



### *Minutes of the SITE Board of Directors*

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**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 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:
  - What is right for Kathy,
  - Cost to SITE
  - 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
    - Can we open this up to other industries to attend?
    - Austin offering up to 6 attendees currently
    - Should we consider raising the cost of TTT to offset the loss we experience when we offer this class at a low attendance rate?
    - Should we increase the level of compensation per hosted offering?
  - Potential 2010-2011 TTT locations and hosts
    - Seems like 4 -6 offerings per year works the best
    - 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
  - 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.
  - 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.
  - 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 Katy 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. Make up 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.
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### 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. He and 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 brochure.

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)

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#### Membership Numbers

Brenda handed out the reports, lead discussion n the specific numbers.

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#### RVP Support and Procedures

- Need to document detailed current tasks (which have evolved over time and will continue to evolve)
- Email sent to current RVP's asking:
  - How are you communicating with new members?
  - How are you communicating with members with an expiring membership? Are you trying to make personal contact?
  - 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?
- 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)?
- 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 3<sup>rd</sup> 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 1<sup>st</sup> 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 Quagenti 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 1<sup>st</sup> 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)
  - **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.
  - **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.
  - **Ken** – using it as a PR platform for upcoming webinars; 3 or 4 quick bullet points

- **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 18<sup>th</sup> 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 26<sup>th</sup> 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 1<sup>st</sup> 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 said she has found the "job of my dreams." It is getting easier as time goes on. She 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 10<sup>th</sup> 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 is 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 pre-conference seminar. We would like to find some more advanced topics to be presented.
- Key note speakers. Thiago 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.*

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 6<sup>th</sup> & 7<sup>th</sup>, 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 26<sup>th</sup> call.
- Sandy invited everyone to briefly discuss progress since the last meeting in a roundtable format.
  - Mary Ellen and Teresa the Eastern region inviting all members to their webinars. It is greatly appreciated.
  - 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.
  - 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.'
  - 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.
  - 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 12<sup>th</sup>. There were a few issues last year with bogus registrations that came in last minute.
- Vendor deadline registration is May 15<sup>th</sup>.
- Moved the early bird so we were ahead of the game, as of February 1<sup>st</sup> 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:
  - 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.
  - 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.
  - 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 then 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
  - Sent out a letter to recruit new members.
  - Work with Paul on what he is doing in his area.
  - No face-to-face this year. Could not get one together.
  - Sent out welcome emails to all new members in the Southern region
- Central Region: Mary Ellen Dorsey
  - Discussing with outside vendors to use items for InSITE.
  - Trying to get a webinar set up with Chubb and also with Rick Howard.
  - Did not have a face-to-face this year.
  - April 4<sup>th</sup> in Iowa, we are having a joint meeting with ASTD. Fee is \$115 for the 4 hour meeting

- Train-the-Trainer in Springfield in April
- Western Region: Sherrie Aldrich
  - No report
- Eastern Region: Paul Balbresky
  - No official report in Paul's absence.
  - 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:

- 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
- Website needs to be revised. Joan suggested that if we work on maintaining consistency in look and feel as we make changes.
- We discussed the SITE Socials for each area and picked the date of Thursday, April 23<sup>rd</sup>. We need to list for InSITE by March 9<sup>th</sup>. After the event we need to report out by May 4<sup>th</sup>. Photos and a write-up.
- Conference call for SITE Social February 20<sup>th</sup> 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 7<sup>th</sup>, 2008.

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

**SITE BOARD MEETING**  
**September 19<sup>th</sup> & 20<sup>th</sup> 2008**  
**Albuquerque, New Mexico**

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

**Not Present:**

**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:

- 14 in Wheeling, WV this week
  - 9 enrolled in Irving, TX for next week
  - 2 in Roseville, CA in October
  - Exclusive Allstate session in November in Wheeling, WV
  - 5 Baltimore, MA in November
  - 0 for St. Louis, Missouri in December
- Train-the-Trainer programs
    - Move December St. Louis to the April 2009 Des Moines slot. Mary Ellen will discuss with Charlotte.
    - 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.
    - We could do a better job on marketing the course.
    - 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.
    - 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 the 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 15<sup>th</sup>. 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 3<sup>rd</sup> 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 2<sup>nd</sup> 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.

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.*

**SITE BOARD MEETING**  
**June 27<sup>th</sup>, 2008**  
**Savannah, GA**

**Present:** Karen Scott, Sandy Masters, Mary Ellen Dorsey, Gigi Scarbrough, Brenda Davis, Paul Balbresky, Joan Quagenti

**Not Present:** Carl Van, Cindy Davidson

**Attending:** Kathy Hodge

**Call to Order**

Karen Scott, President, called the meeting to order at 8:35am. Quorum was established.

**Anti-trust and Confidentiality Statement**

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

**President's Comments**

Karen Scott welcomed the group to the meeting and to Savannah.

- Discussed meeting agenda
- Excited about the conference

**Secretary's Report**

Gigi Scarbrough asked if anyone wanted the minutes read from the February 2008 Board of Director's meeting.

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

***Motion:** Paul Balbresky moved that we accept all motions voted on conference calls. Mary Ellen Dorsey seconded. Motion carried.*

**Treasurer's Report**

Gigi Scarbrough distributed the current balance sheet and the proposed budget for the 2008-2009 Society year. She discussed that she and Kathy will work on consolidating our current CDs for a more strategic investment in our funds. Discussion took place on increasing our General Liability to \$120,000 and our Conference liability to \$125,000.

