



**Federation of Business Disciplines  
Board of Directors Meeting  
Saturday, March 10, 2018**

**9:00 A.M.**

**Tesuque, Albuquerque Convention Center**

**Members in Attendance:**

| <b>Name</b>      | <b>Association</b> | <b>Office Held</b>       |
|------------------|--------------------|--------------------------|
| Suzanne Clinton  | FBD                | President                |
| Vivek Natarajan  | FBD                | Program Chair            |
|                  | FBD                | Executive Director       |
| Kimberly Merritt | FBD                | Past President           |
| Barbara Davis    | FBD                | Past Past President      |
| Cheryl Prachyl   | FBD                | Secretary/Treasurer      |
| Carla J. Barber  | FBD                | Placement Director       |
| Sandy Edwards    | FBD                | Marketing Director       |
| Janie Gregg      | FBD                | Historian                |
| Kimberly Webb    | FBD                | Director of Registration |
|                  | FBD                | Journal Editor           |
| Kishore Kulkarni | FBD                | Program Chair Elect      |
| Kellie Noe       | AAA SW             | President                |
| Cassy Henderson  | AAA SW             | Program Chair            |
| Kelly Grant      | ABC - SW           | President                |
| Carol Wright     | ABC- SW            | Program Chair            |
| Degan Kettles    | ABIS               | President                |
| Shane Schartz    | ABIS               | Program Chair            |
| Silvia L. Martin | ACME               | President                |
| Grant Aguirre    | ACME               | Program Chair            |
| Mark McMurtrey   | DSI                | President                |
| Khaled Alshare   | DSI                | Program Chair            |
| Matt Lindsey     | DSI                |                          |
| Roman Wong       | SSE                | President                |
|                  | SSE                | Program Chair            |
| Robert Epstein   | SWAM               | President                |
| Brian Kulik      | SWAM               | Program Chair            |
| Rhonda Richards  | SWCRA              | Sr. V-P of Programs      |
| Courtney Kernek  | SWCRA              |                          |
| Martin Bressler  | SWCRA              | President                |
| Marilyn Wiley    | SWFA               | President                |
| Tommy Thompson   | SWFA               | Program Chair            |
| Laurie Babin     | ASBE               | Guest                    |
| Courtney Kernek  | ASBE               | Guest                    |
|                  |                    |                          |

## **AGENDA and MINUTES**

**Call to Order** – Immediate Past President Merritt called the meeting to order at 9:09 am.

**Welcome and Introductions** – Immediate Past President Merritt introduced President Clinton who welcomed everyone to the meeting. President Clinton asked all attendees to introduce themselves and state the position they currently hold for the 2019 meeting. All responded appropriately.

**Minutes from March 7, 2018 Board of Directors' Meeting** – President Clinton asked all to review the minutes from the Board Meeting on March 7, 2018. Some minor changes were made. Motion made to approve the minutes as edited by Vivek Natarajan and seconded by Marilyn Wiley. Minutes were approved with editorial changes.

### **Reports**

**President** – Suzanne Clinton – President Clinton reported on this year's conference. She explained the problem with the delivery of the program book.

**Director of Marketing** – Sandy Edwards – She reported on the presentations by the vendors. Vendors purchase the Best Value Exhibitor package that allows them to make a presentation at the conference. Some vendor sessions had no attendees. She offered recommendations for future conferences that the vendors suggested. She will work with vendors and FBD Executive Council to improve the interaction with attendees and vendors.

**Coordinator of Registration** – Kimberly Webb – She reported that registration went smoothly. The main problem was attendees not knowing where their presentations were due to not having the program book. There were 491 early registrations and 103 on site registrations for a total of 594 total conference registrations.

**Director of Placement** – Carla Barber – She reported that there were two applicant and two position notices for this conference. She reported the process of posting job positions and applicant positions. She explained attendees bringing "hard copy" position notices and placing them all over the conference without registering and paying the \$20 fee. The V-P Program Chair Elect removed most of the copies that had been left all over the Convention Center.

**Secretary Treasurer** – Cheryl Prachyl – She reported on the registration process for this year's conference. There were no major problems with registration.

**Executive Director** – Michelle McEacharn – Immediate Past President Merritt reported in Michelle's absence. The three things that were lacking: water, tablecloths and AV connectors. She said we had small fires and not wildfires. Need to put the names of the rooms and the room numbers in the program. There were some problems with room temperatures and noise from other rooms.

**Vice President and General Program Chair** – Vivek Natarajan – He reported on the Program Chair meeting that took place at 8 am this morning. He reminded everyone about Boot Camp will be held in June or July. It will be held in Houston at the conference hotel.

## **Routine Administrative Issues**

### **Elections and/or Position Appointments**

**Nominating Committee** – Immediate Past President Merritt explained the committee requirements. Kimberly Merritt, Barbara Davis and Ann Wilson are the past presidents on the committee. Courtney Kernek and Mark McMurtrey were nominated and willing to serve. Both were unanimously elected.

### **Site Selection Committee Composition:**

Executive Director Michelle McEacharn

President Suzanne Clinton

Alternate for Suzanne Clinton – Immediate Past President, Kimberly Merritt

Nominated and Elected: Tommy Thompson, SWFA and Alternate Kelly Grant ABC

Site Selection – 2022 Conference and future years – Discussion followed related to New Orleans, Little Rock, Dallas and Fort Worth for future sites. Tommy Thompson offered to be the “scout” in the Fort Worth, Dallas and Arlington area to determine if there are any sites worth pursuing in those locations.

## **Strategic Issues**

**By-Laws:** President Suzanne Clinton referred to the three Proposed Amendments to the FBD By-Laws handout distributed at the beginning of the meeting. Each one was read and discussion followed.

