

**Minutes
Federation of Business Disciplines
Board of Directors' Meeting
March 9, 2011**

Hyatt Regency Houston (Regency, 2nd floor, 2:00 P.M.)

Attendees:

Michelle McEacharn	FBD President
Marsha Bayless	FBD Vice-President and General Program Chair
Larry Garner	FBD Program Chair-Elect
Tom Tolleson	FBD Secretary/Treasurer
Betty Kleen	Executive Director and FBD Past-President (2007-2008)
Leonard Love	FBD Director of Marketing
Carla Barber	Director of Placement
Tom Jones	Historian
David Paul	FBD Past President (2009-2010)
Ashish Chandra	FBD Past President (2008-2009)
Chu Nguyen*	Academy of International Business, Southwest
Anisul Islam	Academy of International Business, Southwest
Robert Walsh	American Accounting Association, Southwest
Margaret Kilcoyne	Association for Business Communications, Southwestern U.S.
Faridah Awang	Association for Business Communications, Southwestern U.S.
Daniel Friesen	Association for Business Information Systems
Ann Wilson*	Association for Business Information Systems
Kishwar Joonas	Association of Collegiate Marketing Educators
Sharon Thach	Association of Collegiate Marketing Educators
Paul Cronan	Decision Sciences Institute, Southwest
Roderick Posey	Decision Sciences Institute, Southwest
Christine Miller*	Southwest Academy of Management
Suzanne Clinton	Southwest Academy of Management
Rodney Vandever	Southwest Case Research Association
Natalya Delcours	Southwestern Finance Association
James Philpot	Southwestern Finance Association
Mihai Nica	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. McEacharn called the meeting to order at 2:10 p.m. and welcomed each of the board members. She remarked that this was her “fun year” as an officer and that next year would be Bayless’ “fun year.” McEacharn stated that FBD is a great organization and provides wonderful professional development opportunities for many individuals. She then introduced each of the FBD Executive Council members and briefly explained the organizational structure of FBD. McEacharn asked each of the other board members/observers to introduce themselves. She reviewed the voting rights for board attendees.

II. Tolleson requested that each member review the minutes of the Saturday, March 3, 2010, Board of Directors Meeting. After members noted editorial changes that needed to be made, including correcting the attendee list, Jones moved and Philpot seconded that the minutes be accepted subject to noted changes. Motion was approved.

III. McEacharn then requested for Bayless to provide an update on the 2011 conference. Bayless recognized the hard work of the association program chairs. She noted that the group worked diligently to provide a seamless conference for participants. Bayless noted that Boot Camp is indispensable to planning and organizing the meeting. She noted that 8 of 10 associations were represented at the most recent Boot Camp. Bayless stated that we were using more rooms than ever. She reminded everyone that if their sessions were in Conference Rooms 1 – 10 those presenters will have a wide screen tv for a projection screens and that we would have not internet in the session rooms.

IV. A question was raised about the new sponsorship levels; Bayless explained the levels and the sponsors for this year. Kleen shared that Delcoure was the board member that actually put the “idea” into play. Kleen explained that our sponsorship levels are gold, silver and regular sponsorship. This year we have a gold sponsor (McGraw/Hill), a silver sponsor (Southwestern Finance Association) and a sponsorship by the Cameron School of Business at the University of St. Thomas-Houston.

V. This discussion transitioned into Kleen’s report. She noted that the Hyatt Regency hotel contract for this meeting was last one that Sam Bruno completed. Kleen then discussed our room guarantee and that currently we have exceeded that guarantee. She then discussed the benefits of meeting our room guarantee. Kleen noted that our Food and Beverage was \$28,000 and that we are currently at \$42,000. Our Friday morning coffee break is comped by hotel as well as the Saturday morning BOD meeting.

Kleen then reviewed the audiovisual costs for the 2011 meeting. She shared that inhouse AV providers always have the inside track and that we had to work with Swank. The AV bill is about \$25,000. Any association making special AV requests will have those charges deducted from its registration fees before a final check is sent to that association. Kleen stated that only McEacharn and she can approve additional AV requests. A representative remarked that more and more conferences have wireless and that some conferences bypass the hotel systems. Kleen reminded everyone that our hotel contract does not allow us to tape signs to walls.