***Motion:** Sandy Masters moved that we accept the Treasurers Report based on the balance sheet given. Mary Ellen Dorsey seconded the motion. Motion carried.*

***Motion:** Mary Ellen Dorsey moved that we accept the proposed budget. Joan Quagenti seconded the motion. Motion carried.*

***Motion:** Mary Ellen Dorsey moved that we increase our General liability to \$120,000 and our conference liability to \$125,000. Brenda Davis seconded the motion. Motion carried.*

## Executive Director's Report

Karen thanked Kathy for a great year. Kathy then discussed the following:

- She thanked us for bearing with her during her year in training.
- InSITE deadline is July 15<sup>th</sup>.

## 2008 Annual Conference

Sandy Masters discussed the Conference and passed out information.

- We received a list of conference attendees by region.
- We have 238 people registered
- We took a tour of the War Room
- Recapped the opening on Sunday
- First timer's coffee – Joan, Brenda and Karen will be there. Karen does the welcome, Brenda will talk about being involved and Joan will discuss membership. The last person will introduce Jerry Neville.

## Future Conferences

2009

- Albuquerque, NM. Brenda discussed what she has done to date. Survey will be done again through Survey Monkey by Kathy. Brenda will talk to each current chair to get ideas. The conference committee will meet on Saturday at noon until Sunday at noon after our September board meeting.
- June 27<sup>th</sup> – July 1<sup>st</sup>, 2009 are the dates.

2010

- Indianapolis, IN. Karen is very impressed with the Hyatt. Downtown is very clean and there is quite a bit to do in town. Lots of restaurants to walk to. The Speedway would be a great place for a Risk Management tour. We should get a good turn out because we have such a large central region. People are genuinely nice. It is growing as an Insurance city. The hotel is across from the Capitol building. The hotel will be remodeling all of their rooms in 2009.

2011

- Austin, Texas. We have a contract on Austin with the Hyatt.

2012

Future conference possibilities:

- Providence, Rhode Island
- Crystal City, Virginia (right by Washington, D.C.)
- Portland, Maine
- Pittsburg, PA (Marriott at Station Square, good airport, falling river house)
- Cincinnati, Ohio – possibly 2013
- Denver, Colorado – possibly 2013
- Minneapolis, Minnesota – possibly 2013
- Sacramento, California – possibly 2013
- Park City/Salt Lake City, Utah – possibly 2013

## Train the Trainer Report

Kathy Hodge discussed the Train the Trainer Report. A report was distributed to all.

- Charlotte Long has hit the road running. We have 8 open sessions on the books and facilitators are set up for each session.
- The existing TTT is being updated and will remain in compliance with the IPSTPI competencies.
- Pre-work will no longer be printed and mailed out. It will be placed on the website or sent electronically.
- Manuals will be easier to use, printed and shipped on demand by Alphagraphics.
- The format of the facilitator guide will be easier to follow as well.
- We don't want to add any additional programs for the beginning of the year. We want the current programs to be full instead of too many with only a few.

## ITP Applications

One ITP application was reviewed and the following was granted an ITP designation:

- Nancy Germond

## Member Services Report

Joan Quaganti and RVP's discussed the following:

Introduction of new RVPs:

- Sherri Aldrich – Western Region
- Teresa Headrick – Southern Region

SITEConnect:

- We have planned to go through member benefits at the first timers coffee. She is going to show the live site of SITEConnect. Karen is also going to talk about networking to the first timers.
- For the SITE booth, Joan is having flyers there with information and place some on the tables for the business lunch.
- Karen will call and work out details on the product. We do feel that the product will be up and running in the near future.
- They have informed Kathy that they have about one more week of work to do. Realistically we should expect a target date of August 1<sup>st</sup>.

Membership counts and recruiting:

- We currently have 925 members
- There was a reduction in corporate members due to purging inactive members.
- This is not the best time of the year to do membership counts. Corporate memberships have just been sent a renewal and members are being purged due to inactivity. New corporate members have not been added to this list, so we are probably back up to 938 or so. We will have a more active number at the end of July.
- We also have 44 non-members that are attending the conference this year, which we can recruit.
- We need to grow designees

Regional Activities: Engaging members more effectively

- Regional directors will be acknowledged at the business meeting.
- Agreed upon 1 webinar to be hosted in each region. The RVP's need to get together and collaborate about those webinars.
- Hold a webinar around TTT.
- Hold a webinar on SITEConnect.

### Miscellaneous Items

- Notes for September – we need to talk about having a tool to help members articulate their value in the membership with SITE. We need to list out the benefits and place those on the home page of our website.
- Discussed a redesign of the homepage. We have enough in the current budget of this year. It would take a minimal number of hours to do.

Meeting adjourned at 3:00pm.

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

**SITE BOARD MEETING**  
**February 29<sup>th</sup> & March 1<sup>st</sup> 2008**  
**Austin, Texas**

**Present:** Karen Scott, Sandy Masters, Mary Ellen Dorsey, Gigi Scarbrough, Brenda Davis, Carl Van, Cindy Davidson, Paul Balbresky, Joan Quagenti

**Not Present:**

**Attending:** Kathy Hodge

**Call to Order**

Karen Scott, President, called the meeting to order at 1:07pm. Quorum was established.

**Anti-trust and Confidentiality Statement**

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

**President's Comments**

Karen Scott welcomed the group to the meeting.

