

BOARD OF TRUSTEES MINUTES



U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

WINTER 2014 MEETING MINUTES

FEBRUARY 11, 2014
11:30 A.M.–1:00 P.M. EST
WEBINAR

In attendance: Robert J. Foulks, IOM, CAE, CPA, CGMA; Matt G. Pivarnik, IOM, CCE; Robert E. Thomas, IOM, CAE, CMP; Marianne Virgili, IOM, CCE; Christin Berry, CAE; Rich Cantillon, IOM; Dan Colantone, IOM, CCE; Barry B. Copeland, IOM; Steven H. Davis, IOM, CAE; Matt R. McCormick, IOM, CCE; Timothy M. McKee, IOM; Jeff K. Sandford, IOM; Marnie L. Uhl, IOM, ACE; Joe Unterreiner, IOM, CCE; Chris E. Wallace, IOM, CCE; Jackie Rakers, IOM, PFMM; Kimberly Guida, IOM, CAE; Raymond P. Towle, IOM, CAE; Karyn K. MacRae, IOM, CAE, CMP; Shelby A. Parish, IOM, CMP; Meghan Morgan, IOM; Andrew Weller

Not in attendance: Jeremy L. Arthur, IOM; Peter L. Aust, IOM; Barbara deBoom, IOM, ACE; Karen DelVecchio, IOM; Joseph B. Henning, IOM, CAE, ACE

I. Welcome and Introductions

Robert J. Foulks, IOM, CAE, CPA, CGMA welcomed everyone to the call and introductions were made.

II. Approval of Minutes

The minutes from the October 4, 2013 meeting were approved with one amendment: Rich Cantillon, IOM was present at the meeting.

III. Approval of Nominating Committee Report

The Board of Trustees, Curriculum Committee, Winter Board of Regents, and West Board of Regents nominating committee reports were all approved.

BOARD OF TRUSTEES

NEW TRUSTEE

Kimberly Nastasi, IOM
Chief Executive Officer
Mississippi Gulf Coast Chamber of Commerce
Term: Through 2015 *as Chair of Winter Board of Regents*

ROTATING OFF BOARD

Rich Cantillon, IOM
President and CEO
Ponca City Area Chamber of Commerce (OK)
Term: Through 2014 *as Chair of Winter Board of Regents*

CURRICULUM COMMITTEE

NEW MEMBER

Jack Lank, IOM
President and CEO
The United Regional Chamber of Commerce (MA)
Term: Through 2015 *as Vice Chair of Winter Board of Regents*

ROTATING OFF COMMITTEE

Kimberly Nastasi, IOM
Chief Executive Officer
Mississippi Gulf Coast Chamber of Commerce
Term: Through 2014 *as Vice Chair of Winter Board of Regents*

BOARD OF TRUSTEES MINUTES



U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

WINTER 2014 MEETING MINUTES

WINTER BOARD OF REGENTS

Chair

Kimberly Nastasi, IOM
Chief Executive Officer
Mississippi Gulf Coast Chamber of Commerce
Term: 2014-2015

Vice Chair

Jack Lank, IOM
President and CEO
The United Regional Chamber of Commerce (MA)
Term: 2014-2015

Past Chair

Rich Cantillon, IOM
President and CEO
Ponca City Area Chamber of Commerce (OK)
Term: 2014-2015

The following individuals are nominated:

Rick Howe, IOM
Visitors Service Director
Jackson Hole Chamber of Commerce (WY)
Term: 2014-2016

William Lee, IOM
President and CEO
Gallup-McKinley County Chamber of Commerce (NM)
Term: 2014-2016

Robert Medler, IOM
Vice President, Government Affairs
Tucson Metropolitan Chamber of Commerce (AZ)
Term: 2014-2016

Term Renewals (two-year term):

Nick Kieffer, IOM
Vice President, Business Development
Goshen Chamber of Commerce (IN)
Term: 2012-2016

