kathy gave some CD background. Sandy asked that we do some investigation on the 5 year CD ladder and have a proposal for October.

Kathy discussed the proposed budget.

- The \$20,000 income for the conference is the goal. We need to try to meet it, exceeding it is even better.
- Interest income will not change.
- Regional activities we are leaving at \$1
- We are adding 51800 for Sponsorship advertising
- Expenses: Savings on board travel
- Line 60600 Meetings and Activities increased for the webinar gift cards
- Line 66000 is now Industry/Marketing \$720 was for 4 press releases for next year

Paul commented on 65000 and 66000 for where the money for Research & Development lies. We need to start to look at putting some money into these items. Kathy gave us some information on the history of the budget. We need to have a corresponding income to the expense. We don't have to spend the money in the budget. Sometimes it is better to use the \$1 line and then go over on that line if there is a good reason. By having a dollar amount in, it does make a statement for the future. Keep in mind that the budget is a guide. The money is available for significant needs, but not listed in the paper. Let's get a plan first and then put the money in the budget.

Motion: Mary Ellen Dorsey moves to accept the YTD financials. Brenda Davis seconded the motion. Motion moved.

Motion: Gigi Scarbrough moved to increase the conference liability from \$125,000 to \$150,000. Mary Ellen Dorsey seconded the motion. Motion moved.

Motion: Paul Balbresky moved to provisionally accept this budget. Teresa Headrick seconded the motion. Motion moved.

Executive Director's Report

Kathy Hodge discussed the following:

Train the Trainer

- She passed out reports to review for 08-09 and 09-10
- We had 77 people total for 08-09
- We already have 5 people registered for the public offerings.
- We have a new train-the-trainer brochure
- We currently have 9 faculty members and there are criteria for those members.

Charlotte relies on the RVP's to promote 2 programs per region per year

- Mary Ellen was on site for the Illinois Train-the-trainer and she said the faculty was excellent. There is no question that it is a quality product. Do we need more marketing or do we need to consider a more advanced program?
- Maybe some companies are wondering why their employee should go to the SITE course as opposed to the course their own company does

2009-10 Board Materials

- In the past we always got a disc, but we are doing away with the disc because no one is using it. She will email the current board roster and the new expense reimbursement form. You are welcome to contact her for other needs.

InSITE Deadlines

- July 10th is the next deadline. She will send an Outlook reminder.
- We publish 6 issues every year. July/August is conference information, Nov/December is Yearend financials. She does each that the RVP's send in something for each InSITE.

Membership Report

A membership report was passed out and discussed. Paul led the conversation and mentioned the following:

Northeast Region: Paul Balbresky

- The numbers are down. All areas are down. Most are attributed to corporate loss in membership.
- We lost Farmers as a corporate member and about 40 members from State Farm
- Our designees are up at the current moment, smaller companies are making a commitment.
- Kathy mentioned that this is a fairly normal trend. The membership will look slightly different in June. It is not wrong, but the snapshot was taken at a different time.
- Teresa is giving the Membership report at the business meeting
- Harleysville is considering a corporate membership. They do have members now and may continue on.

Central: Mary Ellen Dorsey

- There are 58 registered for the next webinar. We can track the folks that attend and can ask attends to send in how many are attending in their specific area. So if there if more than one person in the room, we know how many actually attended
- We have an August webinar planned, but nothing for July at this time.
- Sandy sent out a note about the next webinar (that it is an outside vendor with no hard sell). There can be co-facilitation for the future.
- The survey at the beginning of June allowed Mary Ellen to get commitments for 6 new Regional Directors. Only 2 will be at conference this year.

Southern Region: Teresa Headrick

- 6 people were also formed from the survey for the Southern Region and indicated that they wanted to do more with SITE
- She had 1 member and their spouse attended the SITE Social. He is one of her 6 directors

There is a format around the regional breakfasts. Teresa noted that she does not want it to be just a recruiting event. Brad asked if we have included regional directors to help with the regional meetings at the conference. At this time, we do not, but will certainly ask them.