- We need to continue to focus on membership. We have quite a few corporate memberships as opposed to regular memberships. We could be offering more value via virtual meetings. Would like to discuss pros and cons.
- Discussed our consideration for the Hyatt Regency Austin for the 2011 Conference. We have had great success in the past with the Hyatt. We will take a full tour this afternoon.

**Secretary's Report**

Gigi Scarbrough asked if anyone wanted the minutes read from the September 2007 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:** Cindy Davidson moved that the reading of the minutes from the last board meeting be waived and accepted as published. Brenda Davis seconded the motion. Motion carried.*

**Treasurer's Report**

Gigi Scarbrough distributed the current balance sheet and the proposed budget for the 2008-2009 Society year. We discussed the current tiers in corporate memberships. Kathy Hodge discussed the impact of a 40% increase in membership in 2 years. Cindy Davidson volunteered to review the tiers and come up with a proposal to revise them. We were all in agreement that they need to be looked at and possibly revised.

***Motion:** Sandy Masters moved that we accept the Treasurers Report based on the balance sheet given. Mary Ellen Dorsey seconded the motion. Motion carried.*

***Motion:** Sandy Masters moved that we accept the proposed budget. Brenda Davis seconded the motion. Motion carried.*

## Executive Director's Report

Kathy Hodge discussed the following:

- SITE has co-sponsored a \$500 scholarship for the Katie School of Insurance at Illinois State University for quite some time. We also give a \$500 gift to AICPCU for the AIM award. We all agree that we would like to continue with these programs.
- Discussed the conference raffle for the Leukemia/lymphoma society. Do we want to continue this? Some conferences pick a local charity of where the conference is at. Easier to have a local representative be there. Sandy is going to have her conference committee look into local charities.
- Cindy said she will have an article for the next InSITE on her success with using the SITE designation handbook.
- Sandy asked if there was a way to see how many people use the website and click on the link for the newsletter. Kathy will check on that.
- Two situations of vendors using our directory for marketing in the past month. We need to revisit this issue and send out another message on the rules of using our membership. May need to change our membership listing to allow only peer-to-peer instead of mass e-mail.
- Website update: Jennifer is still working on diagnosing our website and she is also working on our other 2 projects. Hopefully they will be complete by the end of the fiscal year.
- Karen, Cyndi & Kathy will work on updating the procedures manual. The last update was in 2003

**Motion:** Joan Quagenti moved to continue both \$500 gifts. Mary Ellen Dorsey seconded the motion. Motion Moved.

## 2008 Annual Conference

Sandy Masters discussed the Conference and passed out information.

- The committee is still having monthly telephone conference calls. Next task is the program book and we are working on that. SITE will actually have a booth this year and T-shirts will be handed out. We will sell out our room count for the conference. Sandy will do a blurb in InSITE to remind people to reserve their hotel room for the conference and list overflow hotels.
- Karen needs all print items as soon as possible.
- Current Conference numbers were reported by Kathy Hodge.
- Loyalty Award: Discussed candidates for this award.
- Corporate Award: Discussed candidates for the corporate award. We don't have to give a corporate award if we don't want to.
- Innovation Award: We are currently taking submissions for this award. John Jackson is handling this for us.

**Motion:** Karen Scott moved to select a candidate for the loyalty award. Mary Ellen Dorsey seconded the motion. Motioned moved.

**Motion:** Joan Quagenti moves to select a candidate for the corporate award. Mary Ellen Dorsey seconded the motion. Motion moved.

## 2010 Conference

Cindy discussed the conference being held in New Orleans. Cindy signed the contract with the New Orleans Hyatt. There is a new owner, but it will be managed by the Hyatt. Design plans have not been finalized and now the opening has been pushed back to Fall of 2009. The contract is not back because they cannot send a contract back until 30-45 days after the plans are finalized. If they can't accommodate us in New Orleans, then they will find us another property.

## Train the Trainer Report

Kathy Hodge discussed the Train the Trainer Report.

- We have scheduled twice as many programs as last year and our attendance for open enrollment is down. Our breakeven point is around 9-10 students. It takes as much effort to run a program of 8 people as it does to run a program of 16 people. We may need to reduce the number we are having or have a higher minimum attendance.
- Joan thinks what has happened is we sent some notes out and then got responses back saying "I would like to have a session here, or a session there, some of them considered private to the specific company. Joan also suggested that we pick 5-6 locations and hold those sessions. If someone wants to do an exclusive, then we can do that. We have a flat rate that we charge them and we can put it on regardless of how many they have. The pricing for an exclusive could be completely separate then how we handle the public.
- Karen suggested that we may want to split the material and offer a variation to the large session and have a class on the facilitation piece instead of the entire piece. We have gotten some feedback from people that they don't need the design piece of the program.
- We could possibly call the new program something else and not identify it with Train-the-trainer. This would not have to be a subset.
- There has been some feedback that there was too much time on theory and not enough on presentation skills.
- It was requested that we do not hold Train-the-trainer sessions in June, July or August because of workload conflicts with the annual conference. We need to geographically think about where we are having them. If we have 2 sessions at the same time then we may have issues with faculty. We need a better strategy for scheduling the programs.
- Karen passed out an administration paper regarding the duties of the program and how they are distributed.
- Joan offered to create some kind of publication to use to promote it.
- Printing of the material is currently done by Allstate. This is a huge cost. Karen can take this on for a year, but we will have to look at different options for the future.
- We need to increase the price of the program to assure our costs are covered and we are competitive. Bob Pike is \$1095 for 2-days. ASTD is \$1295 for members for 3 days. AMA is \$1995 non/1795 members for 3 days. We currently charge \$395 members/\$495 non-members for 3 1/2 days.
- Sandy suggested to increase is \$495/695 increase for this year and then \$595/795 for the next year. Do an analysis to see how this impacts our budget and income.
- Discussed flat fee for an exclusive class. Possibly \$6500 - \$8000 for a max of 16 people.
- Others suggested \$595/\$795 as most felt we were still too low.
- Discussed feedback that was received from various people. They were mixed. People are not going to agree on how or what the content should provide. Joan gave some feedback that her second session was much better than the first session she took. There was too much theory and not enough actual practicing.
- We have held 8 programs since July 2007. We currently have 8 potential sessions scheduled for 08-09.