Lisa Krueger, IOM, ACE
President and CEO
Lake Havasu Area Chamber of Commerce (AZ)
Term: 2010-2016

Ruth Littlefield, IOM, CCE
Senior Vice President
Tulsa Regional Chamber (OK)
Term: 2012-2016

Stephanie Parton, IOM, CAE
Senior Manager, Member Communications
Indiana CPA Society
Term: 2012-2016

Ed Stolmaker, IOM
President and CEO
Marana Chamber of Commerce (AZ)
Term: 2012-2016

REMAINING ON BOARD, NO ACTION REQUIRED

Blain Andera, IOM
Executive Director
Spirit Lake Chamber of Commerce (IA)
Term: 2011-2015

Erin Bemis, IOM
President
Bemis Consulting, LLC (MI)
Term: 2011-2015

Kasey Cronquist, IOM
CEO and Ambassador
California Cut Flower Commission
Term: 2009-2015

ROTATING OFF BOARD

Jaime L. Henning, IOM, CCE
Director of Events and Corporate Relations
Lincoln Chamber of Commerce (NE)
Term: 2012-2014

Megan A. Lucas, IOM, CEcD
Economic Development Director
Altavista Economic Development Authority (VA)
Term: 2013-2014

Marnie L. Uhl, IOM, ACE
President and CEO
Prescott Valley Chamber of Commerce (AZ)
Term: 2008-2014

BOARD OF TRUSTEES MINUTES



U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

WINTER 2014 MEETING MINUTES

WEST BOARD OF REGENTS

The following individuals are nominated:

Alison Grems, IOM
President and CEO

Canandaigua Chamber of Commerce (NY)
Term: 2013-2015

Tony Felker, IOM
President and CEO
Frisco Chamber of Commerce (TX)
Term: 2013-2015

IV. Boards of Regents' Reports

Each of the regent chairs shared their plan of action to drive site attendance and meet their goals.

a. Winter Board of Regents Report

Rich Cantillon, IOM, President and CEO, Ponca City Area Chamber of Commerce, reported on the success of Winter Institute. Volunteers were very engaged with attendees throughout the entire week, and the evening events were well executed. Due to weather and illness, final enrollment numbers were just below goal, despite being above goal in the weeks leading up to site. The professional consultation program saw high participation, and the board looks forward to improving the program moving forward. Regent assignments were made on-site for 2015. Having Bob Foulks on-site the whole week was much appreciated.

b. Midwest Board of Regents Report

Jackie Rakers, IOM, PFMM, Executive Director, Illinois Association of Mutual Insurance Companies, presented the Midwest report on behalf of Joseph B. Henning, IOM, CAE, ACE. Midwest is excited to kick off the summer season and is happy to report that all advisors and Regent Partners have been confirmed. One of their goals involves promoting the Pay it Forward program in 13 Midwestern states, in addition to soliciting economic development organizations and CVBs in those same states. They successfully conducted a "What is Institute?" webinar, which was offered to prospective attendees and are active on social media. The board continues to utilize the IOM Alumni Network and current attendees in their recruitment efforts. They look forward to improving the Madison experience.

c. Southeast Board of Regents Report

Barry Copeland, IOM, Senior Vice President, Birmingham Business Alliance, delivered the Southeast report, which focused on goals in four areas: attendance, diversity, scholarships, and communications. The board have several strategies in place, including alumni and association outreach, to help them reach their attendance goals. They plan to improve diversity at Southeast by doubling the number of African American first-year students, in addition to generating \$10,000 for scholarships. The weekly email program will be continued during 2014. Lastly, Southeast plans to test pilot an expanded Graduate Elective Program.

