

**FBD Board of Directors Meeting
March 16, 2013, Saturday
Albuquerque Convention Center
MINUTES**

Thomas Tolleson, FBD President
Marshall Horton, FBD Vice President and Program Chair
Michelle McEacharn, FBD Executive Director
Larry Garner, FBD Immediate Past President
Ann Wilson, FBD Vice President and Program Chair-Elect
Betty Kleen, FBD Past President
Marsha Bayless, FBD Past President
Alex Sharland, FBD Director of Marketing
Carla Barber, FBD Director of Placement
Jason Conville, FBD Webmaster
Randy Waller, ABC-SW
Steve Horner, SWAM
Chris Miller, SWAM
Chu Nguyen, AIB-SW
Thomas Carment, SWAAA
Margaret Tanner, SWAAA
Kimberly Merritt, ABIS
Irfan Ahmed, SWCRA
Simon Medcalfe, SWCRA
Julia Kwok, SWFA
SusanneToney, SSE
Lucia Sigmar, ABC-SW
Janet Bailey, SWDSI
June Wei, SWDSI

1. President Larry Garner called the meeting to order at 9:00 a.m., then turned the meeting over to new President Tom Tolleson.
2. Tom Tolleson recognized several FBD officers and the association program chairs for their work. Introductions around the room were made.
3. On behalf of Secretary/Treasurer Barbara Davis who was not able to attend, Executive Director Michelle McEacharn distributed copies of the March 13 board meeting minutes for review. After a few editorial suggestions, the minutes were approved.
4. FBD Officer Reports were made as follows:
 - a. Director of Marketing – Alex Sharland indicated that we had 9 exhibitors. Most exhibitors had indicated positive remarks about the initiatives to encourage exhibit area attendance. The exhibitors were positively predisposed to return next year dependent on budgets. Social setting arrangements were appreciated and more requested. Lunch with exhibitors was not as well attended as expected but some lack of participation may have been lack of communication and awareness. Exhibitor presentations were especially poor in attendance (3 in one, 1 in the other) but did result in a sale. Using

tickets or special drawings to encourage attendance were suggestions to encourage attendance.

- b. Coordinator of Registration – Tom Tolleson and Michelle McEacharn continue to put out feelers to those who have financial skills and willingness to take on job. The expectation is Coordinator of Registration would move into Secretary/Treasurer role. Michelle McEacharn presented tentative registration numbers. Tentative estimates are that on-site registrations amounted to 75 and resulted in a final total attendance of 680. Individual association numbers were not available but final registration numbers will be sent to all officers in a few weeks.
 - c. Director of Placement – Carla Barber encouraged all to post announcements that applicants can post their resumes on the website year-round, not just during the meeting. We started the meeting with 5 employer ads posted and added 3 ads during the conference. Discussion centered on the availability of placement on a year-round basis. Improvements to the website will help us make year-round placement a more likely scenario soon. Based on Executive Council recommendation, applicant resumes are not viewable without position posting. Most Board members seemed to agree with this policy. There were 6 applicants going through the placement site for this conference.
 - d. Secretary/Treasurer and Executive Director – Michelle McEacharn indicated that most recent counts showed that we were at 89% of our room block guarantees for both the Hyatt and DoubleTree, both of which were above our minimum guarantees of 50% and 85%, respectively. We also appeared to have met our food and beverage guarantee based on the most recent information. Consequently, the hotels and the convention and visitors bureau will provide the financial support that should cover most, if not all, of the convention center costs. Michelle McEacharn indicated that her top priorities to be addressed in the next few months will be (1) Request for Proposals for 2016 and 2017 conference sites, (2) Year round placement availability, (3) a contact management system for managing communication needs, and (4) FBD's tax exempt status. As to site selection, Michelle McEacharn indicated that she plans to send RFP's to all sites (New Orleans, Austin, Ft. Worth, San Antonio, Oklahoma City, Little Rock, etc) and make decisions based on the best options available. Tom Carment (SWAAA) and the ABC/ABIS representatives strongly support consideration of spring break when planning the conference dates. Earlier in the spring (late Feb or early March) would be less likely to conflict with spring break dates. Year round placement was discussed earlier. Contact management systems are under review. Tom Tolleson has agreed to head up the effort to get FBD's tax exempt status where we can avoid the high cost of taxes.
 - e. Vice-President and General Program Chair – Marshall Horton encouraged everyone to now begin thinking about "Going Home" to Dallas next year, the place of our inaugural meeting.
5. Routine administrative issues were decided as follows:
- a. No elections or position appointments were needed.

- b. The following members were elected to the Nominating Committee: Larry Garner (Chair), Marsha Bayless, Betty Kleen, Janet Bailey, and Julia Kwok.
 - c. The following members were elected to the Site Selection Committee: Michelle McEacharn, Tom Tolleson, Susanne Toney, and Kimberly Merritt (alternate).
 - d. Site Selection – 2016 and beyond. Discussion occurred earlier as part of Executive Director report.
6. For strategic issues, discussion centered on the FBD Journal. In particular, discussion centered on whether a \$40 submission fee was appropriate or whether the fee should be a publication fee. The fee was implemented to address journal costs that are likely to arise related to editing for formatting, etc. for publication. However, it was also recognized that the fee is to ensure that submissions are given ample attention to quality prior to submission as well. After some discussion, Larry Garner suggested that since the policies and procedures had already been put into place and advertised, that time should be given to see whether the policies and procedures seemed to work and be appropriate. The other strategic issue on the agenda related to year-round placement which was discussed as part of the Director of Placement report.
7. Operational issues related to conference venue problems and suggestions were heard. In general, the Board indicated that the venue appeared to be a good location and should be considered in the future as a conference site. In particular, board members were impressed with the quality of the meeting place, the friendliness and attentiveness of the convention staff, and the ease with which audiovisual needs were provided and problems were addressed. Board members expressed satisfaction with both conference hotels, and were especially complimentary of the shuttle service provided by the DoubleTree. Issues faced at the convention included more expensive/harder flight arrangements, and lack of water service and note pads/pencils in the meeting rooms. The evening transportation to Old Town seemed to be very well-received and used. Suggestions for improvements included an electronic display board in the registration area for communication of events and information, and the provision of a printing station in the exhibit area.
8. Other business discussion centered again on the issue related to no-shows and how to handle. One suggestion was to send letters to Deans about lack of participation, although some concern as to legality was brought up. Information about no-shows will be distributed to program chairs at the boot camp and some associations may choose to implement a non-acceptance of papers for habitual no-shows.
9. The meeting was adjourned at 10:20 a.m.