Contracting for Management of the Program:

- Solicit proposals on having someone else manage the Train-the-trainer program. We need to have a board oversight of the administrator of the program.
- We need to come up with a plan on what to do with the management piece.
- Joan volunteered to be involved in working on this project. Are we going to selectively invite people or open it up to others? We may need to narrow down the playing field by narrowing down the criteria.
- We will send out an RFP for the position. Joan and Karen are going to work on it.

***Motion:** Gigi Scarbrough moved to increase the Train the Trainer fee to \$595 for members and \$795 non-members effective July 1, 2008. Paul Balbresky seconded the motion. Motion moved.*

***Motion:** Gigi Scarbrough moved to charge a flat fee for an exclusive Train the Trainer of \$8000 for a maximum of 16 people effective July 1, 2008. Paul Balbresky seconded the motion. Motion approved.*

## **New Business**

Karen Scott, Kathy Hodge & Joan Quagenti discussed the following:

Regional Analysis and recommendations for SITE regional make-up:

- Our current membership numbers vary dramatically by region and may be having an impact on our ability to deliver services. We will have to change our bylaws if we change our regional assignments. It is suggested that we go from 5 to 4 Regions, and eliminate one RVP position to reflect the change.
- Paul feels that the impact of the change with the members will be minimal. We are moving to less live and more virtual meetings.
- A new region, called Eastern, would be created that would include the current Northeast and Mid-Atlantic regions, as well as Ohio and Kentucky from the Central region. The Southern and Western regions would be unchanged.
- We need more regional directors based on the density in each state.

Enabling professional networking within SITE:

- Guy Nadiwi with introNetworks.com joined us via telephone to discuss Smart Social Networks. Everyone completes a multidimensional profile. The program then does profile matching to match you and other participants based on commonalities. There is an internal e-mail system included to allow you to e-mail match.
- Discussed the cost of the system at \$7500 a year. Comments were said on how nice the tool is and that we think our members will use it. The \$7500 is inclusive and they host the site. We will populate this system with our current data base. One of our biggest benefits of SITE is our Networking. This is a peer-to-peer, so the ability to e-mail the entire group gets eliminated, reducing the possibility of misuse of the directory for marketing.
- This tool supports the trend of decline in live meetings.
- You do have the option to place your photo up there.
- Are there any other competitors that provide this same tool? Answer: not that we know of.
- Can we have a demo at the SITE booth?
- We can increase membership dues by a small amount to cover the cost of the tool?

**Motion:** Sandy Masters moved to invest \$7500 to purchase introNetworks Social Network out of the 2007-2008 New projects development budget line. Cindy Davidson seconded the motion. Motion moved.

**Motion:** Joan Quagenti moved to accept the proposal for the new regional lay out. Brenda Davis seconded the motion. Motion moved.

**Motion:** Mary Ellen Dorsey moved to reduce the number of Regional Vice Presidents from 5 to 4 which results in the change of our by-laws. Paul Balbresky seconded the motion. Motion moved.

## Member Services Report

Joan Quagenti and RVP's discussed the following:

Membership counts and recruiting:

- Regional counts were passed out and discussed. We pulled up our top 15 companies in membership. Reviewed a snapshot showing year by year where the membership is and where it is going.
- We have increased by more than 40% in the last 2 years and it continues to go up. There is still a concern because some of our corporate members are so large that if they dropped off, we would lose a large percentage of our members.
- We need to stay vocal on what we can offer and what makes us a good society.
- We could hit 1000 members in the next fiscal year. This is the highest member count that we have ever had.
- Sandy mentioned using the Best Rating Guide to increase membership. We could possibly pick up some additional designees with this list.

Fee Structures: Members/Non-Members

- We previously discussed the costs of on-site meetings and virtual meetings. There are so many virtual meeting that are available for nothing.
- We are transitioning from less live to more virtual meetings and really need to consider the topics that we offer. We need to look at our overall position on whether or not we are going to include this cost as being part of a member benefit or not.
- Joan suggested that some of the webinars need to be free and others we need to charge for. It is going to depend on the topic that we are offering. She did some research and found that most people are charging for their Webinars. There are quite a few that are free because they are sponsored by a vendor and then that vendor follows up with a sales call. We do not want to put our members in that position that they have to deal with the sales call.
- We should consider providing 4-5 that are free.
- We are currently offering one that is free to members and \$25 to Non-members. We did not do promoting through non-members, so they are hearing through members.
- We can advertise for these to non-members through the non-member side of the website. We can possibly follow up with these non-members after the fact and try to get them to join.
- Sandy would like to see a more systemic approach to the webinars. We need to have some kind of plan to these instead of each RVP doing their own. Let's go ahead and plan them out. You could even submit a proposal to complete one. We need to commit to a certain number during the year.
- We should be able to come up with topics based from the new social networking system that we are going to put in place.
- RVPs can get together as a group to get the meetings organized and then have each RVP responsible for organizing at least one meeting. We need to decide how many meetings

