



## **BOARD OF DIRECTORS TELECONFERENCE**

August 14, 2008

Attendees: President Gregory D. (Greg) Hyland; Secretary Debra A. (Deb) Bourbeau; Member-at-Large Becky J. Bryant; Treasurer Laurence E. (Larry) Gordon; Past President Ronald L. (Ron) Buchholz; President Elect Stephen J. (Steve) Mastro; Member-at-Large Deborah J. (Debbie) Smith

The teleconference was convened by President Greg Hyland at 2:03 P.M. Eastern Daylight Savings Time.

### **OLD BUSINESS:**

- Future Conference Discussions

Mastro asked for clarification on the role of the Conference Committee. Is the Conference Committee responsible for serving as an advisor to the Host State Planning Committee and the Academy Board? Are the Committee members responsible for making recommendations to the Academy Board for approval?

Buchholz stated that his understanding is to provide guidance and direction to the future Host Societies for their conferences and to serve as liaison between the Board and Host Society. Conference related issues and items should be channeled through the Committee whenever possible, however, due to time constraints, the Board may need to make decisions relative to the National Conference.

Mastro views the Conference Committee as the group with the expertise. Having the Conference Committee is an opportunity for the Committee to make recommendations to the Academy Board. The Academy Board can then decide to agree or disagree with the Committee's recommendation.

Buchholz speaks from his experience that this year the Board has had a more direct personal involvement, than for the previous conferences. Mastro appreciates Buchholz's experience and assistance with helping in this year's conference plans. Buchholz stated that the Host Society this year has disregarded many of the concerns and recommendations from the Board, which is disheartening.

Smith asked Buchholz and the Board if the Oklahoma Conference information should be sent out to the Conference Committee. In the past, the Board has reviewed and approved

the Hotel Contracts for future conferences. Mastro agrees that the Board has the authority, however, he believes the Conference Committee should review the upcoming Hotel contracts for input. Hyland asked Mastro how the Conference Committee feels about reviewing the future contracts and if they would like to take on a larger role? Mastro will ask the Committee members for their input on their roles. However, if this is identified as a task of the Committee and they do not want to take on this activity, perhaps they should not participate on this Committee.

Smith will send out the Oklahoma contract for review and provide the Conference Committee with a short deadline (one week?) for comments. Buchholz states that per the SOP's, each Society needs to identify the Host Society Committee and the Conference Chair. The SOP specifies that the Conference Chairs from the two previous Conferences serve on the Academy Conference Committee. The Board doesn't control the membership of the Host Society Conference Committee or who is designated by the Host Society to serve as the Conference Chair. Once those determinations are made, the Host Society determines who will be their representative on the Academy's Conference Committee as specified in the SOP.

Bryant explained that this makes perfect sense for the Academy's Conference Committee having a hands-on role. She agrees that when expedience is necessary, the Academy Board needs to act. She would like to see recommendations coming from the Conference Committee. Hyland asked Mastro to write up a charge to marshal the Committee so that all members are aware of their role and responsibilities. Mastro reviewed the SOP and there is nothing stated in the SOP of who is in charge. This may require an SOP change.

Hyland asked for the Board's input. Buchholz stated that Mastro is drafting a document detailing the Conference Committee's roles and responsibilities and he will be looking forward to receiving the information to review.

- On-Line Registration Charge?

Hyland raised the question of charging a fee for using the Academy's On Line Conference Registration system. Gordon stated if a fee is charged, it should be included in the overall registration cost. Buchholz stated that guidance should be provided to the future State Host Conference Committees. Mastro asked if it should be a percentage for each registrant, or how would the fees be compiled? Hyland restated that the registration fees should be figured accordingly and as a line item in the budget. Smith asked if the Conference Planning Template notes should be included for factoring in the costs associated with annual updating and use of the On Line Conference Registration System.

Hyland also discussed Pay Pal as the online payment system. Do we also want to factor in the cost for using the Pay Pal payment system? Mastro stated that this should also be included in the overall registration cost. Buchholz reminded that there is a 3% cost for using this service and including a specific fee may discourage registrants from using the online payment system. Gordon stated we should include the Pay Pal cost in the overall registration cost along with the cost for the on-line registration system. Mastro and

Bourbeau agreed that if a charge is going to be associated with using the On Line Conference Registration System using the Pay Pal Payment System for future conferences, they should be part of the registration cost and should be rolled into one fee.