BOARD OF TRUSTEES MINUTES



U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

WINTER 2014 MEETING MINUTES

- d. West Board of Regents Report
Marianne Virgili, IOM, CCE, President and CEO, Glenwood Springs Chamber Resort Association, presented the West report on behalf of Peter L. Aust, IOM. The West board has tasked themselves with recruiting two first-year attendees, in addition to tracking and communicating with association and chamber professionals who recently joined the industry. They plan to specifically target organizations located in the Southwest and Northwest states, in addition to expanding upon diversity by identifying and recruiting from new markets. In the months leading up to site, they will develop a realistic and appealing plan for dorm culture, as well as a guide to the Southern California area.
- e. Northeast Board of Regents Report
Kimberly Guida, IOM, CAE, Director of Insurance Services, Rochester Automobile Dealers Association, presented the Northeast report on behalf of Karen M. DelVecchio, IOM. Northeast feels confident that they can carry over their successes from 2013 and reach their 2014 attendance goals. The board will continue to target organizations located in states within driving distance to Villanova, as well as reach out to recent graduates, encouraging them to send their staff. The board is relying on each other to ensure that Institute is being discussed and represented at state and regional conferences. They look forward to revamping the opening night Mixer and improving the overall attendee experience.

V. Institute Year in Review

Staff provided brief overviews of various aspects of the program. Karyn K. MacRae, IOM, CAE, CMP spoke about the goals, Institute's strong relationship with state organizations, opportunities with alumni and fundraising, and gave recognition to the volunteers.

- a. Marketing (Andrew Weller)
- The 2014 planner has been in-hand since the beginning of the year and has already been used as marketing collateral at state conferences, conventions, and meetings. We will continue to mail it out to state and local conferences as marketing collateral, in addition to including it in upcoming membership mailings.
 - The Spring 2014 issue of *Chamber Executive* magazine will feature an ad, themed "I am an IOM Because..." featuring Bob Thomas, IOM, CAE, CMP. A new advertisement will also be included in the Summer 2014 issue of the same magazine.
 - Many different postcard-size advertisements have been created, highlighting a different Institute site on one side and various IOM social media pages on the reverse. These are one of our main marketing pieces and are included in almost every direct mailing and conference mailing.
 - A social media card handed out on-site in Tucson publicized the Institute blog and instructed students as to how to take advantage of the Guidebook App. The card will be updated and distributed this summer.

BOARD OF TRUSTEES MINUTES



U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

WINTER 2014 MEETING MINUTES

- Three web banner advertisements will be included on ASAE's website for the months of January-March highlighting Tracey Halliday and the Institute program, including sites and dates, and how to register.
 - The creation of new marketing materials is underway. These new cards and flyers will feature testimonials, alumni, scholarship information, etc. all keeping with the 2014 Institute brand.
- b. State Partnerships (Shelby A. Parish, IOM, CMP)
- In August of 2013 and again in January of 2014, Institute reached out to 53 chamber of commerce executive associations and 45 association executive societies, encouraging them to share information about Institute with their members.
 - For the first time, Institute reached out to 13 State Convention and Visitor Bureaus and 9 State Economic Development Councils to offer the PIF promotion.
 - At Winter Institute, nine first-year participants attended Institute using a PIF scholarship; eight chamber professionals and one association professional.
 - Since the Fall Board Meeting, 981 water bottles have been sent to 18 meetings across the country.
 - Institute sponsored a faculty member at the recent W.A.C.E. annual meeting and will do the same for MAKO.
- c. Scholarships (Shelby A. Parish, IOM, CMP)
- 43 scholarships were awarded at Winter Institute.
- d. Sponsorships (Shelby A. Parish, IOM, CMP)
- 2014 Winter Institute sponsors included Sam's Club, Constant Contact, Arizona Chamber Executives, Guidebook, TargetMarketing/SouthComm Publishing, and Office Depot National Chamber Program. A special thank you was given to the California Cut Flower Commission, who will once again donate flowers to all 2014 Institute graduates.
- e. Social Media (Meghan Morgan, IOM)
- Trustees who engage with Institute on social media were thanked and the group was told that great increases have been seen in all outlets.
 - To engage with alumni and further promote the content on the Institute blog, commencing in February, Institute will send monthly newsletters highlighting blog content to both alumni and current attendees.
 - In response to a suggestion offered during the Fall Board Meeting, Institute staff created lists of social media posts to be shared by regents to promote Institute in the months leading up to each site. Each Board of Regents will be sent a list of sample posts and a calendar of when to post.