- are realistic.
- We need to also have a dependable vendor to host all of the meetings. We may need to find our own hosting solution, one that is reliable. We keep going back to the same companies to host this and they have agreed to do it. We will recognize companies who do volunteer to host webinars and make it best for them as well.
- Prices have come down a lot using these types of tools. This could possibly be a sponsorship type situation to host webinars for a year. Maybe we can find a member that can sponsor hosting webinars.
- We could possibly add a “wish list” to our newsletter. We could ask for the different items that we need in SITE.
- We may also need to dedicate an article in InSITE to show the benefits of the programs and the benefits of sponsoring the webinars.
- introNetworks could possibly host a webinar to show the new peer networking product that we are going to offer to our members. Brenda is going to talk to Guy about the webinar.
- We need to make a decision on charging for webinars as it will have an impact on the budget. From an administrative standpoint, not charging for them is great. We lose money just in credit card fees alone.
- Kathy discussed the registration process for the webinars. She puts everything on an excel worksheet and then sends that information to the web host.
- It was decided that we will charge non-members for the webinars, but not members. We will consider increasing membership dues to cover this loss in income.
- Could possibly add a regional event that is no cost. Get members together to go to lunch or dinner, etc. We could attach this to a Train the trainer program.

#### Timeframes for implementation:

- When are we introducing the new Peer-to Peer piece? Is it just going to be at the SITE booth? Not sure that we can get everything migrated prior to the conference. We need to talk to Guy and find out what the implementation is. The board can go out and be the test monkeys.
- The product does not have to be up and completely running by the conference however, we could use the conference as the kickoff.
- An article needs to be in the March/April about introNetworks with the link to test drive the product
- May/June needs another article and the kickoff of the product.

#### Regional Activities: Engaging members more effectively

- Northeast held 1 meeting in September.
- Mid-Atlantic held a webinar on 10-23 and 13 people attended that session. Paul did an LMS survey and posted an article in InSITE. Paul is holding another webinar with 35 currently registered.
- Central had no regional meetings.
- Southern had no regional activities. Carl found it difficult to find people to teach the subjects that people wanted, so the meetings fell apart.
- Western Region: Held a meeting in HI at the CPCU conferment. They also held webinars on 9/11 and on 12/6. They had a great turnout for both of those. Brenda sent out a note to ask what her members wanted and out of 152, she only got 6 responses.
- Ideally we would like to have a survey every 60 days. 5 questions max for the survey. Do a survey one month and then the results will be posted in the next InSITE. We had a great response with the last one we did. We had a lot of yes/no questions. This made is quick for the participants. We categorized the results and then posted them.
- Suggest we do a survey letting people know that we are planning for next year and ask a few questions on hot topics. Paul will do the questions and send to Kathy by Wednesday

the 5<sup>th</sup>. Kathy will get the survey out and close by March 10<sup>th</sup>. The summary will be done and the results will be posted in the next InSITE.

- This could be a regular item: Taking the Pulse...
- We need to beef up our content in the InSITE. We need to have good articles that people can actually use. Again, create a wish list so members can send in articles and can be used.
- Brenda suggested book summaries to go into InSITE.
- Kathy suggested TIPS for InSITE.
- Karen suggested having a virtual meeting on virtual meetings. Also need to suggest not using technology just because you can.

Reinvent SITE: Expand membership to other areas? Realistic or not

- We already discussed some positive things that we can do for SITE.
- Expanding our membership to other areas including financial services. Joan feels that may be good and bad. We need to have a long term vision of what this society needs to be. Is it insurance and insurance related services? Where do we think where we are now and where we envision ourselves for the future? There are so many current insurance companies that don't even know who we are. They need to know we exist.
- If we spend too much time getting new members at this time, we are going to do a disservice to the current members we have now. We need to get back to the members we have now.
- Suggested that committees are built for certain issues on items that we want to get fulfilled. There could be a member development committee. The meetings tend to be information sharing. By having the RVPs do more virtual meetings, maybe that frees them up to be marketing chiefs in their area, since they are not doing live meetings in their areas.
- We need to focus on the members that we have now and possibly target the companies that we don't have members from. In the past, we identified companies that we did not have members and got none or very little response. It is the current SITE members that bring members in.
- We need to consider that our corporate memberships have swelled our membership numbers. We have actually had a drop in designee and associate members. We now have more weight on the corporate side.
- Instead of membership count, we may need to focus on how many different companies are represented. We need to be concerned if the companies drop. We can include the membership information in InSITE.
- Joan suggests doing the questionnaire through survey monkey. Then we come up with items from that survey for the webinars. Each RVP needs to come up with something for their webinar and we get them up on the Website. Let's get people to commit to doing certain things and we will have at least 4 webinars planned. As far as the face-to-face meetings, each RVP needs to get together at some venue and have a get together. Shoot for the months we are not having a webinar. If you have a Train the Trainer, then piggyback with that event.

