



2023 Fall Northeast Board of Regents Meeting

Minutes

October 17, 2023

10:15 a.m. – 12:00 p.m. EDT

U.S. Chamber of Commerce

Washington, DC

In attendance: Kate Conroy, IOM; Dan Lemyre, IOM, CAE; Heath Barret, IOM; Cereto Bean, IOM; Ashley Fearn, IOM; Iman Hannon, IOM, CM; Susan Spears, IOM; Tamara Tateosian, IOM; Jennifer Williamson, IOM, CAE, CFRE; Andrea Wong, IOM, Ph.D.; Karyn K. MacRae, IOM, CAE, CMP; Nathan D. Graham

- I. Welcome and Roll Call
Dan Lemyre, IOM, CAE welcomed everyone to the meeting and introductions were made. A special welcome was given to the new regents.
- II. Approval of Minutes – *July 30, 2023 Meeting*
The minutes were approved with no changes.
- III. Staff Update
Staff shared some program updates including improvements with pre-site communications, Graduation enhancements, streamlining the consultation process, and researching the option for a digital badge. Additionally, a brief recap was given from the Curriculum Committee and Board of Trustees meetings, as well as the facilitated discussions.
- IV. Nominating Committee Report
The report was reviewed with the group, highlighting the incoming Vice Chair, Cheryl Kuhn, and once again recognizing the new Board of Regent members.



2023 Fall Northeast Board of Regents Meeting

Executive Committee

Chair

Dan Lemyre, IOM, CAE
Executive Director, Society for Biomaterials
Association Headquarters, Inc.
Mount Laurel, NJ
Term: 2023-2024

Vice Chair

Cheryl Kuhn, IOM
President and CEO
Southern Chester County Chamber of Commerce
West Grove, PA
Term: 2023-2024

Past Chair

Kate Conroy, IOM
Vice President of Strategic Partnerships
New Jersey Business & Industry Association
Trenton, NJ
Term: 2023-2024

New Members

Cereto Bean, IOM, MSLD
Director of Chamber Programs
Fayette Chamber of Commerce
Fayette, GA
Term: 2023-2025

Ashley Fearn, IOM
Operations Director
Greater Washington Society of CPAs
Washington, DC
Term: 2023-2025

Joseph Graves, IOM
President
Troy Area Chamber of Commerce
Troy, OH
Term: 2023-2025

Mary Griffin, IOM, PMP

Vice President, Member Relations and Programs
African American Chamber of Commerce of New
Jersey
Trenton, NJ
Term: 2023-2025

Tamara Tateosian, IOM

Executive Director
Callaway Chamber of Commerce
Fulton, MO
Term: 2023-2025

Term Renewals

Heath Barret, IOM

Vice President of Membership Development
Lynchburg Regional Business Alliance
Lynchburg, VA
Term: 2020-2025

Susan Spears, IOM

President and CEO
Fredericksburg Regional Chamber of Commerce
Fredericksburg, VA
Term: 2020-2025

Remaining on Board, No Action Required

Jackie Lovejoy, IOM

President
Dearborn Area Chamber of Commerce
Dearborn, MI
Term: 2016-2024

Iman Hannon, IOM, CM

Chief Credentialing & Governance Officer
NIRI: The Association for Investor Relations
Alexandria, VA
Term: 2022-2024



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Jennifer Williamson, IOM, CAE, CFRE
Chief Executive Officer
Volunteer Fairfax
Fairfax, VA
Term: 2022-2024

Michael Kasparian, IOM, CAE
President and CEO
Falmouth Chamber of Commerce
Falmouth, MA
Term: 2020-2023

Andrea Wong, IOM, Ph.D.
Senior Vice President, Scientific & Regulatory Affairs
Council for Responsible Nutrition
Washington, DC
Term: 2022-2024

Douglas O'Flaherty, IOM
Chief Operating Officer
South Carolina Restaurant and Lodging Association
Columbia, SC
Term: 2015-2023

Rotating Off

Marvin Bond, IOM, CCE
Former Vice President, Investor Relations
Greater Irving-Las Colinas Chamber of Commerce
Irving, TX
Term: 2016-2023

V. Analysis of 2023 Northeast Institute

a. Final Enrollment Report

The group was reminded that the overall goal for 2023 Northeast Institute was 136 and we ended up with 129. The first-year goal was 51 and we ended up with 52.

b. Survey Results and Discussion of Institute Week

Board members reviewed and discussed survey results and the overall week. Key takeaways and ideas are included below.