2009 Conference Report

Brenda Davis discussed the current conference:

- Historic conference attendance was passed out for everyone to review
- The committee has been engaged and we are ready
- We are continuing to promote SITEconnect and giving out mouse pads
- Conference committee is getting a polo shirt
- A portfolio is also being given to all attendees along with a bag
- Tuesday night is the silent auction during dinner
- Bag stuffers needed at 3:00pm today
- 185 attending this year

2010 Indianapolis: Carolyn Hansen

- Trainers start your engines with SITE is the theme and she passed out the logo for the conference.
- Saturday night we will be at the Children's Museum of Indianapolis. There will be dinner and at least 2 galleries open. On Tuesday we would like to have the banquet at the NCAA Hall of Champions. We would have the hall all to ourselves.
- We have a program chair already and some of the thoughts are to have an advanced Train-the-trainer course. Bob Mosher is interested in doing a preconference seminar. We would like to find some more advanced topics to be presented.
- Key note speakers. Thiagi is a consideration. We should consider Elliot Masie for future conferences.
- They also talked about having a CEO panel to talk about the industry. There are

numerous companies close to the area.

- Getting Jim Jones to help us out contacting universities and colleges to better prepare our companies to work with young insurance professionals. Ball State University needs to be contacted. Possibly consider a discount for students to attend if they volunteer.
 - The hotel and area is great.
 - Dine around options are great
 - Wednesday is already booked with the Indianapolis Speedway for Risk Management. Zoo is another option along with the Children's hospital
 - We are promoting it as "start your family vacation with SITE." State Capital is right across the street along with the zoo. Everything is very close.
 - There will be a memo cube on Tuesday this year inviting them to the conference next year.
 - We are looking for an AV chair
- 2011 Austin – Under Contract at the Hyatt
- No VP yet
- 2012 Washington DC area under consideration
- Could potentially sign a contract for Washington D.C. in the next month or so.

Miscellaneous Items

- Executive Director's contract is reviewed and bonus was given.

Motion: Karen Scott made a motion to give Kathy Hodge a bonus. Brenda Davis seconded the motion.

Adjourn:

The meeting was adjourned by Sandy Masters at 2:00pm, Friday, June 26, 2009.

Motion: Gigi Scarbrough moves that we adjourn the meeting. Mary Ellen Dorsey seconded the motion. Motion carried.

SITE BOARD MEETING
February 6th & 7th, 2009
Phoenix, Arizona

Present: Sandy Masters, Mary Ellen Dorsey, Brenda Davis, Karen Scott, Teresa Headrick, Joan Quagenti, Gigi Scarbrough

Not Present: Sherrie Aldrich, Paul Balbresky (on the phone during award discussions)

Attending: Kathy Hodge

Call to Order

Sandy Masters, President, called the meeting to order at 10:05am. Quorum was established.

Anti-trust and Confidentiality Statement

Sandy Masters read the Anti-trust statement and made note that it applies to the meeting. All signed the document.

President's Comments

Sandy Masters

- She read some official correspondence from Fred Dugle thanking SITE for keeping him updated.
- Nominations for the 2009-2010 board will be announced on the March 26th call.
- Sandy invited everyone to briefly discuss progress since the last meeting in a roundtable format.
 - o Mary Ellen and Teresa the Eastern region inviting all members to their webinars. It is greatly appreciated.
 - o Sandy discussed that SITE does not have its own webcast type of tool. We have had folks donate their tool to use for our webcasts. She asked if we should invest in a tool for SITE to use.
 - o Networking face to face in our local cities is not working well at the moment and seems to be a need. Could we host 15 face to face meetings in 15 cities to get out and meet your fellow site members? Keep up the meetings the night before our Train-the-Trainer sessions. Kathy can run a query on members in certain metro areas and we can send out invitations. Try to get it done in April/May and we could create a column about the 'socials.'
 - o Something else not working is "Linked In" verses SITEconnect. We are on Linked In and that may be confusing. Linked In is catching in on fire right now. We also have a Facebook page as well. Facebook is more personal and social and Linked In is more business/professional. It certainly does not hurt for us to have our name out as much as possible. IntroNetworks is trying to catch up to Linked In. They are doing enhancements to the system. They upgraded, so you will now get a full message when someone sends you a note from SITEconnect instead of just the title.
 - o Surveys: Our members LOVE surveys. Our goal was to do a survey every 2 months and post the results.

Secretary's Report

Gigi Scarbrough asked if anyone wanted the minutes read from the September 2008 Board of Directors meeting.

