

**Minutes  
Federation of Business Disciplines  
Board of Directors' Meeting  
March 5, 2008**

Attendees:

Betty A. Kleen	FBD President
Ashish Chandra	FBD Vice-President and General Program Chair
David Paul	FBD Program Chair-Elect
Michelle McEacharn	FBD Secretary/Treasurer
Sam Bruno	FBD Executive Director
David Douglas	FBD Director of Marketing
Tom Tolleson- (Proxy-SWAAA)	FBD Coordinator of Registration
Tom Jones	FBD Historian
Anisul Islam	Academy of International Business, Southwest
Bambi Hora	American Accounting Association, Southwest
Ann Wilson	Association for Business Communications, Southwestern U.S.
Chynette Nealy	Association for Business Information Systems
Carla Barber	Association for Business Information Systems
Dennis Emmett (Proxy)	Association of Collegiate Marketing Educators
Maxwell Hsu	Association of Collegiate Marketing Educators
David Chou	Decision Sciences Institute, Southwest
Bonnie Daily	Decision Sciences Institute, Southwest
Darla Domke-Damonte	Southwest Academy of Management
Larry Garner	Southwest Academy of Management
Carol Cumber	Southwest Case Research Association
Steve Vitucci	
Alex Sharland*	Southwest Case Research Association
Barbara Davis	Southwestern Finance Association
Lalatendu Misra (Proxy)	Southwestern Finance Association
Betsy Rankin	Southwestern Society of Economists

*\* If applicable, indicates participation at board meeting as an observer who does not have voting privilege.*

*Special Note: The FBD Executive Director, Director of Marketing, Director of Placement, Historian and Webmaster are non-voting board positions.*

- I. President Betty Kleen called the meeting to order at 2:15 p.m. after a quorum was achieved. She welcomed the members of the Board to the conference and 2008 meeting. Each Board member introduced themselves. Members identified themselves as proxy voters if they were in attendance for another board member.
  
- II. President Kleen provided the minutes from the 2007 Saturday Board meeting to the Board. The minutes had also been distributed to Board members earlier via email. A motion to accept the minutes was made, seconded, and approved by the Board.

- III. Vice-President and General Program Chair Report Ashish Chandra made his report. He indicated the program to be very intense, especially for Friday lunch meetings. Chandra indicated that he was pleased with the program and asked for any comments. He encouraged Board members to encourage participation in the Thursday night Swap Meet. There will be some snacks, entertainment, and a cash bar at the event. He stressed that participants should come to the event to socialize with other conference participants even if they did not bring anything to swap. The event will be in the exhibit area.
- IV. Director of Marketing David Douglas made his report. President Kleen thanked Douglas for stepping in this year to help with marketing. Douglas reported a total of 17 exhibit booths, with some of those unmanned, and two pages of advertising. Total revenue amounted to \$15,575. Routledge is an international company who purchased an unmanned booth and is the only remaining exhibitor to make payment. Wiley was not able to attend after first reserving a booth and Douglas suggested that we should consider sending at least a little money back in a good faith gesture for Wiley's years of exhibitor support at FBD. SAS, Software Secure, Routledge, are new exhibitors and there may be others. Director Douglas indicated that his contacts of exhibitors included phone calls, letters, and emails; contacts were made with all past exhibitors. Executive Director Bruno expressed the need for participants to visit the booths which would help get the exhibitors to come back next year. Barbara Davis asked whether a motion to refund Wiley was needed. President Kleen indicated the refund would be considered at the Executive Council meeting scheduled for Thursday morning.
- V. Tom Tolleson, Coordinator of Registration, made his report. He reviewed the final pre-conference Registration Numbers Report with Board members. He also provided a Comparative Conference Overview for this year's pre-conference numbers versus prior year registrations. Additionally, further information related to statistics on the number of new attendees, attendees from the Southwest region, other states drawing a large number of attendees, and international participants was provided. He provided an example Conference Registration Update sheet which will be used to provide updated conference numbers throughout the conference. Those updates would be available at 10:00 a.m., 2:00 p.m., and 4:00 p.m. on Thursday and Friday.
- VI. Executive Director Bruno provided Gaye Trivitt's Director of Placement Report since she was unable to attend the Board meeting. He reported a total of 33 positions (representing 22 schools) were pre-registered; the 2007 conference reported a total of 17 positions. Positions by area were as follows: accounting, 4; economics, 1; finance, 8; information systems, 1; management, 10; marketing, 6; other (general business and business communication), 3; Dean, 1; and Statistics/Research, 1. There were 11 applicants pre-registered for the 2008 conference; there were 19 applicants in 2007. The breakdown included: accounting, 4; economics, 0; finance, 1; information systems, 1; management, 4; marketing, 1; and other, 0. President Kleen reviewed a brief history of positions and applicants provided by Historian Jones. Several on-site

