

**Minutes
Federation of Business Disciplines
Board of Directors' Meeting
March 8, 2008**

Attendees:

Ashish Chandra	FBD President
David Paul	FBD Vice-President and General Program Chair
Michelle McEacharn	FBD Program Chair-Elect
Tom Tolleson	FBD Secretary/Treasurer
Sam Bruno	FBD Executive Director
Betty Kleen	FBD Past President (2007-08)
Wolfgang Hinck	FBD Past President (2006-07)
Fazlul Miah	Academy of International Business, Southwest
Chu V. Nguyen	Academy of International Business, Southwest
Bambi Hora	American Accounting Association, Southwest
Treba Marsh	American Accounting Association, Southwest
Ann Wilson	Association for Business Communications, Southwestern U.S.
Marcel Robles	Association for Business Communications, Southwestern U.S.
Chynette Nealy	Association for Business Information Systems
Carla Barber	Association for Business Information Systems
Maxwell Hsu	Association of Collegiate Marketing Educators
Pat Fountain	Association of Collegiate Marketing Educators
Kishwar Joonas*	Association of Collegiate Marketing Educators
Kai Koong	Decision Sciences Institute, Southwest
Joe Felan	Decision Sciences Institute, Southwest
Larry Garner	Southwest Academy of Management
Scott Douglas	Southwest Academy of Management
Alex Sharland	Southwest Case Research Association
Don Mosley	Southwest Case Research Association
Phil Young	Southwestern Finance Association
Lalatendu Misra	Southwestern Finance Association
Betsy Rankin	Southwestern Society of Economists
Shari Lawrence	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. Betty Kleen called the meeting to order at 9:05 a.m. She formally turned the Presidency over to Ashish Chandra and noted the changes in other officer positions. Appropriate introductions were made.
- II. The Minutes from Wednesday's Board meeting were distributed and approved after minor corrections were noted.

- III. President Chandra briefly reviewed the intense 2008 conference program. He encouraged members to try to have some lunch functions on Thursday at the 2009 conference since arrangements are so difficult with the large number of meal functions currently held on Friday. He indicated that the new Swap Meet event was reasonably well-attended and that participants seemed to have fun. The plans are to continue the Swap Meet at the 2009 conference. The activities of the associations should be considered in the timing of the event and will be discussed at the Boot Camp.
- IV. Executive Director Bruno presented the Director of Marketing report on behalf of David Douglas. He further indicated that initial results are that we met all conference guarantees. He also emphasized that we need to make a decision about the 2011 site and begin work on the 2010 site as soon as possible. These issues will be discussed later in the meeting. Bruno also presented the Director of Placement report on behalf of Gaye Trivitt. He reported tentative numbers of 33 pre-conference position postings and final position postings of 41.
- V. Outgoing Coordinator of Registration Tolleson presented his report. He reported a total of 889 association registrations and 785 conference participants. Three additional on-site registrations were received this morning which were not included in the report. Totals are tentative pending entry into the database and reconciliation with payment collections. Additionally, our on-site reporting system does not distinguish between an actual participant registration versus an extra proceedings purchase. Tolleson indicated that we did seem to have an issue with some participants (approximately 5 – 8) who mistakenly registered for the AIB association instead of their intended association. Board members and FBD officers agreed that improvements to the user friendliness of the website are needed to help avoid this problem (and other problems) in the future. The Executive Council spent a considerable amount of time at the January meeting discussing needed website improvements.
- VI. President Chandra requested feedback from members about the conference. SWAAA representative Hora offered some physical logistic comments including (1) slow elevators prevented some participants from getting from the 4th floor to the exhibit hall for the raffle drawings that occurred 10 minutes into the break, (2) non-working lights on elevators were aggravating and (3) the full FBD program needs to be posted on the website. McEacharn and Tolleson also indicated that the 2008 program needs to be posted online since we did run out of program books shortly before the close of registration. Board members also indicated that the format of the program as submitted from the associations should be in program book format rather than tables. Another suggestion was to have signs on room entrances or signs to assist with directions; some Board representatives (SWAM, SWAAA) indicated they bring large signs with them and/or print signs using normal computer programs. Website issues/problems were discussed further. An individual had been enlisted to help with the re-design of the web page but the work had not been satisfactory and was halted.