Motion: Brenda Davis moved that the reading of the minutes from the last board meeting be waived and accepted as published. Karen Scott seconded the motion. Motion carried.

Treasurer's Report

Gigi Scarbrough distributed the budget report for the 2008-2009 Society year. The budget report and CD consolidation sheets will be filed with the minutes. Kathy and I will work on the 09-10 budgets and that will be presented at the April conference call.

- Total income YTD is \$106,375.04. Total expenses \$56,433.57. Balance \$49,941.47.

Motion: Mary Ellen made a motion to accept the 2008-2009 budget report and CD Consolidation report. Joan Quagenti seconded the motion. Motion moved.

Executive Director's Report

Kathy Hodge discussed the following:

InSITE

- The last 3 or 4 issues we have gotten some good feedback. Readership seems to be up lately.
- In the day that InSITE came out, our usage on SITEconnect went way up. There is a direct correlation.
- Kathy is going to try and get InSITE out earlier than what we are doing now, so deadlines will bump up slightly.

Insurance Scholarship at the Katie School of Insurance, Illinois State Univ.

- \$500 scholarship for the Katie School. We will need someone to go to Bloomington in April/May of this year to give out the award.
- We also sponsor AICPCU's Distinguished Graduate Award for AIMS for \$500 annually.

ITP Designations

- A few issues with the applications. Kathy has rearranged a few items on the front page, for ease of processing. The changes do not effect content. A motion was made for the few cosmetic changes needed.

Motion: Mary Ellen Dorsey makes a motion to keep the \$500 scholarship for Illinois State University, Katie School is Insurance. Joan Quagenti seconded the motion. Motion moved.

Motion: Gigi Scarbrough made a motion to keep the \$500 scholarship for AIPUCU. Teresa Headrick seconded the motion. Motion moved.

Motion: Teresa Headrick made a motion to update the ITP application for cosmetic changes and Brenda Davis seconded the motion. Motion moved.

2009 Annual Conference Update

Brenda Davis discussed the following:

Overview

- Opened registration on 12-01-09.
- Early bird deadline is now 3-15-09.
- We have imposed a conference date registration deadline, which is June 12th. There were a few issues last year with bogus registrations that came in last minute.
- Vendor deadline registration is May 15th.
- Moved the early bird so we were ahead of the game, as of February 1st we had 55. Today we have a total of 83. 14 newcomers so far.
- Budget – good with the income coming in. We have not paid anything out yet.
- We have saved a huge expense by posting the Registration Booklet on the website rather than printing and mailing it.

Next Steps

- Each team is working on their tasks.
- Board Members are invited to the first timers meeting
- We need extra marketing this year outside of our membership

- Key notes are locked in. Mike Mullane, Pat's roundtable, Interactive Board game. One concurrent session has backed out and we do have someone in the works to replace them.
- Crackle Barrel format will be the same as last year.
- Entertainment for the final night at El Pinto will be a trio.
- Saturday night will be Summerfest across the street.

Loyalty Award

- Sandy printed information on our awards for us to discuss. She read the criteria for the award and asked for any questions. We discussed last year's recipient and why they got the award. We discussed possible candidates for this year. We called Paul on the phone for input on candidates. Motion was made.

Corporate Award

- Sandy read the criteria for the corporate award and asked for questions.
- We discussed candidates and made a motion.

Innovation Award

- Sandy explained that John Jackson will do the Innovation award again.

Motion: Paul Balbresky (via phone) made a motion to select a candidate for the award. Karen Scott seconded the motion. Motion moved.

Motion: Gigi Scarbrough made a motion to select a candidate for the corporate award. Brenda Davis seconded the motion. Motion moved.

ITP Applications

ITP applications were reviewed and the following were granted an ITP designation:

- Evelyn Jorgensen
- Jani Rogers
- Bernie Torri
- Storm Wilkins

New Business

- Sandy Masters discussed the bylaws document. Bylaws shouldn't include specifics about procedures and should only be changed when absolutely necessary. Bylaws need to be thought of as very general and broad.

Concerns from the group

- Suggested that we send all designees a letter prior to conference talking about designees at the conference and their responsibility at the business meeting at the conference. Letter should go to all designee members. Karen suggested that Sandy place some information in her President's article about the situation.

- Nominations process was discussed:

- o The past President is the chair of the nominating committee along with the current President and Executive Director. The bylaws currently say that the President make up the nominating committee. The procedures manual states that it is the Past President, President and ED. We possibly need to make a change in the bylaws on this section.

