

**Federation of Business Disciplines  
Minutes, (Incoming) Board of Directors Meeting  
March 14, 2015**

Members in attendance:

Marshall Horton, Immediate Past President - Federation of Business Disciplines  
Ann Wilson, President - Federation of Business Disciplines  
Rusty Calk, Secretary/Treasurer - Federation of Business Disciplines  
Tom Tolleson, Past President - Federation of Business Disciplines  
Barbara Davis, Vice-President & Program Chair - Federation of Business Disciplines  
Michelle McEacharn, Executive Director - Federation of Business Disciplines  
Derek Oler - American Accounting Association – SW Region  
Katherine Boswell - American Accounting Association – SW Region  
Robert Stevens - Southwest Case Research Association  
Skip Ward - Association of Business Information Systems  
Jim Larsgaard - Association of Business Information Systems  
Carla Barber, Director of Placement - Federation of Business Disciplines  
Manjula Salimath - Southwest Academy of Management  
Janie Gregg - Southwest Academy of Management  
Susan Crain - Southwestern Finance Association  
Ata Yesilyaprak - Southwestern Society of Economists  
Chu Nguyen - Southwestern Society of Economists  
Kishore Kulkarni - Southwestern Society of Economists  
Susan Jennings - Association of Business Communication - Southwest  
Kathryn O’Neill - Association of Business Communication - Southwest  
Renee Gravois - Association of Collegiate Marketing Educators  
Vivek Natarajen - Association of Collegiate Marketing Educators  
Kabir Hassan - Southwestern Finance Association  
Hong Qin- Decision Sciences Institute, Southwest  
Peggy Lane - Decision Sciences Institute, Southwest  
Alex Sharland, Director of Marketing - Federation of Business Disciplines

Call to order: Wilson (10:10 am)

Welcome and introductions

Wilson led introductions of board members

FBD officer changes

Wilson asked for nominations for Director of Marketing – send to her or McEacharn

Minutes of board of directors meeting

Presented minutes from March 2014 (incoming) board meeting

- Motion and second to accept
- Unanimous vote to approve received

Presented minutes of March 11, 2015 (outgoing) board meeting

- Recommended changes
  - Change spellings for John Stowe and Renee Gravois
  - Change start time to 2:10 pm
  - Add Vivek Natarajen to attendees
- Motion and second to accept as amended
- Unanimous vote to approve received

## Reports

### President: Wilson

Wilson expressed that she is looking forward to the position and is here to help

### Director of Marketing: Sharland

Announced results of 2015 conference

- 13 booths; 10 paid; \$12,000 in revenue
  - Vendors liked the layout, drawings, and handing out drink tickets
  - Some conference attendees did not like going to vendors for drink tickets
- No one attended the McGraw Hill presentation

A discussion about association specific vendors followed

- Sharland stated that all vendors should become FBD-level vendors so that revenue flows through FBD
- Board members representing associations stated that association-level vendors add value to associations and that is more important than revenue flowing through FBD
- Wilson ended discussion to move on with agenda and suggested those interested send concerns to McEacharn
- No action was taken

### Coordinator of Registration: Kleen (Calk presented on her behalf)

Calk announced conference registration numbers for 2015

- 688\* total; 108 on site
- Numbers are subject to minor changes

*\*Official number used as reported number from meeting unknown.*

### Director of Placement: Barber

Barber announced placement numbers for 2015

- 11 positions; 25 applicants
- Some discussion followed about how to make placement more viable
- Barber announced that placement is open online all year

### Secretary Treasurer: Calk

Calk stated that he hopes FBD can add late registration online to reduce the number of on-site registrations

### Executive Director: McEacharn

McEacharn gave a synopsis of the 2015 contract / conference results

- Met all contractual guarantees

- There were some AV issues during the conference, mainly due to the diversity in devices used and the connections available

Vice President and General Program Chair: Davis

8 of 9 program chairs attended the meeting held earlier in the morning

Announced dates for boot camp

- June 13-14, 2015 in Oklahoma City

## Routine Administrative Issues

### Election and/or Position Appointments

Wilson discussed election/appointments made by Executive Council

- McEacharn elected to new 3-year term as Executive Director
- Barber appointed to new 3-year term as Director of Placement
- Marsh appointed to new 3-year term as Historian
- Director of Marketing election is still open for nominations

### Nominating Committee

Wilson reviewed expectations and membership of Nominating Committee

Nominating Committee was determined

- Horton as Immediate Past President will chair
- Tolleson and Garner as most recent Presidents will serve
- Renee Gravois – ACME elected
- Peggy Lane – SWDSI elected

### Site Selection Committee

Wilson reviewed expectations and membership of Site Selection Committee

Site Selection Committee was determined

- McEacharn as Executive Director will chair
- Wilson (as most recent program chair)
- Janie Gregg – SWAM
- Skip Ward – ABIS (Alternate)

### Site Selection – Future Conferences and Site Selection

McEacharn indicated a proposal had been received from Houston for 2019

- Motion was made and seconded to accept Houston for 2019 pending successful contract negotiations

McEacharn presented information about potential other sites

- Advantages/Disadvantages related to San Antonio, Austin, Irving, New Orleans, and Albuquerque were discussed
- Association representatives summarized position on sites
  - SSE – supports Albuquerque
  - SWAAA – supports Irving
  - ABIS supports Albuquerque or Irving
  - ABC – supports San Antonio, has concerns about Irving

- ACME – supports Irving with San Antonio as close second
- SWDSI – supports San Antonio, Albuquerque, and New Orleans if not close to Mardi Gras. Does not support Irving.
- SWAM – supports San Antonio and Irving (if it is called Dallas)
- SWFA – did not discuss sites
- SWCRA – supports Albuquerque, is concerned about things to do in Irving, is okay with San Antonio, and does not support New Orleans
- Motion was made and accepted for McEacharn to pursue site selection for 2018 conference for Albuquerque, San Antonio, Irving or New Orleans

## Strategic Issues

Question was raised as to whether FBD carries insurance

- Depends on contract requirements
- Suggestion made that FBD should carry conference cancellation insurance

Attendance

- Some concerns expressed about dwindling attendance numbers
- Aging of the traditional academic faculty was discussed
- Consideration of conference value discussed
- Importance of associations as lifeblood to federation discussed
- Review of bylaws requirement that minimum association attendance is 30 to remain viable

Ad Hoc Committee Suggested

- Wilson will chair this committee
- Email Ann if interested
- Suggestion that FBD Program Chair find a list of schools all around Oklahoma City and send out to all associations

Tax Exempt Status

- FBD is a 501(c)(6)
- Texas will not allow FBD to be listed on tax exempt website
- FBD is investigating future actions that will change status

## Operational Issues

Conference Venue Problems/Issues

No serious or pervasive issues seemed to be evident

Improvement/Suggestions for Program and Conference Experience

- Provide more signage for directing people to registration
- Provide conference app so attendees can look up session info immediately
- Email a welcome packet to conference participants

Other Business - None noted

Meeting Adjourned: 10:58 a.m.