



Board of Trustees – 2022 Winter Meeting

Minutes

February 8, 2022

11:30 a.m. EST

In attendance: Matt R. McCormick, IOM, CCE; Stephanie M. Parton, IOM, CAE; Jeremy L. Arthur, IOM, CCE; Christin W. Berry, CAE; Rich Cantillon, IOM; Erin Carter, IOM; Kim Dahlsten, IOM; Ryan Evans, IOM; Mark L. Field, IOM, CCE; Pammie Jimmar, IOM; Nick Kieffer, IOM, CP; Jack Lank, IOM; Jodie Perry, IOM, CCE, CCEO-AP; Scott Waller, IOM; Angie Whitcomb, IOM; Morri Yancy, IOM; Raymond P. Towle, IOM, CAE; Karyn K. MacRae, IOM, CAE, CMP; Cici Francisco; Isabel Stone

I. Welcome and Introductions

Matt R. McCormick, IOM, CCE welcomed everyone to the meeting and roll was called.

II. Approval of Minutes – September 24, 2021

Minutes from the September 24, 2021 meeting were approved with no changes.

III. Approval of Nominating Committee Report

The nominating committee reports for the Board of Trustees, Curriculum Committee, and Winter Board of Regents were reviewed and approved.

BOARD OF TRUSTEES

NEW TRUSTEE

Lynn Olberding, IOM, CCE
Vice President of Economic Development
Metropolitan Milwaukee Chamber of
Commerce/Milwaukee 7 Regional Partnership
Milwaukee, WI
Term: Through 2023

ROTATING OFF

Erin Carter, IOM
President
Denton Chamber of Commerce
Denton, TX
Term: Through 2022

WINTER BOARD OF REGENTS

CURRICULUM COMMITTEE

NEW MEMBER

Josh Driskell, IOM
President and CEO
Jenks Chamber of Commerce
Jenks, OK
Term: Through 2023

ROTATING OFF COMMITTEE

Lynn Olberding, IOM, CCE
Vice President of Economic Development
Metropolitan Milwaukee Chamber of
Commerce/Milwaukee 7 Regional Partnership
Milwaukee, WI
Term: Through 2023

Chair

Lynn Olberding, IOM, CCE



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Vice President of Economic Development
Metropolitan Milwaukee Chamber of
Commerce/Milwaukee 7 Regional Partnership
Milwaukee, WI
Term: 2022-2023

Vice Chair

Josh Driskell, IOM
President and CEO
Jenks Chamber of Commerce
Jenks, OK
Term: 2022-2023

Past Chair

Erin Carter, IOM
President
Denton Chamber of Commerce
Denton, TX
Term: 2022-2023

THE FOLLOWING INDIVIDUALS ARE NOMINATED:

Adrian Cain, IOM, CCE, CFRE
Senior Vice President, Leadership and Partnerships
Charleston Metro Chamber of Commerce
North Charleston, SC
Term: 2022-2024

Duffy McKay, IOM, N.D.
Senior Vice Presidents, Dietary Supplements
Consumer Healthcare Products Association
Washington, DC
Term: 2022-2024

Meredith Rivers, IOM
Director, Member and Investor Relations
Chattanooga Area Chamber of Commerce
Chattanooga, TN
Term: 2022-2024

Kathi Roetter, IOM
Executive Director
Troy Area Chamber of Commerce
Troy, OH
Term: 2022-2024

Chris Romer, IOM
Executive Director
Vail Valley Partnership
Vail, CO
Term: 2022-2024

TERM RENEWAL (TWO-YEAR TERM):

Rudy Flores, IOM
Executive Director
Lincoln Square Ravenswood Chamber of Commerce
Chicago, IL
Term: 2017-2024

REMAINING ON BOARD, NO ACTION REQUIRED

Kara Beer, IOM
President
Battle Creek Area Chamber of Commerce
Battle Creek, MI
Term: 2016-2023

Dexter Freeman, IOM
Vice President of Operations and Administration
Greater Irving-Las Colinas Chamber of Commerce
Irving, TX
Term: 2020-2023

Michael W. Johnson, IOM
President and CEO
National Stone, Sand, and Gravel Association
Alexandria, VA
Term: 2018-2023

ROTATING OFF BOARD

Steve Baas, IOM, CCE
Executive Director
Wisconsin Transportation Builders Association
Madison, WI
Term: 2015-2022



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Robert Medler, IOM
Manager, Arizona Government Affairs

Western Growers Association
Phoenix, AZ
Term: 2014-2022

IV. Staff and Program Updates

The following updates were provided.