- o The nominating committee makes a slate that is approved by the board and that slate is presented during the business meeting for a vote and for open candidates. Anyone at the business meeting can put their name in for the vote during that business meeting. Historically we have not had this happen during a business meeting.

- o An email was sent out to all members this year asking for any nominations for our current board members. We want SITE to be fair in their selections of board members.

- The Procedures Manual update work continues. The decision was made to

separate the Conference and General SITE sections into separate manuals for ease of use. Kathy, Sandy and Brenda will work this project.

Website

- We need to appoint a committee chair and engage the members to form this committee to make continual changes to the website.
- Suggest we do a survey to ask members about what they want on the website. This should be immediate. We would benefit from the input.
- Suggest that we have scrolling photos right after the conference on the member home page.

Train the Trainer Report

Kathy Hodge discussed the Train the Trainer Report as prepared by Charlotte Long. No public programs in May, June, July or August.

Activity Year-to-date:

- Irving 9 enrollees (Sept 2008)
- Baltimore 11 enrollees (Nov 2008)
- Atlanta 4 enrollees (March 2009)
- DuPont 2 enrollees (March 2009)
- Westfield OH 1 enrollee (April 2009)
- Springfield 4 enrollees (April 2009)

Costs associated with program:

- Budget on track

Hosts for 2009-2010

- Hosts will be selected.

Misc

- Changes are being made to the program based on the feedback we are getting.
- The bio sheets of all of the instructors are now up on the website and they look great.
- Joan is redesigning the membership brochure and then she wants a separate marketing piece for Train-the-Trainer.
- Challenge that we are faced with is printing. We need to print on demand by class because we are constantly changing the material. We have already factored in the printing cost.
- Marketing component: What do we want to do with this?
- Allstate is willing to host a session for next year. Mary Ellen stated that she has 2 rooms at Tech Corp.

Member Services Report

Joan Quagenti and RVP's discussed membership and regional activities:

SITEConnect

- Up and running. Ambassadors have been selected. We have had about a dozen or so folks on each of the Ambassadors calls.
- We are going to have a laptop at conference with SITEconnect up and running so people can get signed up.
- We need someone else to facilitate the next call.

Membership Counts – Society year counts were passed out

- 1007 members as of today. Membership has increased by 40% in about 4 years.
- We have far fewer companies than we used to and our corporate membership is growing. We don't know the specific reasons on why this is happening.
- We gained 4 new corporate members over the past year.
- We do need to focus on designee members and try to get smaller companies involved. Look through contacts and see who else we can get involved.

Regional Activities:

- Southern Region: Teresa Headrick
 - o Sent out a letter to recruit new members.
 - o Work with Paul on what he is doing in his area.
 - o No face-to-face this year. Could not get one together.
 - o Sent out welcome emails to all new members in the Southern region
 - Central Region: Mary Ellen Dorsey
 - o Discussing with outside vendors to use items for InSITE.
 - o Trying to get a webinar set up with Chubb and also with Rick Howard.
 - o Did not have a face-to-face this year.
 - o April 4th in Iowa, we are having a joint meeting with ASTD. Fee is \$115 for the 4 hour meeting
 - o Train-the-Trainer in Springfield in April
 - Western Region: Sherrie Aldrich
 - o No report
 - Eastern Region: Paul Balbresky
 - o No official report in Paul's absence.
 - o Webinars have been completed almost every month. We should probably have a summary of the webinars that need to be placed in the minutes.
- New Member Webinars – Get Connected with SITE
- New member webinar date needs to be selected. Joan would like to invite everyone to the webinar instead of just new members. Reason to invite everyone is to give members a refresher course.
 - If you come to a SITE social and you have not registered then you will get the early bird registration discount if you sign up for the conference after attending the social.
 - We will post a notice in InSITE.
 - Webinar may possibly be limited to 125, however, Brenda can help with her webex.

New Member Brochure

- Joan is looking into creating a new brochure for new members. Kathy suggested that we create it a format that can be easily updated. Joan is also working on a Train-the-Trainer brochure. No tri-fold, make it 8 ½ by 11. We will not mail the brochure out, so we need to create it just for print and web. Brenda will print the brochure.
- Sandy would like to see testimonials incorporated into both brochures. Possibly from different perspectives. A management perspective and associate perspective.
- Suggestions are to be colorful, easy reading font. Chunk material and paraphrase.

