

SPRF Board Meeting Minutes

4-18-08 in Hattiesburg, MS

Board Members and Guests Present: Glen Duncan APR; Tracy Heggins; Sabrina McLaughlin, APR; Adam Kelley, APR; Leyla Goodsell; Marc Goldstein; Holly Houk Cullen, APR; Jarrod Ravencraft; Pam Swain; Deborah Geiger, APR; Kim Collins, APR – Association Assistant; Ashlee Reid – Intern; Amy Nolen - Lanterns

Call to Order

Sabrina McLaughlin, APR issued the call to order at 1 pm.

Approval of Minutes:

Minutes review: Glen Duncan suggested a change in the minutes to reflect his comments, under the treasurer's report. *Page 5, 4th paragraph: Strike sentences that begins "The total membership must vote on this..." and ends with "...within 2 weeks." Change noted, motion made to approve, passed.

Lantern Report

Blast email was sent this week by Amy Nolan, and Jarrod Ravencraft received 50 bounce backs. One small change was made to the info which is now on the Web site.

Work with Firefly was necessary. The contact at Firefly Digital is: Scott@fireflydigital.com. Edits needed included the "How To" section. The site is up and running now. Kim Collins is compiling a list of edits to coordinate our response for all 3 organizations (PRCA, PRAM and SPRF) with Firefly.

A series of reminders are planned. Judging is set for June 20-22 in Dallas, TX. Committee plans to drive binders there for judging. Shipping from site directly to Sabrina McLaughlin's home will save costs and is the recommended approach rather than attempting to ship binders directly to the hotel in SanDestin.

Lantern budget items were reviewed: budget remains conservative. Trophy costs have gone up.

Question of the how to create a video for the event was discussed. Tracy created last year's program. Committee is deciding now whether program is powerpoint or with an Emcee and Live Music. Board was in favor of any decision committee decided. Discussion continued as Sabrina explained flow of events for the evening. Kim Collins was tasked with keeping a list of tasks needed to use for future group events.

Marc Goldstein suggested that same state handle the awards and the conference. Now process is being handled by different groups causing a nightmare of organization. Sabrina and Tracy indicated that the process used to be handled that way, but handling both awards and conference is too much for small chapters, such as ECPRO, where a small chapter handles all details. Jarrod concurred that it would be too much for many of PRAM's chapters.

Jarrold Ravencraft shared the following information about future duties:

Conference and Lantern Award coordination are rotated to each chapter/state as follows:

Year	Conference	Lanterns
2008	ECPRO	PRAL
2009	PRAM	PRCA
2010	PRAL	ECPRO
2011	PRCA	PRAM

Glen Duncan suggested that an official letter be sent each year to pass along this information to every chapter president. Holly agreed that a letter should be sent and a general consensus of the board followed. Kim Collins noted that such a letter be drafted and added to the board policy and procedures manual so that it could be repeated each year.

Sabrina confirmed this will be done and noted that policy and procedures manual will be approved by all and the contents will need to be reviewed carefully by the board at that time.

Sabrina introduced the consent agenda. She has reviewed each of them in detail and has prioritized our discussion topics by highlighting key areas for discussion. She asked that each member report on only the highlighted sections of their report in order to stay on schedule.

Glen Duncan: Treasurer's Report:

Cash Flow was discussed. Revenue from 2007 arrived in 2008 and is causing 2008 Lantern revenues to be doubled. Glen suggested that conference seed dollars be required to be received in the same year that the conference is held. Discussion followed. It was brought up that this expense should be prompted by sending an invoice to conference committee. Kim Collins will add to Policy and Procedures Manual.

Glen reported that the 501C6 paperwork will be complete. Adam Kelley suggested that we utilize Hugh Rushing the PRCA Association Manager to offer suggestions/consultation on this matter. Deborah Geiger, PRCA President, announced that Hugh Rushing would be attending future SPRF meetings.

Jarrold Ravencraft: Membership Report:

Membership stands at 1200 representing a 189 decrease due to database updates. He is working with Pat Smith of Design South on the online directory, which should be complete at the end of April.

Associate memberships were discussed for areas like Lafayette, Shreveport, and Monroe, LA; South Georgia. Sabrina noted she had a contact in South Georgia that could send Jarrod. Jarrod offered to do some outreach. Leyla Goodsell (PRCA) also said she had a contact who worked with AFLAC in Columbus, GA. The board discussed offering support to help get chapters started.

Sabrina announced she is working on group discounts from national groups to get more member benefits. Places offering car rental, fed ex, etc.

Missy Laborde is doing a lot of work to rekindle support for a chapter in the Alexandria area. The board discussed numerous ways to offer support of new chapters and was in consensus that we need to be supportive, and offer more consistent support.

Adam Kelley: Communications Report

Adam introduced the new Web site for everyone to review. Some of the highlights are: Easy to post messages on the Dashboard section which appears at the bottom of the screen. Membership directory lists by chapter.

Most importantly, the new site offers a tremendous communications tool as well as a future source of revenue.

Tracy recommended that the Umbrella theme be incorporated into the site. Leyla concurred and general consensus was reached by the board.

Discussion included how to offer site and template sites to chapters. Who would pay for it, who would manage content and programming updates, etc.

Adam was going to continue working with Pat Smith and would direct these changes.

A soft launch of the site would be undertaken in late April and a full-blown launch would be announced at the SPRF conference in July.

UAB Report: John Forde (read by Sabrina)

John Forde recommended that opportunities for readiness reviews be created at all of our conferences to take advantage of the APRs in attendance. Those sitting for Readiness Review should not have a chair person in same state be on the readiness review committee.

Glen Duncan suggested that spending 1/3 of the organization's revenue on the UAB may be too much. Discussion of the point continued with the majority of board members supporting UAB and accreditation as the true reason the organization was founded and exists now. The consensus of the board felt that current expenditure on UAB was appropriate, but acknowledged that SPRF needed more revenue so that more funds could be used for other purposes.

Mark agreed to serve on an ad hoc committee for revenue generation and a member from each chapter would be needed to participate. Those appointed were Sabrina McLaughlin, Pete Smith and Leyla Goodsell.

Jennifer Jenkins: Programs Report

Senior Practitioner Awards are due June 30.

New program for PRCA Chapter of the Year was modeled after that of AdFed Awards program and has been adopted for PRCA. A model of this program is recommended for SPRF, for announcement in July and implementation in the next year.

Other Business:

Kim Collins gave an Association Assistant update noting work on the vendor fair, policies and procedures manual, APR pipeline, news clippings, general office duties and more. Collins supplied a written report. Thus far, almost 120 hours have been logged for SPRF.

Collins presented the letter to blast to potential vendors. Adam Kelley suggested an Option C for those who couldn't attend the conference but wanted to send brochures or other display materials. Collins also shared expenses per booth. Board members will be assigned vendors from their areas to call and follow up with in hopes to encourage participation.

Tracy Heggins reviewed the reasoning for conference timing.

State Reports:

PRAL – new committees formed for Lanterns, their main focus now. Changes made to newsletter

PRAM – Hosting annual conference now; scholarship given; honored 5 new APRs and past PRAM president; hosting 2009 SPRF Conference in Tunica, Miss during the Fall

PRCA – formal vote for board members to stay on for additional year to assist with transition of FY changes

The next board meeting will be at the 2008 SPRF Conference, Sunday, July 27, 3-5pm.

The meeting adjourned.