

Missouri Alumni Association
Business Retreat Meeting Minutes
February 21, 2016
Springfield, MO – OTC Farmer’s Conference Room

Meeting Facilitator: Debbie Zamora, President

Attendees:

Jo Fritts, chapter advisor and MO Regional Coordinator
Steve Fritts, MO Regional Associate Coordinator
Debbie Zamora, President
Bree Pierfelice, Vice President
Jean Stoops, Accounts Secretary
Fran Ritchey, Secretary
Keith Crisman, Representative at Large
Kara Woody, Member
Gary Webb (through Skype), Member

- I. Call to order
 - a. Debbie Zamora called the meeting to order at 10:16 a.m.

- II. Logo
 - a. Adjustments to Finalize the Logo
 - i. Get the logo image file and make the adjustments – **Keith**
 1. Add an M in front of AA
 2. Est. 2000 on the sides of the banner
 3. Possibly doing MAA diagonal across the state (more visually appealing)
 - ii. Make sure Gary gets an email of the possible adjustments to the logo – **Fran**
 - iii. Contact Rusty (logo contest winner) – is he going to be at the upcoming March conference? - **Debbie**
 - b. Ordering Items with the Logo
 - i. We have the option of creating a “store” with Land’s End to order items with the logo. Land’s End charges by the stitch.
 - ii. Steve and Jo do all of their ordering and printing through Express Press
 1. Possibility of a discount with the owners because they are PTK alums. Mention Steve and Jo referred us.
 - iii. Because of the smaller parts of the logo, we should have an alternate logo (without wording, etc.) to be put onto smaller items (cardigans)
 - iv. Don’t order through Headquarters for tablecloths, misc. items. – too expensive
 - v. A possibility in the future is individual regional stores, hosted by Headquarters
 - vi. Do a price check/convenience factor analysis between Land’s End and Express Press –
Jean

III. Regional Conference – March 2016

a. MAA Conference Duties

- i. Have host MCC chapter assist us with registration, set-up, decoration, etc.

b. College Fair

- i. Time change – The CF will now be held from 12 p.m. to 2 p.m. (previously scheduled for 11:30 – 1:30 p.m.)
 1. Have the representatives come at 11:30 a.m. for set-up
- ii. Exhibitor and Sponsorships/Taking Care of the Representatives
 1. Silver Exhibitors: As of now, 4 representatives have signed up for breakout sessions (let them know that as of now, we are doing a lunch presentation instead of individual breakout sessions due to timing and space – better audience for them)
 2. Gold Exhibitor: Evangel has two options for the general session they speak at – 9 a.m. or 2:15 p.m. **Make Evangel aware of their options and ask that they decide which one they would like to present at**
 3. Platinum Co-Sponsor: Webster – **Confirm that Joan will be there to address the Awards Banquet**
 4. We will invite the representatives to lunch, provide them with baskets of snacks, bottled water, PTK swag, and handwritten thank you notes
- iii. Last minute push to get specific institutions. **Call:**
 1. Wash U (day school and University College) – talk with Pat Matthews
 2. Stephens College – remind them that they can attend at no charge
 3. U of A Fayetteville
 4. Fontbonne
- iv. Things We Still Need
 1. Bios to introduce the Silver, Gold, and Platinum representatives
- v. College Fair Engagement
 1. Instead of a bingo game where representatives sign (have heard complaints in the past with this method), we will create a program tear-out trivia game so that students ask questions relevant to the institutions and to the CF
- vi. College Fair Follow-up
 1. A few days after the CF, send an email “Thank you” that includes pictures from the fair, general Phi Theta Kappa information, and survey of what we could better in the future
- vii. Hosting a Fall College Fair
 1. There was a brief discussion of holding a second College Fair at the fall conference but no decisions were made

c. MAA Update

- i. We will be presenting a MAA Update and will unveil the new logo before the first Keynote speaker/General Session

d. Conference Program

- i. The conference program, created for our last conference, was a hit with everyone and we will continue to print them for future conferences. Will include the agenda for the conference and bios of keynote speakers
- ii. We all agreed that in each conference’s program, there should be one page dedicated to MAA – updates, election news, ballot, calls to action
- iii. Send Kara the MAA “who we are” draft flyer that has been written up – **Fran**

- e. Spring Graduation Campaign
 - i. We will have a table at the conference dedicated to congratulating grads. We will need a sign-up board, balloons, sign-up cards, and a box for the cards
- f. Petey K Bear
 - i. Petey K is currently being cleaned. His body is at the cleaners (Debbie dropped him off). The bag and clothes are being put through Debbie's washer. Feet and head need to be cleaned and deodorized. Padding needs to be re-created (cannot be salvaged – falling apart and stinks)
 - ii. All agreed that Petey is making his first reappearance in years at the upcoming March conference and will be introduced as a special guest, wearing the brand new 2016 conference t-shirt
 - 1. **Debbie** will let Steve and Jo know what shirt size Petey needs
 - 2. **Need to have a written bio for Petey**
 - 3. Decided that Keith will be Petey. **Keith** will pick the song he wants to walk in to and tell Steve and Jo so they can tell the DJ