The Executive Council has enlisted the help of another individual to re-design the web page and the Council has spent time working on a better navigation system for the web page. The Council chose to keep the web system as is rather than try to implement changes pre-conference. SWAM representative Douglas emphasized the need to change dates on the website if original dates (e.g., registration availability) will not be met. ABIS representative Barber suggested a web review committee may be useful. The suggestion was refined to involve Board members by gathering feedback from them during the re-design. Outgoing Secretary-Treasurer McEacharn will send out the navigation page draft to the Board for comment. Hora (SWAAA) also suggested that transportation alternatives (e.g., shuttles, etc.) be provided in registration materials. All of these issues and suggestions will be considered further at the FBD Boot Camp.

- VII. Feedback from the associations on a 2010 site was provided next and is summarized as follows: SCRA – New Orleans would be okay but not the day after Mardi Gras, a Thursday to Sunday meeting would help that issue, and Dallas/Ft. Worth is okay if needed. ABIS – Favorable to all suggestions with same concerns about New Orleans as expressed by SCRA, Little Rock should be considered somewhere down the road but not necessarily for 2010, and internal conference modifications would be needed to address room pressures. SWAM – Hesitant on New Orleans, Ft. Worth or Austin would be good locations, approval and support for multi-year contracts, and tentative support on change in conference days with suggestion to try once and see how it works without making definitive jump to the new meeting format. SWFA – support for anywhere except New Orleans, Austin or Ft. Worth are acceptable locations, against Sunday schedule since getting attendance at Saturday meetings is so hard, approval for negotiations of multi-year contracts, and unanimous support for San Antonio regardless of cost was expressed. SSE - New Orleans in 2010 is least favorable but Dallas/Ft. Worth okay, definitely against a Thursday – Sunday venue, and okay on multi-year contracts. ABC – no support for change to Thursday – Sunday venue, and New Orleans or Ft. Worth would be okay as conference location. AIB – New Orleans is least favorite location, Thursday – Sunday conference days is no problem as long as people can get out on Sunday morning, and multi-year contracts are okay. DSI-SW – similar comments as others, New Orleans is okay but the day after Mardi Gras is worrisome, some (not major) concerns about Thursday – Sunday conference particularly in Sunday departures, and Little Rock and San Antonio should be considered. ACME – similar position as other associations and no strong support for New Orleans especially right after Mardi Gras.
- VIII. Additional site location issues were discussed and centered on the following items. *Room Rates* - In general, it appeared that most associations are receptive to some increase in room rates provided appealing locations are the result. Some discussion ensued as to room rates in the vicinity of \$190. With room sharing, higher rates could be agreeable to participants. However, it was noted that room sharing can have significant room guarantee implications. The feasibility of having a room mate request capability on the website was briefly discussed but security and liability issues make this option doubtful. Some discussion occurred with respect to charging