### **Board of Directors Slate 2008-09**

Cindy Davidson presented the slate for the 2008-2009 Board of Directors. Nominating committee put together a questionnaire for all applicants to fill out. We were pleased to have multiple candidates for some of the positions, which we have not had in the past. Board agreed to the proposed slate.

- President: Sandy Masters
- VP Conference: Brenda Davis

- VP Member Services: Joan Quagenti
- Southern RVP: Becky McCormick
- Central RVP: Mary Ellen Dorsey
- Western RVP: Sherrie Aldrich
- Eastern RVP: Paul Balbresky
- Secretary/Treasurer: Gigi Scarbrough
- Immediate Past President: Karen Scott

### ITP Applications

ITP applications were reviewed and the following were granted ITP designations:

- David Farr
- Nancy Yoder
- Jim Chaney
- Ian Greenway
- Audrey Crilley
- Joe Leard
- Sharon Koches

### Miscellaneous Items

- Fall Board Meeting: September 19<sup>th</sup> & 20<sup>th</sup> in Albuquerque, NM.
- Formal Declaration of Appreciation to Carl Van for his dedication to SITE.
- Feedback on Austin as the venue for 2011. Concern about the 17<sup>th</sup> floor. There may be some restrictions on splitting the crowd. We don't have to have an event up there; we can hold it on the 2<sup>nd</sup> floor. We need to make a contract as flexible as possible.
- Carl brought up additional concerns with New Orleans and the location of the Hyatt hotel. He feels that we would be better off closer to the river and farther away from the high crime part of town.

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

Meeting adjourned at 4:35pm.

**SITE BOARD MEETING**  
**September 21<sup>st</sup> & 22<sup>nd</sup>, 2007**  
**Savannah, Georgia**

**Present:** Karen Scott, Sandy Masters, Mary Ellen Dorsey, Gigi Scarbrough, Brenda Davis, Carl Van – via phone on Saturday, CB Bowman – via phone on Saturday, Cindy Davidson – via phone on Friday.

**Not Present:** Paul Balbresky, Joan Quagenti

**Attending:** Kathy Hodge

**Call to Order**

Karen Scott, President, called the meeting to order at 1:09pm. Quorum was established.

**Anti-trust and Confidentiality Statement**

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

**President's Comments**

Karen Scott welcomed the group to the meeting. Savannah is going to be a great venue for the upcoming Conference. We need to grow SITE's membership and Lois issued a challenge to us to grow the designees. Karen met with Joan in Boston and brainstormed on potential ways to grow the membership. This is the time of year the companies are considering funding for memberships to organizations. We need to grow membership within the current companies that we already have as well as get new companies.

**Secretary's Report**

Gigi Scarbrough distributed the minutes from the June 2007 Board of Directors meeting. She also passed out the current Motions for the 2006-2007 Society year. The motion document will be updated and sent to the Executive Director as needed.

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

**Train the Trainer Report**

Kathy Hodge discussed the Train the Trainer Report. Pat McCarthy continues to run the Train the Trainer program very well.

- Registration numbers current programs:
  - Wheeling, IL (07/07) – 9 attended
  - Hudson, OH (8/07) – 16 attended
  - Austin, TX (9/07) – 14 registered
  - Boston, MA (10/07) – 8 registered
  - Seattle, WA (11/07) – 6 registered
  - Scottsdale, AZ (3/08) – 2 registered
  - Cary, NC (2/08) – newly added program
  - Somerset, NJ (4/08) – newly added program

- We need to promote the program and get additional people registered for the upcoming sessions.
- Mary Ellen can call on Boston and Seattle.
- We are getting a fairly high conversion of non-members to members if they go through the program. There is a huge tie between Train the Trainer and membership.
- We are going to stay away from May, June & July for offering the program due to conference.
- We are closing registration 2 weeks prior to the start date of each program. Minimum number of registered people per session is 10. We need enough people in each program to break even on income/expense.
- We added a cancellation policy. If they cancel after the deadline, they have to send a substitute, re-enroll in another program or receive a 50% refund of the registration fee.
- Pat McCarthy asked Kathy to take over some of the responsibilities for the Train the Trainer program, basically logistics. Kathy is confirming the enrollees and Pat is still sending out the pre-packets. Kathy and Pat are discussing what makes sense on who is doing what with the program.
- Mary Ellen suggested that we use Kinko's to assist or use a secured portion of our Website to post the most current program to the website. When she makes changes, she can pull the old and place the new. Mary Ellen could potentially give someone to Pat for some labor hours if needed.
- There will be a Train the Trainer article in each edition of InSITE.

### Executive Director's Report

Karen Scott discussed some of the transition issues. Kathy Hodge then discussed some of the challenges and issues going on with transition.

#### Transition

- Move from San Francisco to Phoenix has been difficult. It is taking longer to get things finalized between the 2 banks and coding budget items has been challenging. It may be the end of October before the Sterling accounts are closed.
- Credit cards are getting switched over. MC, VISA, and Discover offered no problems. AMEX presented serious issues and initially denied a new account for SITE. Kathy had to have her home address attached to the AMEX account.
- All CDs are in Lois's name and so Kathy was unable to change the CD's at this time due to provisions of the Patriot Act. Lois needs to authorize the renewals of the CD's until the paperwork is taken care of. She is working on getting the CDs switched over.
- Discussed that Gigi is second signature on the Bank of America accounts and has all disaster recovery information. Mark Hodge has Kathy's POA for all accounts in case of emergency.