New Member Recruiting

- Sandy is doing a mailing in March if possible. We need the brochures. The CEOs of all of the licensed carriers will get the mailing. The purpose is to increase the designees. Start at the top and let it trickle down.
- Kathy's business cards need to be given out during the SITE Socials. Thank you note sent to all attendees of the social.

Member Surveys

- We have a couple of member surveys that we are working on.
- Membership survey completed every three or four years. That will be done again in 2010.
- There needs to be survey results in every InSITE.

Miscellaneous Items

- Sandy announced the 1000 SITE member, John Skjoldahl of Travelers.

- Review of action item lists for each person:
 - o At the June board meeting we will need to vote on the tentative budget including the web ex tool budget expense. Sandy and Mary Ellen will work on this
 - o Website needs to be revised. Joan suggested that if we work on maintaining consistency in look and feel as we make changes.
 - o We discussed the SITE Socials for each area and picked the date of Thursday, April 23rd. We need to list for InSITE by March 9th. After the event we need to report out by May 4th. Photos and a write-up.
 - o Conference call for SITE Social February 20th 9:00 CST.

The next Board conference call will be Thursday, March 26 at Noon (EDT).

The meeting was adjourned by Sandy Masters at 2:55pm on Saturday, February 7th, 2008.

Adjourn

Motion: Gigi Scarbrough moves that we adjourn the meeting. Teresa Headrick seconded the motion. Motion carried.

SITE BOARD MEETING
September 19th & 20th 2008
Albuquerque, New Mexico

Present: Karen Scott, Sandy Masters, Mary Ellen Dorsey, Gigi Scarbrough, Brenda Davis, Paul Balbresky, Joan Quagenti, Teresa Headrick, Sherrie Aldrich

Attending: Kathy Hodge

Call to Order

Sandy Masters, President, called the meeting to order at 10:36am. Quorum was established.

Anti-trust and Confidentiality Statement

Sandy Masters read the Anti-trust statement and made note that it applies to the meeting. All signed the document.

President's Comments

Sandy Masters

Balloon ride:

- Thanked Benda for arranging a great balloon ride for everyone.

New Board members:

- She welcomed Sherri & Teresa to their first live meeting.

Historical past of SITE:

- She pasted out a historical understanding of SITE. We have the same types of problems that they had in the past. We don't need to go through an analysis to figure out what to do.
- She thinks SITEConnect will really help. Using technology to connect and expand our group will really help. With webinars we can get out and reach our customers.
- Every future leader of SITE should get a copy of this document.

Volunteers/Succession Management:

- How do we make things into projects so we can get people involved? What will help SITE grow as an organization? If we can break things into smaller units, then we can get more done.

Roundtable:

- Sandy opened up the room for each person to share their priorities and activities with the group.

Secretary's Report

Gigi Scarbrough asked if anyone wanted the minutes read from the June 2008 Board of Directors meeting. She passed out the current Motions for the 2007/2008 Society year. The motion document will be updated and sent to the Executive Director as needed.

Motion: Brenda Davis moved that the reading of the minutes from the last board meeting be waived and accepted as published. Teresa Headrick seconded the motion. Motion carried.

Train the Trainer Report

Kathy Hodge presented the Train the Trainer Report as prepared by Charlotte Long. Current counts for Train-the-Trainer:

- o 14 in Wheeling, WV this week
- o 9 enrolled in Irving, TX for next week
- o 2 in Roseville, CA in October
- o Exclusive Allstate session in November in Wheeling, WV
- o 5 Baltimore, MA in November

- o 0 for St. Louis, Missouri in December
 - Train-the-Trainer programs
- o Move December St. Louis to the April 2009 Des Moines slot. Mary Ellen will discuss with Charlotte.
- o We reduced the number of programs from last year because they were running into each other. We currently would like 2 per region a year.
- o We could do a better job on marketing the course.
- o Get a local member to host a reception in the city that the program is being held. Invite all members in that area to the reception to network.
- o The class was previously submitted by Pat McCarthy for the ibstipi RiM designation. The designation expired more than a year ago, and we need to make a decision to pay and have that renewed. The ground rules have changed with ibstipi and renewal is now required, at a significant fee, every two years. We need to look at why people are signing up to take the Train-the-Trainer. Does having the RiM designation attached to the course really make a difference?

