



**FEDERATION OF BUSINESS DISCIPLINES  
BOARD OF DIRECTORS' MEETING  
Saturday, March 11, 2017  
9:00 A.M.  
Riverview Room, Little Rock Marriott**

**Members in Attendance**

Barbara Davis	FBD	President
Kimberly Merritt	FBD	Program Chair (incoming President)
Michelle McEacharn	FBD	Executive Director
Ann Wilson	FBD	Past President
Marshall Horton	FBD	Past Past President
Cheryl Prachyl	FBD	Secretary/Treasurer
Carla Barber	FBD	Placement Director
Sandy Edwards	FBD	Marketing
Robert Cornell	AAA SW	President
Kelly Noe	AAA SW	Program Chair
Laura Valenti	ABC - SWUS	President
Kelly Grant	ABC- SWUS	Program Chair
Degan Kettles	ABIS	Program Chair
Sherry Rodrigue	ABIS	President
Mohan Rao	SWDSI	President
Mark McMurtrey	SWDSI	President -Elect
Irfan Ahmed	ACME	President
Silvia Lozano Martin	ACME	Program Chair
Kishore Kulkarni	SSE	Vice President/Program Chair
Ata Yesilyaprak	SSE	President
Chu Nguyen	SSE	Guest
Robert Epstein	SWAM	President
Michael Glissmeyer	SWAM	Program Chair-Elect
Tim Wise	SWCRA	President
Martin Bressler	SWCRA	President
Marilyn Wiley	SWFA	Program Chair
Susana Yu	SWFA	President

The meeting was called to order by Kimberley Merritt, the incoming President at 9:05 A.M.

FBD Officer Position Changes – Kimberley announced officer changes for the coming year. She welcomed the new association officers and had the attendees introduce themselves.

Minutes from the March 8, 2017 Board of Directors' Meeting were reviewed. Kishore Kulkarni moved to accept the minutes and Carla Barber approved. Minutes were approved as corrected

## Reports

**President – Kimberly Merritt** had nothing significant to report at this time. We are all looking forward to Albuquerque in 2018.

**Director of Marketing – Sandy Edwards** said that some vendors came at different times. Some came early while others came late. She asked for suggestions to encourage the vendors to stay for the entire conference. The vendors were impressed with how well the conference was organized compared to other conferences they had attended. They did mention that there was little activity between breaks.

The vendors said that they like to come to organizations and speak for about 10 minutes. Kimberly Merritt said we might try to do that next year if there were only two papers in a session. There was also a request to make the first name bigger on the badges.

**Coordinator of Registration – Kimberly Webb** reported that registration went smoothly. Having registration in the entrance to exhibit hall worked well since it brought traffic directly past the registration area. There was discussion of how we handle registration when someone wants to add an association. There was also discussion about people who register for only one association when they may attend meals with other associations. The associations will need to monitor this because they will be charged for the number of people who attend meals.

**Director of Placement – Carla Barber** said there was no increase in placement registrations during the conference. No one used the interview area. Barber encouraged people to talk to deans or other administrators at their schools to encourage them to register positions and to encourage students to submit applications at the conference. Discussion followed about how placement has changed over the years and asked for suggestions on how to increase placement activity.

**Secretary Treasurer – Cheryl Prachyl** reported that we were trying to enforce registration by proctoring those who entered the exhibit hall. If someone entered without a badge, we would stop them and ask them to register or leave the exhibit hall. We are working with the webmaster to allow attendees to add an association to an existing registration. A problem encountered was that the current system will not allow us to accept international credit cards. It was suggested that we put information on the registration brochure to alert international registrants that they will need to contact the Secretary/Treasurer to complete the registration. We also discussed the possibility of using PayPal or some other system that would allow us to accept international payments.

**Executive Director – Michelle McEacharn** reported that we had met the room night commitment and the food and beverage commitment. There was discussion about adding luncheon tickets to help monitor attendance at those events.