#### Website/Database/Bulletin Board

- Bulletin Board – Outraged e-mails from members that we had pornographic postings on the website. We closed the bulletin board for a few weeks in hopes to fix the issue, but we have had nothing but problems since we opened it back up. Kathy worked with Lois' programmer to get the problem fixed, but they weren't successful. Kathy's programmer, Jennifer Freedman, indicates that a redesign of the bulletin board would be required to improve security, and even then it will never be completely secure.

- Sandy asked if the bulletin board is part of the package that we already have. Yes, it is part of our package. Are we able to get a different board to use through Powweb? Kathy said that she was not sure. Appears that we have gone through periods of time that we have issues with the bulletin board. Kathy does not have time to monitor the board on a daily basis, as is required with any bulletin board. We are unable to go on using the board as we do now.
- We need to look into what we use the bulletin board for and what the objectives were initially. Do we want to have something for our members to use to post messages?
- Karen suggested that she and Sandy explore options for member communication when they attend the Masie Conference in October. Sandy offered to lead an initiative to explore options for a new bulletin board or communication service for members.

#### Additional Comments

- Website – Phoenix programmer Jennifer Freedman's website project proposal was presented to the board, which included a full website diagnostic and creation of a password retrieval program. She would run the diagnostic and then let us know what problems we may have and what needs to be repaired or upgraded. She also strongly recommended creating a test site/server.

***Motion:** Gigi Scarbrough moved to have Jennifer Freedman set up a test server, set up the password retrieval program and complete a diagnostic on the website. Mary Ellen Dorsey seconded the motion. Motion carried.*

***Motion:** Sandy Masters moved to take the bulletin board down until we can come up with another option. Mary Ellen Dorsey seconded the motion. Motion carried.*

### 2007 Annual Conference

Karen Scott/Kathy Hodge: Karen distributed the conference figures to date. We are looking at a profit with this conference.

- 220 attendees
- Evaluations that were received from the participant's indicated that, overall, people were happy. Sessions were well received and breakouts were appreciated. It was a well put together program. We even got feedback prior to the actual conference on the sessions that we had planned.
- Sandy commented that it was an all-around great conference.
- Brenda asked if there is discussion about changing the questions on the concurrent evaluations, as the rankings were reversed. Yes, we can look at the questions.
- Risk management tour was good; however, the transportation/logistics were a disaster.

### 2008 Annual Conference

Sandy Masters discussed the Conference and passed out information regarding the conference.

- Savannah conference will be successful.
- 38 conference volunteers to date.
- Sandy will meet with the chairs to make sure that they are engaging their committee members.
- Sandy is documenting everything about the conference so everyone knows exactly what is going on. The document includes a timeline and potential speaker

information. We are close to securing keynote speakers and the keynotes have agreed to a breakout session as well.

- One of the speakers has promotional information that we can put in InSITE to promote their keynote at the conference.
- Session Speakers – Kathy sent out a note to our members on speaking at the conference. We need to have a good balance between our vendors and companies. We gave the breakout speakers a list of what our members have actually requested. Sandy asks that the board takes a look at the list and give opinions on the list. There may be people missing from the list and we need to send those name to Sandy
- Budget – Sandy will work with the budget that is enclosed and make changes as needed.
- Proposal for an insurance Chief Learning Officer Forum (CLO Forum). We need to engage high level SITE members and provide them with something to showcase SITE. We also need to assist them in ways they can train new leaders in their company. CB would be the board level sponsor for this event. We would have a networking reception for these people. Possibly looking at about 12 people. A pre-conference event. Will need to take the one-on-one approach to get them involved. Sandy feels that this will secure the future for SITE. Identifying these people will be a challenge.
- Sandy signed a contract with Sue Duff Design for design work.
- Sandy also included a diary of what has happened so far.
- The theme will be presented tomorrow at the conference meeting. Tina Keller is going to make a presentation with the graphics.

### Treasurer's Report

Gigi Scarbrough distributed the current balance sheet and budget for the 2007-2008 Society year. She explained that 2007 conference costs are still being processed and not finalized yet. 3-month CD approved via phone vote and renewed motion to accept and ratify that vote. We also discussed upcoming 6-month CD renewal.

**Motion:** Mary Ellen moved to officially accept and ratify the CD renewal vote completed via e-mail and Brenda Davis seconded the motion. Motion carried.

**Motion:** Brenda moved to have the Sterling 6-month CD renewed. Mary Ellen Dorsey seconded the motion. Motion carried.

**Motion:** Sandy Masters moved to approve the 2007-2008 budget and Brenda Davis seconded the motion. Motion carried.

### Member Services Report

In Joan's absence, Kathy Hodge passed out some information regarding membership numbers.

Membership counts and recruiting

- Currently we have 910 members. Our membership has increased since May of 2005. Corporate membership has certainly propped up membership. She broke down membership per company with regards to our corporate partners.
- Increased numbers in the Southern Section and a decrease of numbers in the Northeast.
- We lost a good number of people with renewals this summer. We only have 2