higher registration fees to offset room costs; side issues to this discussion included the fact that some locals may not attend with higher fees and every registrant may not be a hotel guest. *Location* – Board members indicated a strong desire to return to San Antonio even if room rates are higher. After much discussion, the Executive Director was encouraged to work with San Antonio to develop a proposal to bring to the Board for consideration. Misra (SWFA) also mentioned that FBD should try to build excitement and changing sites (getting out of same old rotation) would help. Several members of the Executive Council visited Albuquerque with the thought of a new venue in mind. They also drove to Santa Fe while on that trip. The quality of the conference location was not adequate. The Hilton only had two elevators, is located next to a truck stop, and part of the facility appears to be a converted Motel 6. SWAM and SCRA representatives agreed that there is a danger of locking into a set of conference venues since that may detract from attendance after a couple of iterations. Little Rock and Ft. Worth were also mentioned as potential sites but may have meeting room limitations. Conference organizers should consider any internal changes (e.g., round table sessions) that may help ease room pressures and help open up site location possibilities. FBD should consider Oklahoma City again in 2013 and Houston again in 2015 if negotiating a multi-year contract. However, the benefits of the multi-year contract will need to compensate for the lack of variation in the conference site location. Again, the Board encouraged consideration of San Antonio for 2012 or 2014. The possibility of the Gaylord in Grapevine was also briefly discussed although many conference participants would rather be in close proximity to restaurants, shopping, and other activities than in a resort-type setting. The necessity and benefit of having conference dates locked in three to four years ahead was re-emphasized. SWAM representative Douglas stressed that we need to build relationships within the conference and a resort setting could be beneficial for keeping conference participants together to build those relationships. But, the organization would have to provide the activities within the conference to which people would be attracted. One disadvantage to prime site locations is that conference participants are not staying at the conference site but visiting those off-site locations which does not help the organization grow internally. *Conference Dates* – Some discussion occurred as to the likelihood of lower room rates if the conference was not held at the peak (e.g., March) of the conference season. Board members in general were agreeable to considering an earlier meeting time if better rates and locations were possible. However, mid-February was generally believed to be as early as possible for the meeting time since participants will be returning for spring semesters in mid-January and would have more trouble getting away from school at the very beginning of a semester. An earlier conference date would also have implications for program development, paper submission deadlines, etc. *Return to Houston* – Executive Director Bruno is negotiating with the Hyatt Houston for a return in 2011. He currently has a tentative hold on March 8 – 13, 2011. He recapped some benefits of Houston which included the major renovations occurring now at the Hyatt Houston and a new park opening in April. A suggestion was made to also look at other properties in Houston such as the Hilton America. Meeting rooms were an issue and may require the need of the conference center. Other properties around the Galleria have been investigated but are not big enough.

- IX. The 2009 FBD General Program Chair, David Paul, thanked everyone for suggestions for making the conference better. He is looking forward to a successful conference in Oklahoma City next year since everyone seemed to be pleased with the conference the last time it was held in Oklahoma City. He has plans to target some schools not normally in our catch (e.g., mid-western states like Kansas). He emphasized that this year's meeting was a success and, with the help of everyone, he believes next year's meeting can be an even greater success.
- X. Other value-added items that FBD can provide were discussed. One suggestion was to include a Thursday evening social and another was the inclusion of a high profile speaker on the conference program. The Swap Meet was arranged to provide a social venue for conference participants and, since this was the first time it was offered, there are some items to address for improving the function. The provision of drink tickets may help attract some participants and a better coordination of the Swap Meet time with other association events could help attendance. Another suggestion was to hold an ice cream social and related issues (e.g., costs) were discussed. These items will be considered further at the FBD Boot Camp.
- XI. A request of the Board for a volunteer for the Site Selection Committee was made. Larry Garner (SWAM) and Phil Young (SWFA) agreed to serve. Reimbursement is limited to one Board member and will depend upon the availability of Garner and Young when the site visit is arranged. Incoming Secretary/Treasurer Tom Tolleson encouraged the Site Selection Committee to consider the new Omni Hotel in Ft. Worth. He indicated that the hotel is city-sponsored so special conference center arrangements may be a possibility.
- XII. President Chandra indicated that some FBD officers had met with representatives of the Association of Small Business and Entrepreneurship. Although exploring other affiliations, the ASBE representative indicated a desire to re-affiliate with FBD. The representative understood a formal probationary period would apply in which a minimum of 30 conference participants would be expected. The representative also understood that the group would be provided with one meeting room, would be encouraged to hold some Wednesday afternoon sessions, and would be expected to host some type of food event (breakfast or a Thursday luncheon). The representative asked for approval through FBD so that they can seek approval through their Board and, hopefully, re-join FBD at the Oklahoma City meeting next year. A motion to allow ASBE to seek re-affiliation with FBD through the process spelled out in the FBD bylaws was made, seconded, and approved by the Board.
- XIII. SWAM representatives and other Board members expressed their appreciation to Ashish Chandra as the General Program Chair for the 2008 meeting.
- XIV. The meeting was adjourned at 11:02 a.m.