IV. By-laws

- a. Updating the By-laws already voted-on issues
 - i. In order to be consistent with already-voted on issues and since the time is coming to phase out the Representative at Large position, **we need to update the positions, replacing anything Rep at Large with Past President and taking out any temporary clauses about the position switch-over**
- b. 2016 Elections
 - i. For the upcoming election, make a ballot of the positions available, position duties, etc. – **Fran**
 - ii. Print a copy of the officers induction swearing-in script - **Fran**
 - iii. For consistency's sake, we need the President position extended one more month (March 2016 – April 2018) so that we have the same President (who is familiar with all the foundational work and planning) during NerdNation 2018. This extension will be left up to the discretion of the Regional Coordinators.
 - 1. As of now, the plan is to have the normally held elections in March 2018 while letting the President-Elect know that their term will not start until after NerdNation has ended, when the presiding President steps down from office.

V. Merchandise/Sales

- a. Phasing out old merchandise at upcoming Conference
 - i. Luggage tags – put these into the conference bags
 - ii. Put swag (handle wraps and keychains) in College Fair reps baskets
 - iii. Sell remaining keychains and zipper pulls for \$1.00
- b. Ordering
 - i. Leaders of Promise pins – For the next colors, we are considering pink and Caribbean blue (for NerdNation in Florida)
 - ii. **Need to call the bling pin vendor and order pink pins for upcoming NerdNation**
- c. Ideas for the Future
 - i. We will now be selling all of our merchandise at both Regional conferences and NerdNation
 - 1. Will offer a Region discount off of normal NerdNation prices

2. At NerdNation we will be offering a new product: Commemorative Stephens plaque pin with blue/gold ribbon – support the 100th Anniversary of Phi Theta Kappa. Prices to be determined closer to time for NerdNation.
- ii. As soon as we phase out old merchandise, refresh what we sell with more up-to date products

VI. Communications

a. Newsletter

- i. We have decided that we would like to provide an informational newsletter to Missouri Alumni Association Members
 1. Kara introduced us to the company *Constant Contact*, an online company that provides small businesses and organizations buildable templates for various “campaigns”, including newsletters, voting campaigns, ballots, graduation campaigns, surveys, etc.
- ii. *VOTE* – Jean moved that we buy a subscription to Constant Contact for \$20.00/month
 1. Keith seconded the motion
 2. All in favor; no opposed; motion carried
 3. *AMENDMENT TO THE VOTE* – After more discussion and research, it was discovered that if we buy a year subscription instead of monthly subscription, we would get a 15% discount, bringing the price down to \$17.00/month. Jean moved to amend the vote so that we buy a yearly subscription to Constant Contact for the discounted price of \$17.00/month.
 - a. Keith seconded the motion to amend
 - b. All in favor; no opposed; motion carried
 4. Kara discussed that we may want to speak to Constant Contact directly to see if a free membership may be possible, explaining to them that if we use and like their service then others in the Region may use their services.

VII. Financials

a. Jean gave us an update on the budget that was approved at the August 2015 business retreat.

- i. All expenses are logged
 1. Unexpected purchase – fee for ordering checks
 2. Purchased blue Leaders of Promise pins
 3. Given one Good as Gold engagement scholarship
- ii. No merchandise sold yet
- iii. Received income for College Fair has been logged
 1. Discussion ensued on how much money from College Fair proceeds go to the Region. Agreed on a donation to the Region of the entire amount for meal sponsorships (lunch and awards banquet dinner) and \$10.00/min for breakout sessions and general sessions.

b. Financial Goals

- i. At the August 2015 business retreat, we had set a College Fair goal of \$4000.00 in proceeds from two College Fairs (one held in spring and one held in fall). As of now, there are only plans for one College Fair a year. With only one fair, we are only a few hundred dollars away from the \$4000 goal we had set for two fairs!
- ii. Also at the August 2015 business retreat, we had set a goal to recruit 25 members. At the current membership fee of \$30.00, that is a goal of \$750.00.
- iii. It was discussed that in the future we would like to build into our annual budget the Regional conferences and NerdNation registration costs for the executive team to attend

so that the executive team members don't have to pay out of pocket for all three annual conferences.

c. Foundation Endowments

- i. At the August 2015 business retreat, we had discussed setting up two pension plan endowments through the Foundation, one designated for Missouri students and the other designated for Missouri advisors. After further discussion with Foundation staff, we have decided to no longer pursue this goal.

d. Bank

- i. Still have no bank online access because the signature card has not been turned in.
- ii. Jo will email Cheryl Winters about the status of the bank signature card

VIII. Remaining Misc. Business

- a. On February 28th, we will be having a Skype meeting with the Illinois Alumni Association to discuss best practices and possible fellowship opportunities.
- b. After the executive officer elections in March, send our updated information to Steve and Jo so that they can have their contacts at Headquarters update the Missouri Alumni Association information on ptk.org.

IX. Adjournment

- a. Keith motioned to adjourn the meeting; Bree seconded
- b. Debbie adjourned the meeting at 1:16 p.m.

SECRETARY'S NOTE: Anything in **BOLD** is indication of a task that has either been assigned to a specific officer or needs to be done by any officer of the Executive Team