- placements had been received earlier in the day. Historian Jones questioned whether the placement market has moved forward so far in the year that March is not a good time for universities trying to fill positions. He questioned whether it would be advantageous to list placement opportunities online year-round. The Executive Council should, and has been considering, this issue. The website is currently under re-design and the Executive Council will consider this in the re-design. Some board members argued that what we may see in placement activity right now represents last minute, just found out openings and that electronic year-round market-looking seems to be occurring. To encourage doctoral student attendance, some associations (e.g., SWFA) are offering incentives such as stipends to attend FBD which may help improve placement position listings in the future.
- VII. Secretary/Treasurer McEacharn made her report. She provided an Annual Financial Report to each Board member that included a report on the 2007 conference, a detailed Statement of Activities for the 2007 conference, and comparative activity, financial position, and cash flow statements. She reviewed the report with Board members and pointed out several key financial figures (e.g., revenues, conference expenses, total liabilities, etc.) She pointed out that credit card fees are rising and that the numbers reported reflect fees charged on total registrations; individual associations are not charged for the credit card fees related to their association collections. A few specific questions were asked and she responded to those questions. One member questioned the need for a continued increase in cash reserves and fund balance. McEacharn indicated that she now believed FBD should work toward maintaining its current financial position (approximately \$50,000 in reserve and \$10,000 for liquidity) and that the Council would now be seeking to pursue a conference breakeven goal by returning greater value to its conference participants through additional functions, events, etc. Individual members and the Board overall thanked Secretary/Treasurer McEacharn for her service over the past three years.
- VIII. Tom Jones, FBD Historian, made his report. The change to the bylaws related to the elimination of the Assistant Director of Placement has been incorporated and the updated version of the bylaws has been placed on the website. Historian Jones gave a review (at four year intervals) of FBD history which included statistics related to sites, exhibitors, registration numbers, the name change, and publisher support of the awards. He also mentioned that Gaye Trivitt has served as Director of Placement since 1990. He also asked about the discount and Continental Airlines ticket; Executive Director Bruno indicated that we would not know that information until later.
- IX. Executive Director Sam Bruno provided his report. Bruno indicated that the site selection committee had been considering other sites since the proposed Dallas Airport site had been rejected by the Board at the 2007 Saturday Board meeting. Amarillo and Albuquerque were considered. Amarillo did not have a facility that could handle the conference. Site selection committee members expressed serious concerns about the Hilton location in Albuquerque as well as other alternate resort type locations. Specifically, activities and good restaurants were not close to the

conference facilities and both the ability of the hotel to handle the conference and quality of the facility was questionable. A return trip was made to Dallas to the Adam's Mark which had remodeled but it was found that sleeping rooms had been remodeled, not meeting rooms. The hotel would be somewhat inconvenient with meetings rooms on the 3<sup>rd</sup>, 4<sup>th</sup>, and 27<sup>th</sup> floors. Arrangements have, consequently, been made to hold the 2009 conference in Oklahoma City again where we will use two hotels and the conference center. Bruno stressed the need for the Board to begin arranging the conference site further out, even three or four years. For 2011, we have a tentative hold on Houston right now, pending Board approval. Some thought has been given to re-considering the Dallas site for 2010. Questions were also raised about returning to New Orleans in 2010. New Orleans proposed a \$150 room rate if we come after Mardi Gras. Austin is being considered but a smaller meeting recently held there was booked at a \$150 per night room rate. Austin is not feasible in an odd numbered year since the legislature meets there. Ft. Worth is also to be considered. Kleen spoke up for New Orleans, indicating that New Orleans is coming back. The French Quarter was not damaged, some restaurants/hotels coming back, police are back in their building and have a presence in the area, and streetcars are back on line partially. But, the media eagerly reports the crime in New Orleans. However, our group is not likely to be out at 3:00 a.m. on a dark street. Some concern was expressed about the trash and lack of service on the day or two after Mardi Gras although a new company contracted for clean-up does a really good job. As a review, the proposed cycle is Oklahoma City in 2009, New Orleans/Dallas/Ft. Worth/Austin in 2010, Houston in 2011, an open possibility year in 2012, and Oklahoma City again in 2013. Board members were asked to go to their associations with the following issues for feedback: (1) Pursue multi-year contracts such as contracting for Houston in 2011 and 2014, (2) Determine site preferences for 2010 and/or 2012 meeting and willingness to lock in Houston in 2011, and (3) Assess whether associations are willing to move to a Thursday – Sunday conference setup as opposed to Wednesday through Saturday setup. Advantages and disadvantages of other sites such as San Antonio (cost exorbitant) and Corpus Christi (walk or shuttle to convention center) were discussed. Board members were encouraged to make suggestions and talk with Executive Director Bruno about potential sites.