- renewals back so far from the 20 that we recently sent out for September.
- What can we do to increase the number of people for the companies that we already have?
    - Karen has taken quite a bit of her time soliciting some of these companies and does not understand why she is not getting responses.
    - Sandy shared some insight on challenges to meeting the needs of existing members. Some companies have no culture of accepting these organizations. How do we put a process in place so we are constantly sending out a message?
    - Some companies are decentralized within their training teams.
    - We don't have a prospect list. We should start and establish a list. If we have no interest on the first call, then we can send them updated information on the webinars about SITE in hopes to gain their interest.
    - The CPCU society has a champions program and they get the word out on that organization.
    - Another key is making it easy to join and promote SITE. We need one document that lists the advantages of SITE. Customize on what your region does. Include Train the Trainer, membership list and conference information. Documents need to be posted in our website for quick access. We need something really appealing to the members we have to promote SITE with their co-workers. By sending a package, they can pick and chose what best fits their situation. Initially go with an email as well as upload to the website.
    - Carl talks about SITE to promote it and refers people to the website.
    - Marketing Committee has access to prospect lists. We can provide them with information to promote SITE.
    - The key is getting people involved. Our homepage now tells people what SITE can do for them; maybe we can also discuss what they can do for SITE. If we make it easy for them to promote SITE, they will probably do it.
    - Joan will put together the package to send out. Sandy will write up something for conference and send it to her. Joan will be the final editor of the package.
    - Possibly need a different letter for our learning vendors. CB suggested a "rainmaker" to promote site for areas that we are not even thinking about. It is a common misconception that SITE only deals with P&C insurance training.
    - Karen, Sandy, Kathy and Joan will work together for the letters and package details.
  - How do we reach out to companies without members?
    - We need a prospect list for this as well. It is a challenge to get this. How we get to the right person is difficult.
    - We have gone into ASTD and pulled down insurance companies and did a mailing to the list. This is a huge database and we could possibly go through that database. It would take man power and time along with ASTD membership.
    - Elliot Masie has 1700 people attending his training seminar and he makes it easy to find who the insurance related people are. Karen and Sandy will be able to promote at this event.
    - Possibly get information from our learning solution providers.
    - What about other insurance publications?
    - Consider creating synergies with other associations, possibly offering one

cross event to gain access to their membership listing? NAIW is the insurance organization for women. Issues with some of these organizations are that they are not "trainers." SWA, AIG, IPA are possibilities. We will need to discuss with Joan as she would be the person to organize the committee. Karen asked CB to discuss with Joan and be a catalyst to get this started. CB will supply contact information and outline what she has in mind.

- We may need to spend money on advertising. AM Best is actively recruiting us to advertise with them. We need to decide where to advertise. AM Best is a magazine. What about advertising on their website, that may be less expensive.
- News releases should be regularly sent out. We are down to 20 emails on the list. It is getting smaller. Designations handbook, award winners and new officers were current news releases. Sandy will give Kathy her news release list and will ask Cindy if she has a news release list.
- We will add a news release list to the website of our current news releases.
- Talent Management, Chief Learning Officer, Training magazine, T+D, and Crain's magazines are being read, why are we not advertising in these? Karen can contact Chief Learning Officer, Kathy will do T+D, and Mary Ellen will call Training Magazine. Rough Notes is constantly talking about training and we have a committee member who works for them.
- CB suggested business networking through the internet. Karen has a contact she will talk to about this networking aspect. Karen will have her contact call CB to discuss further.

Higher Level Involvement – Sandy discussed:

- Ira and CB put together a proposal for the conference. We are hoping to draw in higher level management and have them stay for the conference. We don't have a budget to do this, so we need to cover any expenses. We are looking at 10-12 people to attend this session. Develop a prospect list of these high level people. What type of activities can we have to get these high level people to the meeting? What is the hook? Carl suggests that we need to offer them something that they can use. Talent management, succession management and performance management are a buzz at this time. Training people to be stronger and better leaders. CEO's are now realizing that talent management is extremely important. Get a couple of key people of their level to lead discussions. It can be highly effective to have a few CEO's speak. Human capital strategy can be a topic. Learning is now becoming part of the strategy again.
- Suggested that we have a session on "Becoming a CLO."
- Get some topics identified through these higher level candidates and then offer those to them at the conference. What articles are they writing in the CLO Magazine? Does CLO Magazine want to co-sponsor with us? NNIT Cognitive co-sponsored recently with CLO magazine. Karen will talk to her contact and see if they will partner with CLO.
- Challenges – need to get the co-sponsorship.
- This will be a pre-conference event. We are also planning a golf outing and reception.
- Suggested to have an award. This can be something that we can work up to.

## 2010 Annual Conference

Cindy Davidson discussed the Conference

- Hyatt Regency in New Orleans is the hotel. Hotel rate is \$159. She is in discussions about board meeting space and food and beverage. Contract is almost ready to be signed.
- Dates are June 24<sup>th</sup> – 30<sup>th</sup> 2010.

## 2011 Annual Conference

Karen Scott discussed this conference:

- Karen would like our help on places to have this conference
- She recommended Portland, Oregon. There are only a couple of hotels that can accommodate our group, and price may be an issue, as it is peak season.
- Snowbird Utah Resort is also recommended – Karen has brochures that she passed around.

Kathy will check out the following:

- Sacramento
- San Diego
- San Jose
- Denver
- Salt Lake City
- Boise
- Karen suggested that she and Kathy talk to the Hyatt about our profile and possibly they can suggest some of their locations. They will get back to us within a month.

## ITP Applications

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

- Mark Fine
- Shelley Manns
- Peggy Gavin
- L. Scott Catington
- Michelle Brown
- Colleen Carlo
- Cindy Grana

## Future Board Meeting

Karen Scott:

- Late February of 2008, location to be potential 2011 conference city

The meeting was adjourned by Karen Scott at 11:40am Saturday, September 22, 2007

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