

Dulles SHRM Board of Directors September 14, 2009

Board Members Present: Denise Henderson; Keli Winter; Joseph Gregory; Dan Juraschek; Tobin Seven; Brandon Labman; Cindy Loison; Sarah Cower; Janet Geib; Mary Roome-Godbolt; Tim Kelly; Beth vanBurk; Joe Sherrier; Amy Lourenco; Roxanne Ward

Board Members Absent: Teresa Buchholz, Evelyn Kaiser, Linda Caporaletti-Hoyt, Michelle Milam, John Nastelli

The meeting was called to order at 6:15 pm

Minutes: The August minutes were corrected to reflect the words “D&O” insurance and the spelling of Lourenco. Mary moved and Janet seconded a motion to approve the minutes. Three abstained and the remained voted yes, so the minutes were approved.

Treasurer’s Report: The balance is \$26,059.70. Liberty Mutual has paid f\$500 for sponsorship for 2010. Tim answered questions about several items in his report. \$1,468.75 has been received from SHRM in chapter financial support, but the statement hasn’t yet been received.

Member Edwina Orndorf, who is an accountant, is researching the issue of tax filing for the Chapter. We may need to file annual tax forms based on our assets.

Registration: There are 62 confirmed attendees for Wednesday’s meeting. Help was requested for the meeting and Tim volunteered.

Registration reported in increase in the number of pre-paid attendees. The percentage is now at 70%, up from 62% in 2008. Talking to individuals who had been walk-ins in the past has helped, as well as the \$10 increased charge. They’ve started to organize name tags in a box and hand them out, rather than laying them out on the table. This helps to insure that we know who actually attends as well. Signage at the registration table from the sponsors has been a nice addition, as well as items from the Chapter itself (Foundation, Membership). Volunteers from the Board and the chapter have also volunteered on a number of occasions.

Programs: Keli reported on the ratings for Mr. Templin from Northern Virginia Community College.

SIG: Janet reported on the year so far. Twelve meetings have been planned on a variety of topics. They haven’t really tracked the increase in Chapter meeting attendance as a result of attendance at SIG meetings. However, they do announce each monthly meeting at the SIG session. There is a lot of sharing of personal information that goes on during the sessions, a very different feel from the regular chapter meetings. New hosts have stepped forward during the year. The average attendance is 21 per meeting (up 1 from 2008). Attendance has totaled 196 so far for the year. The legal session was the best attended session. October’s session is on Performance Appraisals and January’s session is Social Media.

The cutoff at 25 attendees doesn’t happen automatically. Janet will be working with Dan to work on an automatic cutoff for registration. It was suggested that we just close the registration page by making it inactive after a certain point. Thirty seemed like a good number since about one-third that register drop out.

Cindy has been the liaison with the mentoring program. An assignment for the mentees is to prepare a presentation about a topic they're passionate about. She asked one of the participants to facilitate a SIG session on working remotely. We discussed the Board getting more involved with helping mentees get ready to facilitate sessions. Besides being a nice thing, this is a good way to build Board membership (as several folks from the mentoring program have already applied to serve).

Certification: Tonight is the first meeting of the study group. There are twelve participants and registration information was taken off our site yesterday. Joseph met with Eileen on Friday to give her the materials and so forth. He'll touch base with her tomorrow to follow-up on the first session. He also plans to stop by to meet everyone. The session is being held at TekCorner in Tysons at no charge. National SHRM has mentioned our study group.

Foundation: The 50/50 has made about \$420 so far. There is also \$260 in other donations. This is a little up over this point in 2008. We've given just over \$300 to the Shelter this year. (Denise thinks this is lower than last year, but Joe couldn't find any data.) In lieu of speaker gifts, we'll be making donations to the Foundation on the behalf of our speakers. The accounting of this and the presentation of the certificates will be handled by Keli. Joe asked for a volunteer to cover for him at this month's meeting and Tobin volunteered. Joe will be one of the judges for the Southeast Regional Scholarship. The largest number of applicants is in this region. During September, a \$50 or more donation to the Foundation results in an entry to win 1 of 5 SHRM Learning Systems. Joe discussed his desire to run a free session for members where they can get HRCI credits. Attendees would be encouraged to make a donation to the Foundation. The Foundation has materials to be used for this purpose. Joe wasn't enthusiastic about his office location in Manassas, so Amy volunteered her office in Chantilly.

Sponsorship: Teresa was not in attendance but had sent her report. All slots are filled for 2009 with 1 annual sponsor, 2 bronze sponsors, and the rest gold. In August, we gave Reston Limo a complimentary sponsorship slot to thank them for their support of Day Inside the Beltway. Teresa has already secured a 2010 annual sponsor and several monthly sponsors. She is recommending keeping sponsorship rates the same for 2010, especially since we already have an annual sponsor. She approaches sponsors (& all members and attendees) very proactively – encouraging all to join, sitting with them, sending them individual invites to meetings via e-mail, etc.

Newsletter: Tobin has moved up the publishing date. His goal is to have it out before end of each month, with an absolute publish date of no later than the first of the month. To do this, the deadline needs to move up to the 23rd of the prior month. Publishing sooner will help advertise events, especially since most of our events seem to be in the earlier part of the month. According to our member survey, members like the newsletter, read it monthly, and want to keep it monthly. He is also looking for all kinds of content & information. Denise recommended looking at the Volunteer Resources section of the SHRM website for content.

Web/Mailers: Dan feels like he's stabilized the website. He acknowledged continuing assistance from Denise. He is starting to schedule regular mailers. His goal is to turn things around in one business day (job postings, etc.).