- Registration, often the first on-site interaction, should be higher energy.
- **The graduates “passing the baton” to the rising fourth-years** was special and should be continued in the future.
- It would be helpful for advisors and regents to be aware of fast-trackers to help with inclusion.
 - The Regent Partner should serve as the fast-tracker liaison in each class.
- **Consider creating a buddy system (inclusion with “your people”).**
- Utilize and incentivize engagement through an app (create point system).
- Heath will take the lead on planning a pre-site event for those who arrive early.
- Share additional information regarding Uber/Lyft and local cab companies.



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VI. 2024 Northeast Institute

a. Create 2-3 Strategic Goals

- Expand upon marketing and outreach efforts by proactively connecting with the SAE or CCE in your state.
- Reach out to organizations in the tri-state area, highlighting the convenience of being able to drive to site.
- Launch an association-specific marketing campaign to help attract associations. (Ashley to lead)
- Utilize social media to share your Institute story. (Dan and Heath to lead)

b. Discussion of the Week

Key takeaways and ideas are included below.

- Roundtable discussions should continue, but not in the morning.
 - Cafeteria logistics make it challenging to host roundtables over lunch.
 - A suggestion to host daily roundtables at Bartley Hall – with an alternate lunch option and pre-registration - was made.
 - Possible topics include CAE/CCE; ASAE's Foresight Initiative; and AI.
 - An idea for pre-site virtual roundtables was also suggested.
- The Opening Kickoff was much improved last year, and enhancements will continue to be made.
 - Set tables in crescent rounds and consider bringing in more food.
 - Incorporate app engagement, as well as a team-based game.
 - Tamara, Susan, Jennifer, and Cereto to take the lead.
- Continue to offer class activities as an option – present a template to advisors – but move to Tuesday.
 - Consider a community service project.
- Add games to registration?
- Look to attendees to 'send off' the graduates.
- Utilize fourth-years as ambassadors.
- Incorporate professional headshot opportunities during the week (logistics TBD).



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c. Regent Responsibilities (*Time Pending*)

Regent responsibilities will be assigned at the December meeting.

VII. Additional Business/Adjournment

Regents were informed that the Board of Trustees will hold a call on February 13, 2024, at which time **the next Northeast Chairman's Report will be presented.**

The group learned that the next call will likely be scheduled for early December, during which time assignments will be confirmed, and that registration is expected to launch in late February/early March.

Staff confirmed that the contract with Villanova is on a year-to-year basis.

There being no other business, the meeting was adjourned.

Remember, our Institute attendees represent associations, chambers, and other nonprofit organizations.



Northeast Board of Regents Minutes

December 7, 2023

11:00 a.m. EST

In attendance: Dan Lemyre, IOM, CAE; Cheryl Kuhn, IOM; Heath Barret, IOM; Cereto Bean, IOM, MSLD; Ashley Fearn, IOM; Joey Graves, IOM; Mary Griffin, IOM, PMP; Iman Hannon, IOM, CM; Susan Spears, IOM; Jennifer Williamson, IOM, CAE, CFRE; Andrea Wong, IOM, Ph.D.; Karyn K. MacRae, IOM, CAE, CMP; Cici Francisco; Isabel Stone, MA; Nathan D. Graham

I. Welcome and Roll Call

Dan Lemyre, IOM, CAE welcomed everyone to the call.

II. Approval of Minutes

Minutes from the October 17, 2023 meeting were approved with no changes.

III. Staff Update

Staff reported that at the time of the call, there were 257 total attendees, including 87 first-years, registered for Winter Institute. It was also shared that the summer scholarship application would launch in early January, with summer registration launching in early March.

IV. Committee Assignments

Regents reviewed the various committee roles. Assignments can be found below.

- Class Advisors: Cheryl Kuhn
- Fundraising and Scholarships: Jennifer Williamson, Andrea Wong, Mary Griffin
- Industry Consultations: Susan Spears, Iman Hannon
- Roundtable Discussions: Cereta Bean, Iman Hannon, Nathan Graham
 - Note, logistics with timing and location need to be finalized.
- Opening Welcome: Tamara Tateosian, Susan Spears, Jennifer Williamson, Cereto Bean
- Fourth-Year Recognition: Heath Taylor, Joey Graves, Susan Spears, Mary Griffin, Cheryl Kuhn
- Faculty and Volunteer Dinner: Ashley Fearn, Jennifer Williamson



- Social Media: Ashley Fearn, Heath Taylor, Susan Spears
- Pre-Site Activity: Heath Taylor, Joey Graves
- Class Activities: Cheryl Kuhn, Cereto Bean, Susan Spears, Dan Lemyre
 - Select better venue for grads, and change format/less formal .
 - Conversation for BOR/CA to have individually and then go from there.

