

# BOARD OF TRUSTEES AGENDA



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

WINTER 2016 MINUTES

FEBRUARY 10, 2016  
11:30 A.M.–1:00 P.M. EST  
WEBINAR

In attendance: Robert E. Thomas, IOM, CAE, CMP; Kimberly Nastasi, IOM; Joseph B. Henning, IOM, CAE, ACE; Jeremy L. Arthur, IOM; Christin Berry, CAE; Mark L. Field, IOM, CCE; Kimberly Guida, IOM, CAE; DJ Johnson, IOM, CAE; Jack Lank, IOM; Megan A. Lucas, IOM, CEcD; Matt R. McCormick, IOM, CCE; Timothy M. McKee, IOM, CCE; Jodie A. Perry, IOM; Corey Rosenbusch, IOM, CAE; Marnie L. Uhl, IOM, ACE; Tony Vedda, IOM, CCE; Chris E. Wallace, IOM, CCE; Scott Waller, IOM; Raymond P. Towle, IOM, CAE; Karyn K. MacRae, IOM, CAE, CMP; Meghan M. Longenecker, IOM; Andrew Weller; Carly Turk

Not in attendance: Catherine S. Dority, IOM; Teresa Eytet, IOM; L. Dean Faile, IOM; Crystal Moore; Matt G. Pivarnik, IOM, CCE

## I. Welcome and Introductions

Robert E. Thomas, IOM, CAE, CMP welcomed everyone to the call and introductions were made.

## II. Approval of Minutes

The minutes from the October 9, 2015 meeting were unanimously approved.

## III. Approval of Nominating Committee Report

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

### BOARD OF TRUSTEES

#### NEW TRUSTEE

Blain Andera, IOM  
Executive Director  
Spirit Lake Chamber of Commerce (IA)  
Term: Through 2017 *as Chair of Winter Board of Regents*

#### ROTATING OFF

Jack Lank, IOM  
President and CEO  
The United Regional Chamber of Commerce (MA)  
Term: Through 2016 *as Chair of Winter Board of Regents*

### CURRICULUM COMMITTEE

#### NEW MEMBER

Stephanie M. Parton, IOM, CAE  
Director, Marketing Communications  
Indiana CPA Society  
Term: Through 2017 *as Vice Chair of Winter Board of Regents*

Morri Yancy, IOM  
President  
Lake Guntersville Chamber of Commerce (AL)  
Term: 2015-2017

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### ROTATING OFF COMMITTEE

Marla C. Akridge, IOM  
Executive Director  
Alleghany Highlands Economic Development  
Corporation (VA)  
Term: 2012-2016

Blain Andera, IOM  
Executive Director  
Spirit Lake Chamber of Commerce (IA)  
Term: Through 2016 as *Vice Chair of Winter Board of Regents*

### WINTER BOARD OF REGENTS

#### Chair

Blain Andera, IOM  
Executive Director  
Spirit Lake Chamber of Commerce (IA)  
Term: 2016-2017

#### Vice Chair

Stephanie M. Parton, IOM, CAE  
Director, Marketing Communications  
Indiana CPA Society  
Term: 2016-2017

#### Past Chair

Jack Lank, IOM  
President and CEO  
The United Regional Chamber of Commerce (MA)  
Term: 2016-2017

#### The following individuals are nominated:

Karri Clark, IOM  
Director of Sales and Membership Operations  
Bozeman Area Chamber of Commerce (MT)  
Term: 2016-2018

Mike Hofman, IOM  
Executive Director  
Orange City Chamber of Commerce (IA)  
Term: 2016-2018

Douglas "Duffy" MacKay, IOM, N.D.  
Senior Vice President, Scientific and Regulatory  
Affairs  
Council for Responsible Nutrition (DC)  
Term: 2016-2018

#### Term Renewals (two-year term):

Rick Howe, IOM  
Visitors Service Director  
Jackson Hole Chamber of Commerce (WY)  
Term: 2014-2018

Nick Kieffer, IOM, CP  
Vice President, Business Development  
Goshen Chamber of Commerce (IN)  
Term: 2012-2018

William Lee, IOM  
County Designee, Legislative Committee  
Gallup-McKinley County Chamber of Commerce  
(NM)  
Term: 2014-2018

Ruth Littlefield, IOM, CCE  
Vice President, Membership Development and  
Relations  
Tulsa Regional Chamber (OK)  
Term: 2012-2018

Robert Medler, IOM  
Vice President, Government Affairs  
Tucson Metro Chamber (AZ)  
Term: 2014-2018