Executive Director's Report

Kathy Hodge discussed the following:

- We received a letter from Royce Learning Center thanking us for the donation that was given. Kathy read the letter to us. They sent us a book as a thank you and the book was given to Brenda.
- We received a thank you letter from the distinguished graduate award recipient. We give \$500 for the highest achiever. Kathy read the letter.
- Getting the financial documentation together for the accountant. We need to get everything done and filed by November 15th. 503 Companies will need to complete more paperwork going forward. We don't know what those ramifications are at this time. We are a 503C6 company and don't know if we fall under new rules or not.
- Procedure manual –Sections have been given out and are being worked on.
- New reimbursement form is now in place. This form is used for any reimbursement needed from conference expenses or regional activities. It was previously sent to all board members.
- Changing the Journal – We have published this for many years. This is comprised of scholarly articles done throughout the year. Last year was Kathy's first year publishing the Journal. Only 10 articles were published in the Journal last year. Suggestion: dismantle all of the past articles and take them out of the journal and just have them out there so people can search through them. We can get this done while we are revamping the website.

Motion: Gigi Scarbrough made a motion to create a new format for Journal articles. Paul Balbresky seconded the motion. Motion moved.

2008 Annual Conference

Sandy Masters/Kathy Hodge passed out the conference budget sheet and discussed the following: This budget sheet will be filed with the minutes.

Financial Closeout

- The final conference numbers are pending and should be done soon. We expect a nice profit from the conference. We did absorb some fees very comfortably this year. Food was over budget. This budget was not realistic, so we have made changes for next year.

2009 Annual Conference Update

Brenda Davis passed out the pre-posed budget for the conference. The budget was revamped for

this year. This budget will be filed with the minutes.

- We bumped up the speakers, food and beverage, and graphic design line items.
- The conference book photo has already been completed and she had a copy to show us. The theme is 'Take Flight with SITE.'
- Conference committee is working feverously on the conference.
- Exhibitors Hall may be revamped. We may eliminate early bird registration for the exhibitors; this will save \$100 per exhibitor. We have always organized the food in the hall and we may work out with the hotel to have small booths throughout. We will not have a stage, but will have traveling music around the hall. We are going to try and give them more time with the attendees.
- We may do just 2 key notes instead of 3. We may try to do another interactive activity instead of that 3rd speaker.
- People felt some of the breakout sessions were too general in the Savannah conference. The committee has discussed this situation.

Treasurer's Report

Gigi Scarbrough distributed the current balance sheet and the budget for the 2008-2009 Society year. She also distributed the final balance sheets for 2007-2008. Gigi reviewed the CD consolidation sheet and took in suggestions from the board. It was suggested that we seek assistance with our financials and what to do. Final financials will be published in the Nov/Dec. edition of InSITE.

Motion: Sherrie Aldrich made a motion to accept the 2007-2008 year to end balance sheet. Mary Ellen Dorsey seconded the motion. Motion moved.

Motion: Teresa Headrick made a motion to accept the 2008-2009 proposed budget. Mary Ellen Dorsey seconded the motion. Motion moved.

Motion: Mary Ellen moves to accept the CD consolidation plan with the edits presented. Sherrie Aldrich seconded the motion. Motion moved.

Tour of Hyatt Regency

We took a tour of the Hyatt from 3:30 – 4:15

SITEConnect

Joan Quagenti presented a progress report and implementation plan to the board.

Member Services Report

Joan Quagenti and RVP's discussed membership and regional activities. Joan passed out the current membership numbers for each region.

Membership Counts

- We are currently at 919.
- Corporate memberships are going way up and associate members are going way down.
- The total number has dropped off slightly from the end of year to now. There is a shift to higher corporate members.
- Mary Ellen Dorsey will continue to go through Allstate's members and clear out inactive members.

Regional Activities

- Eastern Region, Paul Balbresky: We had our 2nd LMS webinar in September. Contacted Chris King who presented in Savannah and he is doing a webinar in October for November. Bob Mosher has also been contacted to do a webinar, but we have not heard anything yet. CPCU conference had a reception coordinated by Susan Cohen Slavet. There is a Train-the-Trainer program coming up in Baltimore.
- Central Region, Mary Ellen: Working on having her directors to be productive.