V. Other Business/Adjournment

There being no other business, the call was adjourned.

*** Institute attendees represent associations, chambers, and other nonprofit organizations. Board members should champion Institute's DE&I efforts of increasing representation by proactively reaching out to national, local, and/or regional diversity representative organizations to build relationships and increase program awareness. ***



Northeast Board of Regents Minutes

April 11, 2024

12:00 p.m. EST

In attendance: Dan Lemyre, IOM, CAE; Cheryl Kuhn, IOM; Kate Conroy, IOM; Heath Barret, IOM; Cereto Bean, IOM, MSLD; Ashley Fearn, IOM; Iman Hannon, IOM, CM; Tamara Tateosian, IOM; Jennifer Williamson, IOM, CAE, CFRE; Andrea Wong, IOM, Ph.D., Stephanie Parton, IOM, CAE; Karyn K. MacRae, IOM, CAE, CMP; Cici Francisco; Isabel Stone, MA; Nathan D. Graham; Aaron McCartney

I. Welcome and Approval of Minutes

Dan Lemyre, IOM, CAE welcomed everyone to the meeting. Minutes from the December 7, 2023 meeting were approved with no changes.

II. Staff Update

At the time of the call, there were 61 overall attendees registered for site, 17 of which were first-years. Regents were assured that the numbers are similar to where they were at this same point last year, and were encouraged to keep spreading the word. The group was reminded about the **'attended, but not yet registered'** (ABNYR) list and were asked to reach out appropriately.

Staff announced the addition of a **live recording (not live stream) episode of Institute's This is IOM** podcast on-site. The podcast will take place during registration and will feature an Institute faculty member and volunteer and will focus on general leadership and management.

Regents were reminded of the upcoming [Spring Info Session](#), taking place on Tuesday, April 23 at 2:00 p.m. EST. The session is for anyone wanting to learn more about the Institute program.

III. Regent Updates and Discussions

• Class Advisor/Regent Partner Update

Two advisors have been identified thus far, with the remaining two being secured soon. Regents will be asked to pull double duty only if needed.

• Fundraising and Scholarship Recap

Items are currently being collected by the committee, and all regents were asked to please **donate as well**. The committee is considering **'buy it now'** options, including **blankets and consumables**. Additionally, they are looking into a Northeast branded SWAG package to be purchased pre-site. Direct donations are also successful and much appreciated.



- DE&I Recruitment

Regents were reminded to include non-traditional and diversity representing organizations in their recruitment efforts. As was recommended at the Fall Board Meeting, the [Trustee-Regent Recruitment Sheet](#) was created to bring accountability and organization to outreach efforts. Regents were asked to complete the spreadsheet with planned outreach. Additionally, regents were encouraged to [share recommendations](#) for national, local, and/or regional diversity representative organizations at which Institute could potentially provide a sponsored faculty speaker.

The group was reminded of the overall goal to create and build relationships with an intentional focus and to provide personalized invitations and sharing of resources (not just a 'one and done' communication). **Staff will reshare talking points and shareable resources**, highlighting additional year-round programming, to assist with recruitment.

Board of Trustees chair, Stephanie Parton, IOM, CAE, shared her commitment to DE&I, as well as that of the entire Board of Trustees, and requested that all regents participate in these efforts.

- Fourth-Year Recognition

The committee will meet offline and report back. The graduate breakfast was referenced, with a reminder of the importance of formally inviting the graduates.

- Industry Consultations

[Attendees](#) and [volunteers](#) currently have access to their specific sign-up forms. An idea to set a submission deadline in order to be guaranteed an on-site pairing was mentioned.

- Lunch Table Topic Discussions

The committee will meet offline to finalize details, including specific topics (AI as one) and location/timing logistics.

- Class Activities

More discussion to come on this soon.

IV. Other Business/Adjournment

Staff will report back on the status of the Radnor Hotel construction in the restaurant/bar, which will factor into a possible pre-site gathering to take place on Saturday.

Registration for online housing is now available, and more information can be [found here](#).



Staff shared information on the [Regent Resource Page](#), which is a one-stop shop where all action items and resources for site can be found. Regents were asked to bookmark this page and check back for updates leading up to site.

Another call will be scheduled to take place in June.

There being no other business, the call was adjourned.

*** Institute attendees represent associations, chambers, and other nonprofit organizations. Board members should champion Institute's DE&I efforts of increasing representation by proactively reaching out to national, local, and/or regional diversity representative organizations to build relationships and increase program awareness. ***