Kleen shared her efforts to continue to control costs and to go green. We have reduced the number of general mailings to one large post card mail out in the summer. Our FBD

Directory is sent e-mail and the letterhead is sent by e-mail. Officers are asked to print out their needs on a colored printer. We continued to use printed invitations for FBD dinner and mailing them out. We did not spend \$700 to get list of exhibitor addresses for this past year. We mailed out about 150 invitations to exhibitors. Kleen noted that Shea Ashley worked with Bayless for preconference needs, so we did not have a November or December meeting, which saved a couple of hundred dollars. One board member asked about the exhibitors' satisfaction with the conference. Love noted that all of them are cutting their budgets. He shared that we have added some new ones this year, but did not bring back any of the new ones from last year. Even though exhibitors were telling Love positive things about the traffic, this message may not have reached the right people in publisher organizations. Southwestern/Cengage was not happy with traffic. Love requested that if anyone sees a publication or teaching resource at FBD and that they adopt it to mention that to our exhibitor or book reps.

VI. Tolleson reminded the group about the logistics of distributing the materials at the registration counter. 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 also gave times when association leaders could check onsite registration numbers.

Tolleson then gave his financial report. He provided each board member a copy of the Annual Financial Report, including a detailed Statement of Activities for the 2010 conference, comparative activity for previous years, financial position, and cash flow statements. He noted that FBD almost broke even for 2010 fiscal year. The large increase in AV costs had a negative impact on the bottom line. One member questioned the size of the 2010 hotel payments, and another member asked about the large payables at the end of the 2009 fiscal year. Tolleson explained that these anomalies were the result of the Oklahoma City Renaissance Hotel's failure to send us a final bill before the end of our 2009 fiscal year. This lack of a timely final bill resulted in large payables on our statement of financial position and equally large cash outflows in 2010 to settle these payables. Association payments were also delayed because of the "tardy" hotel bill. One member noted that a meeting between the FBD Secretary/Treasurer and the Secretary/Treasurer for each of the associations might be beneficial, much like the general program chair and the association program chairs meeting together. Individual members and the Board overall thanked Secretary/Treasurer Tolleson for his work over the last three years.

VII. Betty Kleen spoke on behalf of Carla Barber, who was manning the Placement Center. She detailed the changes to placement that had occurred as a part of cost containment efforts. Room costs, shipping, business center costs, etc were not cost effective for the revenue generated so we are using electronic postings for this conference. Applicants/Positions can be posted and Carla has printer to print out when someone needs a copy. A big savings in shipping and copy costs was realized. At pre-conference time there were 11 positions posted (4 of which are accounting) but only 7 applicants. All Deans received notices about placement opportunities. Also notified were all directors of doctoral programs in five states represented by FBD. Further efforts to expand placement were discussed and included gathering doctoral school lists from individual associations and the AACSB website. Those offering assistance in pulling this together included Mihai Nica, Natasha Delcoure, and Paul Cronan.

VIII. Leonard Love made his report. We picked up 3 new exhibitors and one (Wohl) bought a color ad on the back of the program. Suggestions for generating additional exhibitors in these budget-sensitive and cost-conscious times included: Go through authors who have more clout with publishers, publicize to school reps that book selections were made because of visibility at FBD, consider selling attendee lists, publicize ability to hit multiple disciplines at one time, and provide discounts to or freebies to first-time exhibitors. Two long term exhibitors (SAS and Cengage/Southwestern) did not attend. Reasons cited include cost/benefit payoffs were not deemed sufficient by main office even though people working exhibits were generally happy with traffic. Potential new exhibitors include Microsoft, SAP and distance learning/technology companies. Members were asked to provide direct contact names and Paul Cronan and Natasha Delcoure indicated that they would do so.

IX. Tom Jones provided his history highlights. Examples of his review included 1975 statistics (2nd meeting) which included 991 registrants, 217 positions, and 100's of applicants. Placement instituted by John Brooks and SSE joined FBD in that year. In 1979 in Houston, registrations topped 1,500 at that time with 40 companies exhibiting and 31 pages of advertising. In 1983, the registration fee was increased – by \$1. In 1991, AIB was admitted as a member. At the 30th annual meeting, there were 1,054 registrants. The first of 4 year cycles in which were not in Houston was 2007 and there were 714 registrants. Tom pointed out that in the back of the program is a nice history of FBD.