Student Liaison: Brandon has been partnering with other chapters to "split" schools and then collaborate to get programs running. Stay tuned for more detail. Info on the scholarship is posted on our website's front page. Linda & Mary volunteered to read applications which will be sent to our PO Box. The Scholarship (two at \$1,000 each) is open to chapter members (including NOVA & Leesburg), sons/daughters, etc. for study in an

HR-related field. Should there be an on-line version of the application? We don't have the capacity to do it this year. However Brandon & Dan will review the options for submission – perhaps folks can e-mail instead of printing and mailing.

Membership: As of 8/31, we had 237 members (this is a “scrubbed” number). The fall member campaign will be starting 10/1. It won't be announced any earlier than that day because we don't want to discourage folks from joining in September. We still need to vote on free months for folks that join after 10/1. She also wants to do an at-large mailer. She may want to use \$300 for postage for an at-large mailer (which must be snail mail). There will also be a zip code-based e-blast (from SHRM not Dulles).

Janet moved and Joe seconded a motion to offer up to three (3) months free membership to those joining between 10/1 and 12/31/09. The motion passed unanimously.

Mary moved to allot \$500 on an at-large mailing. \$750 is budgeted in 2009 with \$200 spent already and \$300 coming as proceeds from a previous membership event. After discussion, Mary withdrew her motion. Roxanne was asked to propose a specific amount needed for the project.

Succession Planning: We've received a good response, although there are still some positions with no formal interest expressed (Diversity/Workforce, Registration Asst.). On the other hand, some positions have several folks interested (a mix of old & new people). The deadline for submitting a Willingness to Serve form is October 15th. The Committee (Sarah, Linda & Denise) will be discussing applicants. Keli Winter has agreed to be President-Elect in 2010.

Location and Dates: Tentative dates have been set for Board, Chapter and discussion group meetings. March 17th – St. Patrick's Day – will be a breakfast if possible. (Someone wondered if we'd serve green eggs & ham.) We'd also like to do a breakfast on August 18. The survey indicated that many folks want breakfast meetings, but we'll start with two. We talked about possibly reducing the rate for breakfast meetings. Mary will be talking to the hotels about our tentative dates (3rd Wednesday for Chapter meetings) and the targeted breakfast dates.

Mary reported that the Hyatt where we currently hold monthly meetings is doing construction and will be unavailable for 6 months during the middle of 2010. Therefore, we need to find another venue. Three locations are under consideration:

- 1) Holiday Inn Washington Dulles (very gracious & accommodating, met chef, gave us free tasting dinner during a Board meeting). The cost is \$33/person (we pay \$37.79 this year at Hyatt). For networking, we would use the room out front without the big chairs, etc. We could also go outside, weather permitting.
- 2) Sheraton Reston – We've done a lunch tasting. They have a new chef and catering manager. We had gotten complaints from attendees when we used them in the past (about food – particularly breakfast burrito), but also fact that room moved each month. They still can't specify a particular room but would provide us a networking room next to the dinner room. The cost is \$35/person.
- 3) Hyatt at Reston Town Center – The food is the same type as where we are now. Mary will be checking out the space – we can use the atrium area for networking. The dinner room they will give us will be based on the number of attendees. Some folks expressed a concern about parking at the Town Center. The cost is \$35/per person.

It was recommended to informally poll attendees at Wednesday's meeting about location preference.

Miscellaneous

- Evelyn Kaiser is contemplating whether or not to stay on the Board. She changed jobs over the summer and her new employer won't pay for her SHRM National membership. However, there are guidelines to be met by Board members – specifically, all must be SHRM National and Dulles member is good standing. There are also two other Board members not meeting these criteria. She will let Denise know this week.

This led to a discussion on whether we should continue to be a 100% chapter. There is significant financial support from National for 100% chapters. We are at about 200 members, an increase over 2008. We wondered if folks are simply not attending because some companies are not paying membership fees and/or meeting costs. We decided that it was likely cyclical in terms of the economy and that, since our membership numbers are not being impacted, to make no changes at this time.

- Cox has agreed to host Board meetings again next year. Thanks to Mary and Cox.
- Sarah will be bringing food for October and Tim agreed to do November.
- State Conference & State Council Meetings – Denise & Keli will be attending.
- National Leadership Conference – This event, geared for those in Chapter leadership roles, this is being held 11/19-21 in Crystal City. We've paid for the President and/or President-Elect to attend. Keli would like to attend. Can we pay for 3 to go? We budgeted to pay for 1 – do we need to make a motion? Only if all are interested. We'll research amount in the budget & revisit.
- VA Leadership Conference – this is being held in Charlottesville Jan 8-9. They'll tell us which roles/folks they want to attend.
- Spring seminar – do we want to plan one?
- Send Denise agenda items for the next Board meeting.

In the days between this meeting and the October Board meeting, the following occurred via e-mail:

- Joe moved and John seconded a motion to spend \$350 (plus travel) to send to send the President-Elect to the November Leadership conference. (We had already budgeted to send the President.) There were 3 abstentions and 14 yes votes – thus the motion passed.
- Joe moved and Beth seconded a motion to spend up to \$400 for a mailing to at-large members during the fall membership drive. There were 16 yes votes and the motion passed.
- Joe moved and Tobin seconded a motion to donate \$100 to the opening of the new Prince William SHRM Chapter. (The NoVA and Leesburg Chapters have already donated.) There were 16 yes votes and the motion passed.

The meeting was adjourned at 8:05 pm.

Respectfully submitted,

Amy L. Lourenco, SPHR
Secretary