



**Board of Directors Minutes  
November 12, 2008  
2:00pm EST**

Present:

Ken Goodin, President  
Randy Roat, Vice President  
Jackie Willett, Secretary  
Scott Everson, Treasurer  
Bill Carns, Director  
Julie Demerath, Director  
Andy Kokosa, Director  
Patrick Lukacs, Director  
Holly Louie, Director  
Barry Reiter, Director  
Don Rodden, Director  
Brad Lund, Executive Director  
Michelle Botana, Membership Services

Absent:

Sherrri Dumford, Past President  
Paul Myers, Director of Education

Agenda:

- 1. Call to order, Roll Call and Approval of the September minutes**  
**Ken called for a motion to approve the September minutes.**  
**Randy motioned, Scott seconded; all approved, none opposed - Passed**
- 2. Financial Report**  
Scott gave the report. Finances are tracking as expected. No questions from the Board.
- 3. Strategic Plan Update**  
**Ken called for a motion to approve the values, vision and mission statements.**  
**Randy motioned, Jackie seconded; all approved, none opposed - Passed**  
Committee chairs were given the task of taking the SPS worksheet back to their committees for comment and to identify any budgetary requests needed for 2009. This is to be sent to Scott and Brad ASAP, at the latest early December. New Committee chairs will be able to request adjustments to the budget if they feel the need to.
- 4. Confirm pricing for the New Membership Category**  
The National Office is in the process of updating the website with the new membership category.

**5. Sponsorship offer for 2009 Distant Learning programs**

There was much discussion held regarding how much commercialization to allow the vendors. The Board agreed that a passive marketing strategy would work best which includes logo branding on communications and recognition at the beginning and ending of the program.

**Julie asked for a motion to approve limited vendor sponsorships on the Distance Learning Programs for 2009. Scott seconded; all approved, none opposed – Passed**

**6. Pricing for volume purchases of 2009 Distance Learning programs**

**Julie asked for a motion to set up package pricing for the 2009 Distance Learning programs. The packages would be buy 5 get one free or buy 6 and get two free. Barry seconded; all approved, none opposed – Passed**

**7. Set date for confirmation of newly elected Board Members and election of Officers**

The board will meet Jan 5<sup>th</sup> at 2pm EST.

**8. Update on the 2009 budget**

Scott reiterated for the Committee Chairs to get their budget requests to him and Brad as soon as possible. He also stated that a draft budget would be sent out to the Board and asked that all Board members review it, especially the items that pertain to their committees. The final budget will be voted on in the December Board call.

**9. Capitol Associates Contract**

This will be approved with the Budget.

**10. Committee Reports**

- ❖ Affinity Program Committee
- ❖ Certification
- ❖ Education
- ❖ Ethics & Compliance
- ❖ Government Relations
- ❖ ICD-10
- ❖ Organizational Effectiveness
- ❖ Public Relations
- ❖ Publications
- ❖ Regional Development & Membership
- ❖ Survey
- ❖ Technology
- ❖ Vendor Affiliates
- ❖ Miscellaneous Committee Information

**11. ACMCS**

The governors are preparing a work plan for the Board.

**Holly motioned to adjourn, everyone seconded.  
3:15pm EST**