**Vice President and General Program Chair – Suzanne Clinton** said that the program chair meeting for the incoming program chairs went well. Boot camp will be in June but the exact dates have not yet been determined. She asked the association officers to remind and encourage the program chairs to meet all deadlines.

### **Routine Administrative Issues**

Historian position is open. The historian serves a three-year term. The Historian is elected by the President, Executive Director, and Secretary/Treasurer. Janie Gregg was nominated and was approved to serve as historian going forward.

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

The nominating Committee includes the President, Vice-President, immediate Past President and the two most recent Past Presidents willing to serve. This year we need to elect two FBD board members. These two members should be from associations not already represented. Veena Prabhu (nominated by Robert Epstein) and Bob Cornell (nominated by Derek Oler) were elected to fill the two board positions.

### **Site Selection Committee**

The site selection committee is chaired by the FBD Executive Director, the most recent Vice President Program Chair, and one elected member. Kimberly may not be able to participate and it was decided that Barbara Davis will serve in Kimberly's place if she is not able to attend. Nominations were opened for the elected member. Robert Epstein (nominated by Michael Glissmeyer), Mohan Rao (nominated by Mark McMurtry), and Kishore Kulkarni (nominated by Ata Yesilyaprak). Robert Epstein was elected as the representative and Kishore Kulkarni will serve as the alternate.

### **Site Selection – 2020 Conference and future years**

The most likely venues for the 2020 conference are New Orleans, San Antonio, Dallas, or Austin. Proposals will be sought from each of the areas. Michelle McEacharn said she had been approached and asked about returning to Little Rock. That will only be considered as a possibility for 2021.

ACME said they are not really interested in returning. Most other associations said they would consider it. SWCRA said their attendance was a bit low. Others suggested that the venue was nice but transportation is difficult for many people.

### **Strategic Issues**

#### **Financial Stability Proposals**

**Increase revenue:** There was discussion of increased registration rates by FBD. Registration is currently the only revenue stream for FBD.

**Decrease costs:**

Audio/Visual costs are very high and seemed to be the most the important issue for most people. There was discussion of the costs by association and whether the associations were sharing equally in the total cost of the conference.

There was also discussion of whether increased fees would be enough to cover additional audio/visual costs. If not, then we would likely need an additional increase in later years. SWAM brought projectors this year. They said it was not much of a problem. ABIS brought a projector as well. There was discussion of who should be responsible for the security of any projectors and laptops provided by associations.

Robert Epstein moved that we try bringing projectors and laptops for two years. Kishore Kulkarni seconded the motion. After discussion the motion carried. After two years, we will revisit the issue to determine if this process is working.

Carla Barber moved that we should provide food and beverage targets to each association before the meeting (possibly at boot camp). A friendly amendment was made that we might use some metric other than food and beverage, depending on the venue. Since boot camp is before fee structure is due to FBD, the associations could manage their fees for the coming year based on their expected F&B goals.

There was discussion of raising the FBD fee \$25 to help provide entertainment at some of the receptions. It was suggested that we try to take advantage of local entertainment (e.g. school jazz band, etc.). It was suggested that we consider a surcharge on fees based on locations that have more convenient transportation but higher venue costs. Marilyn Wiley moved that the Executive Director be authorized to consider a location fee to be included in the site venue. The motion was seconded by Sherry Rodrigue. The motion carried.

### **ASBE Membership**

The final discussion involved consideration for allowing ASBE to become an association member of FBD. SWAM currently has an Entrepreneurship track that is one of their largest tracks. SWAM had invited ASBE to participate with them but ASBE chose to pursue separate association membership.

Carla Barber moved that we allow ASBE to visit. Mark McMurtry seconded. Discussion followed. The motion was approved and ASBE will be allowed to visit.

Carla Barber moved to adjourn and Cheryl Prachyl seconded. The motion was approved and the meeting adjourned at 10:45 a.m.