- X. President Betty Kleen made her report. She reviewed briefly the Executive Council work at their January meeting. She also mentioned a few logistical items. New procedures such as name badges were put in place for the reception/dinner since the event had been made available to others with purchase. She also gave reminders about the coffee breaks and prize drawings.
- XI. President Kleen gave the Nominating Committee Report on behalf of Wolfgang Hinck, Chair of the committee. She distributed bios and presented the nominations of the committee which included Ashish Chandra for President, Michelle McEacharn for Vice-President and General Program Chair-Elect, and Tom Tolleson for Secretary/Treasurer. A motion was made and seconded to close nominations after no nominations were received from the floor. After motions, seconds, and votes, the individuals nominated by the committee were subsequently elected.

- XII. No Publisher Representatives attended the Board meeting so no report was provided.
- XIII. President Kleen indicated that, after the question was raised at last year's Board meeting about the need to update the Officers' Manual, the manual had been reviewed and revised by the Executive Council and other affected officers. She stated that a final proof was being conducted on the manual and that it would soon be posted to the website. President Kleen will ensure that the task is completed and then each President thereafter will be tasked with the responsibility of keeping the manual up-to-date. The manual will help individuals understand the responsibilities of each officer and can help in making decisions about nominations or the willingness to accept a nomination. Tom Jones, FBD Historian, will also be working with Kleen to review policies and procedures (e.g., boot camp expense policies) which have been put in place by FBD over the years and formally include those policies in the manual. President Kleen's goal is to have the Officers' Manual completed by April 18.
- XIV. President Kleen then brought the travel reimbursement policy proposal to the attention of the group. With the financial stability of FBD, the executive board thought the organization should support individuals that serve on the Site Selection Committee. The proposal relates to site selection travel reimbursement (with limitations) and support for travel to the Executive Council meeting. No expenses will be reimbursed without proper receipts; individuals traveling on a school budget will not be allowed to "double dip." The proposal limits the reimbursement to a maximum of \$250 per trip with a limit of two site selection visits per year. Additionally, the proposal provides travel for the General Program Chair in the fall preceding the conference meeting. A vehicle rental for site selection visits was also included in the proposal and is not considered part of an individual's reimbursement; this will allow the site selection committee to visit area attractions. The reimbursements will be possible only in years in which the financial condition of FBD is such that the expense can be funded. The motion was made and seconded to adopt the policy. Historian Jones suggested Board members may need time to fully consider the policy. Suggestions were made concerning the letter notifying each Dean of the reimbursement provided by FBD. The general discussion was to make the letter positive (e.g., FBD believes this visit is so important as to support the individual with a \$250 reimbursement). One member suggested the \$250 amount is too low and that perhaps \$350 should be considered. Some discussion occurred about using individuals close to potential sites to help cut costs. However, others argued that we wanted to try to broaden involvement rather than limit to just those located close to the potential site. Other members expressed the need for written reports from the committee and a historical record of those reports. A friendly amendment was made to change the statement in the policy regarding a letter "will" be sent to each Dean to a letter "may" be sent to each Dean. The friendly amendment was seconded and after some further discussion was approved. Damonte first made a motion concerning the individuals selected for site selection should be near proposed site if possible and some discussion concerning the report of the committee occurred. Damonte withdrew her motion with notation in the minutes that a historical record of

the site selection committee reports should be kept. The travel policy proposal (with the friendly amendment to include “may” instead of “will” as related to the letter to each Dean) was approved by the Board.

- XV. Election Results were determined by open vote earlier and all other agenda items had already been discussed.
- XVI. A representative of DSI-SW expressed some issues with communications with FBD Officers. The affected individuals agreed to talk personally after the Board meeting.
- XVII. The meeting was adjourned at 4:40 p.m.