

# **EWI Roanoke Executive Board Meeting Minutes**

**January 9, 2008**

The January Board of Directors meeting was held at Schaal's on Campbell and called to order at 4:15 p.m. by Leslie Coty, President. **Members attending:** Becky Beard, Lana Seale, Wanda Hatchett, Linda Mack, Tonya Harper, Michelle Chambers, Angie Baughman, Anna Karbassiyoon, Corrie Bowers, and Jo Lynn Seifert. Amanda Schaal wasn't present as she was testing to complete her US Citizenship application.

## **OLD BUSINESS, Firm Night Fees:**

EWI will pay \$10 per person for each attending member and paying guest to the hosting firm to help offset the catering cost. The hosting firm is responsible for the entire catering cost.

## **NEW BUSINESS:**

Hotel Roanoke's meeting location is renewed for 2008 but all should be thinking of a new place for 2009.

## **GENERAL DISCUSSION:**

**Libby Camper** (Ameri-Suites) return to Board: It was proposed to elect Libby as Chairman of Ways and Means pending her final approval as a new member. The motion was made, seconded and passed.

**Monthly Membership Meetings:** Leslie recommended (all agreed) the need for expanding individual members' introductions to 30 seconds each to help everyone get to know each other and their companies better. The "5 Minutes of Fame" is still available and should be taken advantage of more in the program.

## **TREASURER'S REPORT:** (Tonya Harper/ Michelle Chambers)

Tonya distributed copies of 2007 reports showing ending balances to be submitted for approval and payment of bills and other distributions. (Monthly Financial Report, B/C/DP Monthly Financial Report and Quarterly Financial Report) Basically the reports show expenses exceed income which was mostly caused by an extra \$1,000 transfer to the BCDP account to avoid additional bank fees and \$1,200 for Hurt Park Elementary. The Quarterly Financial Report/ bank statement needs to be signed and mailed to Corporate.

## **Ideas to Increase Revenue in 2008:**

- The easiest way is with membership fees so we need to recruit more members with a big membership drive.
- First Fridays would help if EWI could be moved up the list. Two years ago we had a "special connection" with Libby and Tracey so hopefully, they can assist us again this year. Libby Camper is meeting with them in January.

## **2008 Membership Reports, (Anna Karbassiyoon)**

Anna distributed an update of the membership (20) of which 6 membership dues have been paid thus far. Five 2007 members are not renewing. Dana Robertson of National College is interested in renewing and Anna will contact her for confirmation. Helen Deyerle of the Rescue Mission is retiring but it's possible she can be a "sustaining" member. If not, we'll revisit for non-profit prospects. Anna will email a list of current prospects to the Board some of which are Brenda Wilson of Gallo Wines, Southeast Water Works, Enterprise Rent a Car, Cox Communications, FNB/Salem or possibly BB&T. The Women's Fair at the Roanoke Civic Center would be a good place to prospect if someone can attend.

Leslie stressed the importance of keeping new people in the pipeline even for categories currently filled. In the event a member/ category drop out, then the void can be easily replaced. She summed it all up by saying every member is actually a recruiter and requested a list showing open categories be made

available to all. The EWI website's membership directory should be checked for ideas of categories to consider and pursue for recruitment.

**Member Resignations:** In the event a member has to resign, please contact Leslie first and then she will announce it to the chapter membership.

**PROGRAMS/ SPEAKERS Update:** (Corrie Bowers)

Since the last meeting, more slots have been filled and waiting word back from others. Joan Bugbee cannot schedule at this time due to her husband being very ill. E-Commerce remains a topic of great interest and will attempt to get a Woods Rogers attorney but we'll look at other firms if they're unable to accommodate. Leslie hopes Kathleen Harshberger (past etiquette speaker) can return as well as Andree Brooks to speak on Leadership. Jo Lynn heard back from Kathy Surace (Business Journal columnist of "Dress Code" and former Stein Mart spokesperson) that she would be happy to speak and Leslie requested more information about her experience. Other topics and speakers were discussed the Board. Every effort is being made to bring better than ever "crowd pleasing" programs that excites the group and aids will attract new members and guests.

**PUBLICATIONS:** (Leslie for Ashley)

January's ads and articles in the Pulse are a little thin with only Q-99 and Martin Travel advertising. A camera should be brought to the meetings so more pictures can included. Everyone should take advantage of this opportunity to promote their firms.

**SECRETARY:** (Jo Lynn Seifert) No report.

**SERGEANT-AT-ARMS:** (Angie Baughman) No report.

**DIRECTOR-at-LARGE:** (Michelle Chambers for Amanda Schaal)

The scholarship application will be emailed to the whole membership so that all can work on recruiting qualified applicants. .

**READING RALLY:** (Becky Beard)

The kick off at Hurt Park Elementary is this Friday and an announcement will be made at tonight's meeting to welcome everyone to participate.

**ADDITIONAL DISCUSSIONS:**

**Fundraising opportunity:** Wanda received a call from Nikki Beakman of Merlin Art in NYC expressing interest in bringing an art auction to the area. As their average price is \$6,000 - \$20,000 per piece, it was agreed they are better suited for larger groups such as Richmond's EWI group.

**Social Networking / Bar:** Hotel Roanoke needs to know how to handle the bar for this year's meetings. A suggestion was made by Becky Beard that members could register in the Pine Room and then walk over to the meeting room. This would save \$30 per month in bar fees and all agreed this was a great idea.

Meeting Adjourned at 5:15 pm.

Respectfully submitted,

Jo Lynn Seifert, Secretary