- Pre-Conference Sessions

Hyland informed the Board about a recent conference he attended and the conference included pre-conference sessions at an additional cost. Bryant asked if this is something for the Leadership Institute to consider? Mastro stated that it could happen in the future. Buchholz and Bryant feel it is good idea and one that might be able to be tried at a future conference. Hyland would like to see this implemented in Oklahoma in 2010. Mastro and Smith will also discuss with the Leadership Institute Committee and inform the Board of the discussions.

- 75/25% Profit-Loss Ratio

Hyland reviewed the conference split for Societies regarding profit and losses. If the Host Society does not follow the SOP guidelines, should there be a penalty? Mastro indicated that would need to be an SOP change. Hyland suggested for future conferences perhaps this should be reviewed. Buchholz discussed the funding issues/concerns about hosting a conference. Mastro discussed the issue of the Host Committee not following the SOP's and the timeline requirements. Hyland suggests that prior to a Society being awarded the opportunity to host the conference, they read and sign off on the Conference SOP and indicate they will follow the SOP as a condition of being awarded the bid to host the Conference.

It was noted that the SOP currently posted on the Web Site does not include changes approved by the Board since the 2007 HOD Meeting. It was agreed that the SOP 11.70 needs to be updated ASAP and updated copies distributed to the Conference Committee Members during the Conference Close-Out Meeting scheduled for Wednesday immediately after the HOD Meeting in Columbus.

- State Conference or Academy Conference

Hyland asked the question, whose conference is it – State or Academy? Buchholz stated his position is that it is the Academy's National Professional Development Conference, hosted by a State Society. Some Societies take more "ownership" of the Conference they host as compared to other Host Societies. Hyland stated that the past four years Conferences have had strong Host Societies, typically with current or previous Board Members involved as members on the Host Society Conference Committee. Conference issues and details have been discussed and worked out through communication between the Academy Board and Host Society.

Buchholz used the 2005 Conference in New Hampshire as an example. The New Hampshire Society was a relatively new Society when it hosted the Conference, but the Conference ran very well and resulted in a significant profit. Mastro stated the SOP

clearly states the intentions of the Host Society and what needs to be done. Hyland will bring copies of the SOP's to the Conference Wrap Up meeting for all future Host Societies to read, review and sign. Buchholz will review the past Board Meeting Minutes for changes and forward to Greg Hyland and Becky Bryant the needed changes to update the current SOP to reflect recent Board approved changes.

- 2009 Florida Conference

Mastro discussed the hotel contract and room night block for the 2009 conference. Buchholz explained that Florida CPM Program mandated the graduates register and attend the conference in 2000, and doesn't know at this time if this will be done in 2009. However, the number of graduates staying at the Hotel is not known at this time and needs to be confirmed. Mastro will ask Joanne Robertson about this.

- Model Conference Hotel RFP

Mastro will be reviewing the draft Model Conference Hotel RFP prepared by Bill Herman (AZ). Mastro will forward the template on to the Conference Committee for review. Future Host Conference Societies will maintain the template. This information will be posted on the AACPM website as a tool for future conference planning. Mastro believes it is a valuable tool and one worth maintaining.

- Utah Conference 2011

Mastro stated the hotel has been chosen in the downtown area of Salt Lake City. Transportation should not be an issue as the hotel location is in a central area of the city, and Salt Lake City has good airline service. The dates of the conference are September 9 –14, 2011. The hotel is the Sheraton City Centre, 150 West 150 South, Salt Lake City, Utah. The information and ultimate Hotel Contract will be reviewed with the Conference Committee and the Academy Board and will need to be signed off by the Host Society, the Academy and the Hotel.

- SOP Changes

Buchholz drafted a template cover email to be sent to future Society Presidents with the HOD Delegate Certification Form and including information and the deadline date for submittal of the completed HOD Delegate Certification Form. Buchholz will send the draft cover E-mail to Board members for review and consideration.

Hyland asked about the conference refund policy. It was noted that the Conference Committee considered this issue and included recommendations in the Conference Committee Report submitted to the HOD. The Board will review this information in the Conference Committee Report at the HOD.

- 2008 Conference

Buchholz informed the Board of the number of registrants to date. At this time, we have a confirmed 131 with another possibly 25 to register. The Hotel registration numbers are the same as the numbers sent on 8/6/2008. Mastro asked Buchholz if he could check to see if the Hotel has sold any of the rooms released.

Hyland asked if anyone has an updated budget from Ohio? The last budget received from Ohio was two weeks ago. Mastro will request an updated budget from the Ohio Team.

Hyland asked if anyone has seen a final conference brochure? No Board Member has seen one at this time. Mastro will contact the Ohio Team for a status on the brochure.