Tracy Mosley, IOM  
President and CEO  
Choctaw Chamber of Commerce (OK)  
Term: 2014-2018

Ed Stolmaker, IOM  
President and CEO  
Marana Chamber of Commerce (AZ)  
Term: 2012-2018

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### REMAINING ON BOARD, NO ACTION REQUIRED

Steven Baas, IOM  
Vice President for Government Affairs  
Metropolitan Milwaukee Association of Commerce  
(WI)  
Term: 2015-2017

Steve Halter, IOM  
President  
Greater Poplar Bluff Area Chamber of Commerce  
(MO)  
Term: 2015-2017

### ROTATING OFF BOARD

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

Kimberly Nastasi, IOM  
Chief Executive Officer  
Mississippi Gulf Coast Chamber of Commerce  
Term: 2007-2016

### MIDWEST BOARD OF REGENTS

#### The following individual is nominated:

Stacey L. Wilson, IOM, CAE  
Director, Learning and Collaboration  
Indiana CPA Society  
Term: 2015-2017

## IV. Program Updates

Staff provided brief overviews of various aspects of the program. Karyn K. MacRae, IOM, CAE, CMP spoke about goals and opportunities and gave recognition to the volunteers and staff.

### a. Marketing (Andrew Weller)

- Staff is very happy with marketing efforts since the last Winter Board meeting; improved marketing on all different mediums and took advice offered last year.
- Two different screen cleaners (association and chamber specific) are in production and will be featured at the association luncheon in March.
- Moving forward, there is need to increase efforts to smaller chambers and associations and increase the number of demographics reached, per BOT suggestion.
- Banner advertisements displayed on ASAE's website include attendee testimonials, an overview of the program, and a list of the Institute summer sites, dates, and locations that all link back to [institute.uschamber.com/register](http://institute.uschamber.com/register).
- ACCE's *Chamber Executive* magazine has been an important medium for Institute to advertise testimonials and upcoming registration dates. Multiple half-page and full-page ads have been placed in the magazine in the style of, "I AM AN IOM BECAUSE..."
- "Important dates and deadlines stuffer" was updated with the new 2016 summer sites and 2017 Winter dates, and was placed in the post-site thank you letters sent to Institute attendees.
- Institute planner is distributed to all Institute attendees at site registration and is also included in conference shipments all around the country. This planner contains a calendar that people use all throughout the year and is a "walking advertisement."

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- The new blue water bottles given to attendees with their planner during Winter registration were very well received. Moving forward, new pieces will be distributed on-site to keep marketing efforts fresh and vibrant.
- b. Fundraising (Karyn K. MacRae, IOM, CAE, CMP)
  - Update was delivered on behalf of Shelby A. Parish, IOM, CMP.
  - 2015 was the first year Institute had an official fundraising strategy, which proved to be an overall success.
  - The goal of \$36,000 was surpassed, with just over \$41,000 raised.
  - 81% of board members participated in fundraising efforts. Staff will continue to communicate fundraising expectations with board members moving forward.
  - #GivingTuesday and on-site efforts were two areas in which fundraising excelled.
  - 2016 goals include raising \$45,000 and increasing participation amongst alumni.
- c. Scholarships (Karyn K. MacRae, IOM, CAE, CMP)
  - Update was delivered on behalf of Shelby A. Parish, IOM, CMP.
  - Due to fundraising success in 2015, scholarships for 2016 look strong.
- d. Social media (Meghan M. Longenecker, IOM)
  - To aid board members in the promotion of Institute, Institute staff will send social media calendars to the Board of Trustees and to the Boards of Regents for the four summer sites. New to the social media calendar in 2016 will be the addition of LinkedIn posts.
  - The IOM Alumni Facebook Group will continue to remain active. The group sees sporadic activity throughout the year, and there are no cons to keeping the group alive.
  - Winter Institute's social media activity was lower this year than in 2015. One factor that could have contributed to this was the rainy weather. Attendees did not go outside as much and take pictures in the beautiful Arizona weather like they have in previous years.
  - Overall, Institute's social media outlets have seen significant growth since the 2015 Board of Trustees Winter Webinar.
- e. Winter geographic breakdown (Carly Turk)
  - The Winter geographic breakdown sheet shows that Institute saw 246 attendees from 35 states and the District of Columbia.
  - DC, Missouri, Oklahoma, and Virginia had the largest increases in attendees. Texas once again had the most attendees represented from one state.

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### V. Boards of Regents' Reports

Each of the regent chairs shared their report. For the four summer sites, this included their plan of action to drive site attendance and meet their goals.