Publishers Serving on Executive Board – Immediate Past President, Kimberly Merritt – “Amend the By-Laws and the Certificate of Incorporation by removing all reference to the representatives on the Board of Directors from publishers who exhibit their books at the FBD meetings. In the Certificate of Incorporation, the reference is on page 5 and reads: “and two (2) ad hoc representatives from the publishers who exhibit their books at the FBD meetings.” In the By-Laws, the reference to these ad hoc members are listed on Page 1 under A.1, which reads: “and two (2) ad hoc representatives from the publishers who exhibit their books at the FBD meetings.” On page 2, A-3 and 4 refer to these ad hoc board members and should be removed. Remove all other references to Publisher’s Representatives. Reason: The exhibitors we have now have no interest in serving on the board.”

Discussion followed related to this amendment. Director of Marketing, Sandy Edwards, will communicate with current exhibitors to find out if any are interested in serving on the FBD Board. She will report back to the FBD Executive Council. This proposed amendment will be voted on at the Wednesday afternoon Board meeting in 2019 in Houston.

Edits to By-Laws – Historian, Janie Gregg – President Suzanne Clinton reviewed these proposed changes.

“Amend the By-Laws on page 3 under section 5 by striking out the sentence: “Initially, the Executive Director, Webmaster, and Director of Placement shall be appointed to three (3) year terms, the Historian shall be appointed to a two (2) year term, and the Director of Marketing shall be appointed to a one-year term.”

Reason: Consistency in the By-Laws. Later in the By-Laws on page 20, under the Historian’s duties, it says the term of office is three years. Director of Marketing duties states it is a 3year term.”

“Amend the By-Laws on page 4 under 6d to include after...” keep complete and accurate books of accounting”...the following phrase: “in his/her possession in his/her state of residence or state of employment outside Oklahoma, if necessary, as designated by the BOD.”

Reason: Consistency between the Certificate of Incorporation and the By-Laws. The By-Laws are not specific about the ability of the secretary/treasurer to keep the accounting books outside the State of Oklahoma, yet page 4 of the Certificate of Incorporation gives the following phrase “outside Oklahoma at such place or places as may be designated from time to time by the BOD or in the By-Laws.”

The proposed amendments will be voted on at the Wednesday afternoon Board meeting in 2019 in Houston.

ASBE Membership – Immediate Past President, Kimberly Merritt – She reported that the Board granted another year for visitor membership.

**Poster Policy** – President Clinton explained the poster process for FBD and the Associations. She asked that all Associations send their poster presentations to FBD for inclusion in the FBD Poster Sessions during the coffee breaks. Discussion followed.

## **Operational Issues**

**Conference Venue Problems/Issues** – President Clinton stated that the conference went very smoothly.

**Improvements/Suggestions for Program Conference and Experience** – President Clinton asked for suggestions. V-P Program Chair Natarajan discussed the idea of utilizing Deans to help promote the conference. He mentioned maybe having a panel discussion or workshop related to academic leadership. He will bring this topic up at Boot Camp. He also mentioned several other workshop suggestions that might be held on Wednesday in Houston.

**Program Books** – V-P Program Chair Natarajan mentioned that we would eliminate the front of the book listing of all Associations events including breakfasts and luncheons. The Associations will include all their events in their program section only.

## **New Business**

### **Projector Discussion**

Motion: As a permanent policy, each association will provide a projector in their presentation sessions. Associations will have options to bring, buy, rent or have FBD rent projectors for the association at the association’s expense, with the costs for the projectors handled just as they are with Food and Beverage costs.

Discussion followed. Robert Epstein reported on his projector purchases. Marilyn Wiley reported on SWFA projector purchases. Discussion followed related to having students come to the conference to handle the AV setups and operations. A recommendation was made to create a new FBD position to be in charge of all the projectors at every conference. Discussion continued but there was NO change or amendments to the original motion. Vote was called on the original motion. The original motion was read again.

Motion: As a permanent policy, each association will provide a projector in their presentation sessions. Associations will have options to bring, buy, rent or have FBD rent projectors for the association at the association's expense, with the costs for the projectors handled just as they are with Food and Beverage costs.

Immediate Past President Kimberly Merritt reminded the Board who should be voting.

President Clinton called for the vote on the above motion. The motion passed unanimously.

**Possible Additional Consortiums:**

- New Faculty
- Statistical Techniques
- Digital Marketing
- Academy for Leadership training

Discussion followed. One suggestion: use the Dean's Panel to tie into Placement. Someone suggested not to spread the sessions and special panels too thin. Utilize Wednesday afternoon for workshops and special sessions.

May need an FBD position for Digital Marketing. Social media could be utilized for marketing.

Could we eliminate the Program Book and offer an APP instead to access the program? Guidebook is the APP that is available for this purpose. The FBD Executive Council will pursue this option.

Secretary/Treasurer Prachyl suggested that FBD incorporate a Guest Registration for spouses and/or children or other family or friends who are at the conference with a registered attendee. The guests could then participate in the coffee breaks and Presidential Reception with a badge to designate their right to be in attendance at the FBD event.

Some of the Associations asked about having a check off box for attending their events even if there was not a charge for the event. Secretary/Treasurer Prachyl said yes, that was possible. Be sure and notify incoming Secretary/Treasurer Kim Webb of any additions to Association's registrations.

The question was asked regarding an email list for surrounding schools in the conference location. V-P Program Chair Natarajan will prepare the list of faculty at schools within a 200-mile radius of Houston. He asked that all Board members provide him with a list of faculty, their emails and designated department from their school. This will help him facilitate the email list preparation process.

There was no additional new business at this point. President Clinton thanked everyone for their attendance and participation at this Board meeting.

Meeting was adjourned at 10:35 am.