There are commitments from 3 to do webinars. However dates and topics have not been decided. We did distribute SITE material at a local ASTD event. Train the Trainer session in St. Louis for December may be moved to the May session because we do not have anyone enrolled.

- Southern Region, Teresa Headrick: Recruited 4 regional directors since Savannah. Survey was sent out to all Southern members. Got 48 responses from members. Topics were given and top locations were given. Will piggyback on Chris King's webinar from the Eastern Region. Darlene Johnson will host a meeting in St. Petersburg, Florida.
- Western Region, Sherrie Aldrich: Emailed composed to send out to all members in the western region. Sherrie will be seeking out regional directors and will do this by areas of expertise. Sherrie will also send out a survey to collect information on what the members will be interested in and the locations to hold a meeting. Sherrie will also get involved in holding some social events attached to local Train-the-Trainer sessions in the Western area.

New Membership Recruiting

- We need to identify who these companies are that are missing. One way to do that is through the CPCU chapters. Find members and then have them send out to non-members. Can also do that through CLU chapters. That may increase our associate members along with the corporate members.
- We need to reach out to people whenever we can. Having business cards printed will help. Kathy will have those printed and sent out to everyone.
- If people want to advertise on SITEconnect we may be able to partner with them for rolling ads on the system. We can make some money on the advertisement.
- Recreate the SITE brochure to make it more eye-popping. We need to get people excited about SITE.
- Karen suggested that we can look at some companies for ambassadors in training to help increase membership. There is a relationship between the conference and membership. Try to solicit people to present at the conference and then we may get new members. Hit up the companies and locals in the conference location.

Pricing for Individual/Corporate Membership

- Corporate membership was set up in 2005 with 3 tiers and it has never been changed. We never changed the dues structure and so now it appears to not work. Membership has gone way up, however, there has been no corresponding increase in dues income.
- We want to keep the administrative side as simple as possible.
- Is there a value in increasing the corporate membership? What is paid through dues and what is paid a la carte?
- We need to keep in mind that the corporate memberships do quite a bit for the organization. Many donations including printing, bags for conference, train-the-trainers, conference donations.
- We are in agreement that we need to make adjustments in the membership dues. We are trying to close the gap between corporate and individual rates.

Motion: Sherrie Aldrich motion to keep individual membership dues the same. Brenda Davis seconded the motion. Motion moved. Karen Scott and Sandy Masters oppose this motion.

Motion: Gigi Scarbrough made a motion to increase corporate dues to the 8-tier structure laid out in the proposal. Paul Balbresky seconded the motion. Motion carried.

Motion: Gigi Scarbrough made a motion to make new corporate member dues effective immediately for new members and then effective July 2009 for existing corporate members of record. Joan Quagenti seconded the motion. Motion moved.

2010 Annual Conference

Karen Scott discussed Indianapolis:

- Fall board meeting in 2009 will be in Indianapolis.
- There are plenty of things to do in town.
- Should be an easy conference for someone to run.
- We need suggestions on who would want to be conference chair. Please send those to Karen.

2011 Annual Conference

Karen Scott discussed Austin:

- Nothing more has been done on this just yet. This may be more challenging for the conference VP.

2012 Annual Conference

Sandy Masters discussed locations for the 2012 conference.

- Somewhere on the east coast. We are not able to make a decision at this time.

ITP Applications

ITP applications were reviewed and the following were granted an ITP designation:

- Pete Rickard
- Kim Moran
- Carol Williams
- Catherine Dietz

Miscellaneous Items

- Future Board Meeting on February 6-7, 2009 in Phoenix.
- Kathy will create and distribute her Business Cards with conference dates on the back.
- We need someone to work on the brochure to make it better. Can we do a casting call to find people to redesign?
- New member webinar will be held 2-3 times a year. The next meeting will be in October. We will open this up to all members and change the name.
- Suggested that we invite the predecessors of the positions that will be filled to the June meeting to help them figure out what is going on. They will not vote or make motions.

Adjourn:

The meeting was adjourned by Sandy Masters at 5:00pm on Saturday, March 1, 2008.

Motion: Sherrie Aldrich moved that we adjourn the meeting. Mary Ellen Dorsey seconded the motion. Motion carried.