#### a. Winter Board of Regents report

Jack Lank, IOM delivered the Winter Board of Regents report and shared the success of 2016 Winter Institute. Recognition for the strong attendance numbers was given to the board for their continued outreach and communication with current attendees and prospects. Everyone worked together to overcome the logistical challenges faced on-site. Successes and highlights from the week included the silent auction and general fundraising, lunch roundtable discussions and professional consultations, and the Graduation/Big Bash event.

#### b. Midwest Board of Regents report

Vice Chair Jodie A. Perry, IOM delivered the Midwest Board of Regents report on behalf of Chair Teresa Eyt, IOM. Midwest is looking forward to June and is excited to follow in Winter's footsteps with strong attendance numbers. Two ways in which to assist with recruitment involve regents promoting to nonprofit organizations such as CVBs, charitable organizations, and historical societies, as well as regents fully utilizing their Board Scholarships. The Class Advisor slate is almost finalized and the group is working on ways to improve the opening Kickoff session.

#### c. Southeast Board of Regents report

Mark L. Field, IOM, CCE delivered the Southeast Board of Regents report. Southeast plans to utilize social media in their recruitment efforts. They are also placing special focus on association and diversity recruitment, in addition to utilizing their Board Scholarships to reach historically untapped organizations. All Class Advisors have been finalized and confirmed.

#### d. West Board of Regents report

Tony Vedda, IOM, CCE delivered the West Board of Regents report and shared how the board plans to improve diversity at the West site by seeking out diverse organizations within everyone's communities, as well as leveraging current relationships with ACCE and other state organizations. There is a new hotel this year, along with the on-campus housing option. The on-campus experience has improved the past few years with the addition of welcome bags and pre-site information. Scholarships and fundraising efforts continue to be a focus and source of pride for West.

#### e. Northeast Board of Regents report

Chris E. Wallace, IOM, CCE delivered the Northeast Board of Regents report. Strategic goals include enhanced marketing to help increase attendance, and regents were tasked with recruiting at least one first-year, preferably to the Villanova site. The on-site auction will return to its previous paper-bidding format and the fundraising goal has been increased. Regents have placed an emphasis on customer service, as well as on social media efforts.

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### VI. Recruitment Efforts and Action Items

Robert E. Thomas, IOM, CAE, CMP led the discussion on how to create more program awareness amongst associations, diversity organizations, and millennial professionals. Regent chairs were thanked for focusing on diversity. Highlights from the discussion are included below.

#### a. Associations

- Consider offering scholarships to associations in volunteers' home state.
- Focus on CAE recruitment and testimonials, particularly around the time that CAE test results are released (late January/late June).
- Utilize board member connections to state associations.
- Leverage relationship with Melissa Walling for connection into the Association Forum of Chicagoland.
- Use word-of-mouth promotion to recruit for the association open house in DC.

#### b. Diversity organizations

- Before attempting to recruit, be sure to inform diverse organizations about what Institute is and why it would be beneficial.
- Use marketing to state conferences as an opportunity to focus on diverse organizations within board members' states.
- It was noted that many organizations are volunteer driven and not run by staff.

#### c. Millennial professionals

- Connect with state societies to see what millennial-focused programs they offer.
- Look to millennial leadership in Regent/Class Advisor selection.
- Reach out to chambers in communities with colleges/universities to help inform recent graduates about the study of nonprofit management. Touch base with ACCE's University Communities Council.

### VII. Chairman's Report

Robert E. Thomas, IOM, CAE, CMP delivered his chairman's report, which included the points below.

- The work done by the Curriculum Committee was recognized and it was shared that most of the curriculum changes made at the 2015 Fall Board Meeting were incorporated at the 2016 Winter site. The last few changes will go into effect starting at the 2016 Midwest site with the addition of C420 and elimination of C440.
- Jack Lank and the rest of the Winter Board of Regents were congratulated.
- The success of eliminating slideshow presentations during graduation was reiterated.

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- 2016 registration goals and excitement for the summer were shared.
  - Overall: 332 first-years/940 overall
  - Winter:
    - Goal: 76 first-years/231 overall
    - Actual: 86 first-years/246 overall
  - Midwest: 57 first-years/158 overall
  - Southeast: 99 first-years/262 overall
  - West: 36 first-years/115 overall
  - Northeast: 64 first-years/174 overall
- Feedback on curriculum, logistics, etc. was encouraged.

### VIII. Other Business

No other business was discussed.

### IX. Adjournment

Excitement for 2016 was expressed and everyone was encouraged to continue actively promoting the program and utilize their Board Scholarships.

There being no other business the webinar was adjourned.

Next In-Person Meeting: September 30, 2016, Washington, DC