The number of First Time Conference Attendees looks to be approximately 60 individuals. Hazel Best-Shaw (AZ) is putting together welcome bags/kits for the new conference attendees.

- Board Meeting in Columbus

It was agreed that the best time for the Board to meet would be Wednesday afternoon immediately upon completion of the Conference Close-Out Meeting. Time constraints are a concern for some Board Members due to travel arrangements. New Board Members should also plan to attend the meeting, if possible.

- House of Delegates Meeting

Bryant has confirmed that all delegates for the 2008 House of Delegates Meeting are paid members in good standing. Buchholz confirmed that all ballots have been mailed to the Society Presidents for distribution to the Society Delegates. The ballots were mailed directly to the seven Board Members and to the Past Academy Presidents.

- Thinking Exercise for the HOD

Bryant stated it could be added at the end of the HOD depending on the time constraints. Topics for the exercise would be The Future of the Academy; Structure of the Academy (Bottom Up vs. Top Down; and, What is the Role of the Board of Directors?

- CPM Education Foundation

Buchholz has received an E-Mail from one of the Academy's Past Presidents regarding the CPM Education Foundation and expressing an interest in running for one of the At-Large Director positions. Information has been provided to this individual regarding the Education Foundation. There are three candidates who are listed on the ballot for the Foundation At-Large Director position up for election this year.. The Foundation Election Committee will collect and count the ballots at the President's Meeting in Ohio. Mastro suggested that Buchholz move forward as planned. The Education Foundation entity can only help the Academy and not hurt it.

The following is a listing of the documents in chronological order that relate to the creation of the CPM Education Foundation and the House of Delegates involvement and approval of creating the Foundation. The documents indicate where the Education Foundation was discussed and reviewed by the House of Delegates and the Academy Board from 2004 to the present. Buchholz provided the chronological information to the person requesting it.

6/23/04 House of Delegates (Topeka, Kansas) Meeting Minutes (Page 4)

1/31/05-2/1/05 Board of Directors (Oklahoma City, Oklahoma) Meeting Minutes (Page 5)

9/21/05 House of Delegates (Manchester, New Hampshire) Meeting Minutes (Page 5)

September 2005 AACPM Finance Committee Report to HOD (Executive Summary and Page 3)

1/30-31/06 Board of Directors (San Diego, California) Meeting Minutes (Page 7)

9/13/06 House of Delegates (Louisville, Kentucky) Meeting Minutes (Page 3)

September 2006 AACPM Finance Committee Report to HOD (Executive Summary and Page 2)

2/27-28/07 Board of Directors (Phoenix, Arizona) Meeting Minutes (Page 13-14)

9/12/07 House of Delegates (Madison, Wisconsin) Meeting Minutes (Page 9)

August 2007 AACPM Finance Committee Report to HOD (Executive Summary and Pages 2-3)

9/12/07 Board of Directors (Madison, Wisconsin) Meeting Minutes (Page 2)

2/10-11/08 Board of Directors (San Diego, California) Meeting Minutes (Meeting Minutes being prepared at this time)

February 2008 AACPM Finance Committee Report to BOD (Executive Summary and Page 3)

The CPM Education Foundation issue has been documented in at least four House of Delegates Meeting Minutes (2004-2007), five Board of Director Meeting Minutes (2005-2008) and four AACPM Finance Committee Reports (2005-2008).

As required by the Academy's Bylaws and SOP, the House of Delegates approved all the HOD Meeting Minutes at the HOD Meetings held subsequent to these HOD meetings.

The HOD considered and approved the AACPM Finance Committee Reports at the HOD Meeting for which the Finance Committee Reports were prepared and submitted.

[NOTE: HOD review and action on the Minutes from the 9/07 HOD Meeting, the 9/07 BOD Meeting and the 2/08 BOD Meeting are scheduled for HOD consideration/approval at the upcoming 9/08 HOD Meeting in Columbus, Ohio.]

- Membership Update

Gordon informed the board that we're up to 1,519 paid members. Many Societies have not submitted second quarter reports. The Board discussed ensuring that the Delegates prior to the HOD meeting pay all of the HOD fees.

- Virginia Society

Hyland informed the Board that the check from the Virginia Society has been received. The Society currently is at two members.

The teleconference adjourned at 3:35 P.M. Eastern Daylight Savings Time.

For Distribution:

Original Signature on File

Respectfully submitted by:

Debra A. Bourbeau, CPM, Secretary, AACPM

For Distribution:

Original Signature on File

Respectfully submitted by:

Gregory D. Hyland, CPM, President, AACPM