BOARD OF TRUSTEES MINUTES



U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

WINTER 2014 MEETING MINUTES

- In November 2013, the IOM Alumni Facebook Group was created to be a place where alumni can post and respond to discussions. The conversations will not be staff driven, but in the coming weeks, staff will create a strategy to promote conversation in the group.
 - All sites in 2014 will have a mobile app. Based on feedback received at Southeast Institute, a number of features were added to the Winter Institute App, and those same features will be provided at all sites this summer.
- f. Webinar (Meghan Morgan, IOM)
- Since the Fall Board Meeting, Institute hosted a webinar led by Ben Taylor, IOM entitled “So You Say You’re the Voice of Business?” The topic was advocacy and 56 individuals participated in the webinar.
 - At this time, Institute’s energies are better suited focusing on other online opportunities. Currently, no future webinars have been scheduled.

VI. Chairman’s Report

Robert J. Foulks, IOM, CAE, CPA, CGMA delivered his chairman’s report.

- Institute staff were thanked and recognized for recent promotions and industry certifications.
- The work done by the Curriculum Committee was recognized and the group was reminded that for the first time, curriculum changes made at the 2013 Fall Board Meeting were incorporated at the 2014 Winter site. In the past, changes were not incorporated until Midwest.
- Rich Cantillon, IOM and the rest of the Winter Board of Regents were congratulated on a job well done. Bob shared his positive experience at being on-site all week and how he was made to feel part of the team.
- 2014 registration goals were reviewed:
 - Overall: 343 first-years/898 overall
 - Winter:
 - Goal: 68 first-years/210 overall
 - Actual: 63 first-years/204 overall
 - Midwest: 55 first-years/121 overall
 - Southeast: 107 first-years/268 overall
 - West: 41 first-years/118 overall
 - Northeast: 72 first-years/181 overall
- It was noted that we will see long-term effects of re-engaging with alumni. As an example, Bob has recently connected with Jim Morgan at the Wisconsin Manufacturers & Commerce about them promoting the program and potentially sponsoring.

BOARD OF TRUSTEES MINUTES



U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

WINTER 2014 MEETING MINUTES

VII. Alumni Outreach Brainstorm

Participants shared ideas for alumni outreach.

- “Re-engaging” entails the following:
 - Using the IOM in professional correspondence.
 - Following Institute on social media.
 - Recruiting – spreading the word about what Institute did for you and why it’s beneficial to attend. Send your staff.
 - Attending the Graduate Elective Program.
 - Volunteering as a Class Advisor or a regent.
- IOM ribbons should always be worn at state conferences.
- Alumni receptions at state conferences are also key when made possible.
- Alumni should be utilized to create a recruitment strategy at MAKO and other conferences.
- The Prospective Student Toolkit and other great resources are available.
- We need to figure out a way to convey the value of Institute for succession planning to organization executives and/or board chairs.
- A suggestion was made to create a scholarship for alumni to award, which will be explored further.
- Your involvement should be advertised to the people who know you. Press releases and social media are great ways to do this.

VIII. Other Business

The group was informed that planning for 2015 has already begun, and that a conference call with all 2015 chairs took place.

IX. Adjournment

Excitement for 2014 was expressed and everyone was encouraged to send and/or recruit at least one first-year attendee, in addition to being active on social media. Site chairs were encouraged to communicate with their individual boards this week, and all were reminded that the 2014 Fall Board Meeting will take place at USCC Headquarters on Thursday, October 9th and Friday, October 10th.

There being no other business the webinar was adjourned.