X. David Paul provided the report of the Nominating Committee. Marsha Bayless was nominated for the President position and was elected to that position. Tom Tolleson was nominated by the committee for the Vice-President and General Program Chair-Elect position and was elected by the board to that position. Barbara Davis was nominated by the committee for the three-year term as Secretary/Treasurer and was elected by the board to that position.

XI. Michelle McEacharn reviewed the status of other position terms of office. She issued a Call for Nominations for Director of Marketing since Leonard Love's term of office ends in 2011. She indicated that both she and outgoing Secretary/Treasurer Tom Tolleson will assist in a Coordinator of Registration role for Barbara Davis in her first year as Secretary/Treasurer in 2012. It was indicated that Barbara may appoint an official Coordinator of Registration but Tom and McEacharn will serve in an unofficial capacity to help ensure a smooth transition for this role. McEacharn reviewed the decision by the 2010 board that she will serve as "Executive Director in Training" pending Kleen's retirement in a year or two. McEacharn also reviewed briefly the Executive Council meeting from January and indicated that the strategic issues to follow next in the meeting were identified/addressed at that meeting.

XII. Betty Kleen reviewed basic contractual items related to the 2012 New Orleans and 2013 Albuquerque conferences. New Orleans contract specifics included: Sheraton New Orleans conference hotel, one week after Mardi Gras, 2/28/12 through 3/3/12 conference dates, 1,060 room guarantee with 80% attrition, \$155 rate for s/d with complementary internet access, \$30,000 F&B guarantee, \$20 total valet charge per day, etc. Albuquerque contract items include: Hyatt Regency as primary hotel with Doubletree overflow, use of the convention center, 3/12/13 through 3/16/13, \$139 s/d/t/q room rate at Hyatt with 50% attrition on 780 room block and \$139 for s/d at Doubletree with 85% attrition for 280 room night block, complimentary internet access at both hotels, self park available at both hotels. Minimum F&B guarantee at convention center is \$40,000 and has 30 available meeting rooms primarily located in very close proximity. The convention center fee is \$13,400 but the hotels are including an \$11 rebate and the convention and visitors bureau is kicking in \$4,700 to help attract us.

XIII. Betty Kleen has sent out a request for proposals. Shreveport responded but site does not seem to work. Baton Rouge is interested but she will have to look at closely to see if convention center layout will work for our needs. San Antonio's response is questionable with convention center use required, high room rate likely, and a good walk between the hotel and convention center. Dallas and Oklahoma are also interested in us and Austin and Ft. Worth are also being considered as potential sites. Kleen encouraged the board to gather input from their associations as to preferred sites and for preference as to returning to Houston in the future, which may garner a good contract with this much current notice of lock-in.

XIV. Just to begin discussion – no formal proposal was made—the Executive Council brought up the idea of increasing the FBD registration fee. Reasons include increased costs for audiovisual, no fee increase in six years, and product mix of regular versus student fees. Suggestions for improving the marketing of FBD to increase visibility, working with search engines to get the FBD site to come up first in searches, bundling multiple association fees, soliciting contributions and building sponsorships. The suggestion was made for the incoming President to appoint a committee to consider these issues and the fee increase matter.

XV. Bayless mentioned that a few attendees from outside of the U.S. requested that FBD provide them with a certificate of attendance. Discussion was fairly brief on this topic but straightforward. This does appear to be an issue, but Bayless expressed concern that we do not actually track attendees, i.e., we do not require them to sign in and out of the sessions they attend. She questioned how we a FBD officer could actually sign such a certificate of attendance or participation. Bayless indicated that what we really need is a standard statement or policy to be communicated. She will draft and present to Board on Saturday.

XVI. The potential new association (ASBE) has been provided with procedural information for requesting membership, and we are awaiting their proposal/decision.

XVII. While we have not made as much progress as hoped, the Executive Council is continuing with its efforts in establishing an FBD journal.

XVIII. The Executive Council emphasized that we are well aware there continue to be problems with the website. The Executive Council will meet personally with the webmaster on Friday evening to help resolve some of these issues.

XIX. McEacharn briefly reviewed certain procedural sign-offs that will be required for F&B events, the needed approval by McEacharn or Kleen for audiovisual changes, and contact information for McEacharn, Kleen, and Bayless in the event of problems.

XX. McEacharn announced specifics related to the various FBD sponsored events that were forthcoming.

XXI. The meeting was adjourned at 5:15 p.m.