- **Staffing**

Associate Manager Cici Francisco introduced herself. Cici's main responsibilities include working with faculty, Curriculum Committee, social media, fundraising, and scholarships.

Institute's newest staff member, Nathan Graham, will start as a Program Coordinator on February 15. Nathan will serve as the main customer service representative and will work closely with attendees throughout the registration process. This will free up Isabel Stone to expand upon her responsibilities.

- **Site Recaps**

Staff recognized and thanked the volunteers, faculty, and attendees for coming together to put on two successful sites, despite challenges including, but not limited to: COVID, travel delays, and many unknowns. Additionally, Centennial had the added hybrid element. Final enrollment included the following numbers:

Centennial: 281 overall/89 first-years (154 in-person/127 online; 55 in-person/34 online)

Winter: 201 overall/86 first-years

Southeast Board of Regents Chair Pammie Jimmar, IOM and Winter Board of Regents Chair Erin Carter, IOM provided recaps on their respective sites.

- **Graduation Recognition**

It was reported that there have now been two sites with no Big Bash. With any change, there were mixed reviews, but the majority of people appreciated having the main focus on the graduates and the ceremony. Additionally, the Board of Regents recognized the graduates during breakfast the morning following graduation.

- **Coalition to Back Black Businesses Scholarship**

Staff shared that through a partnership with the Foundation's Corporate Citizenship Center, AMEX sponsored 11 attendees through the Coalition to Back Black Business Scholarship program. The plan is for these individuals to attend Winter and one summer site per calendar year and to complete the program in the summer of 2023.



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- **Institute Scholarships**

Trustees were reminded that the scholarship application is currently available for all summer sites and will close at 5:00 p.m. EST on February 14. It was recognized that this is an earlier timeline than in years past and that all applicants will be notified prior to registration launching. At the time of the call, 20 applications had been submitted.

- **University Updates**

It was reported that registration for all summer sites will launch in late February/early March, and that staff is waiting to receive the contracts for Midwest and Northeast. Southeast has already been signed. Staff also shared that there might be a potential issue confirming dates for 2023 at Villanova University due to the university's plan to overhaul their summer calendar. It was mentioned that there is now more flexibility with dates on Institute's end since West no longer takes place. Staff will follow-up with the Northeast Board of Regents offline.

- **Webinars**

The group learned that webinars will continue in 2022 with three taking place in February, March, and April, in addition to three in the fall in September, October, and November. Faculty member Amy Hager, IOM, CAE will present on February 23 at 1:00 p.m. EST.

V. Looking Ahead

Matt McCormick, IOM, CCE led a brief discussion on Institute's focus for 2022, which included the following points:

- Hosting 4 in-person sites (one has already taken place).
- Engaging with current attendees, ensuring the connection is not lost.
- Marketing the program to new audiences.
- Conducting 6 webinars (February – April and September – November).

The floor was opened for the board to ask questions and/or share thoughts on priorities and examples of how to accomplish the second and third bullet points above. Thoughts and comments from the discussion are included below.

- Consider the possibility of changing the timeline of the sites to one per quarter (rather than three in the summer). It was mentioned that university availability might present an issue.
- Leverage opportunities with state CCE and SAE groups, including promotion at state conferences.
- Market within circles of influence whenever possible and hold yourselves accountable.
- The importance of grassroots marketing was mentioned, especially in social media groups.



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VI. Chairman's Report

Matt McCormick, IOM, CCE once again recognized Teri Smiley, IOM, GCCE, Pammie Jimmar, IOM, and the rest of the Southeast Board of Regents, as well as Erin Carter, IOM, Lynn Olberding, IOM, CCE, and the Winter Board of Regents on hosting two successful sites. He shared his positive experience with being on-site at Winter.

2022 summer registration goals (overall/first-year):

- Midwest: 157/46
- Southeast: 255/80
- Northeast: 138/37
- 2022 Total: 780/239 (includes Winter: 230/76)

VII. Other Business and Adjournment

Any remaining business was discussed. It was shared that the Fall Board Meeting is slated for Monday, October 24-Tuesday, October 25, in-person at USCC headquarters in DC.

There being no other business, the meeting was adjourned.