

EWI Roanoke Chapter Annual Board Retreat Meeting Minutes

October 3, 2007

The annual Board of Directors meeting was called to order by President Leslie Coty at 5:30 p.m. at the lovely home of Lana Seale. Board members present were Leslie Coty, Wanda Hatchett, Lana Seale, Charlene Hudson, Tonya Harper, Libby Camper, Angie Baughman, Linda Mack, Corrie Bowers, Anna Karbassiyoon and Jo Lynn Seifert.

OVERVIEW of 2007-2008: President Leslie Coty

- Everyone was encouraged to consider going to LCAM I Palm Springs next year.
- All ideas “big and small” are welcomed and there is no such thing as a “bad idea”.
- If anyone has a problem with a fellow member, go directly to that member or to Leslie to resolve.
- Members should take advantage of “**5 minutes of Fame**” this year to educate and inform fellow members about the valuable services their companies have to offer.

MEMBERSHIP: 2008 Projected Renewals

State charter specifies chapters have to keep 25 members; present membership is 25 through December and 23 are expected to renew. Retaining members is problematic and it was agreed that membership should be the most important thrust in 2008. New members/ small businesses join for the purpose of “getting something back”. Feedback from some companies has been that expectations aren’t being met to justify the membership investment.

Retention solution: Increase the number of quality programs to attract key professional women as new members. Now is the time for everyone to start thinking about prime candidates to target.

Long term goal: Double membership in 5 years

Short term goal: Each member recruit one in 2008.

Action Plans:

- Start collecting business cards for recruitment prospects.
- Form a committee to contact membership to confirm if renewing.
- See what class codes categories are open and determine which ones to target. (Charlene will forward the list of class codes to membership.)
- Award prizes as incentive for recruiting (done in past)
- Re-do EWI information hand-outs and obtain a sample from Corporate.
- Fundraisers/Events attendees are good source of prospects.
- Use PULSE to get the word out with constant reminders throughout year.
- Corrie will get a list of attendees from last women’s event at Salem Civic Center.
- Jo Lynn will look into: 1) chapter getting free classified ads in the Business Journal for the purpose of awareness and attracting professional women. Board needs to work on acceptable text. 2) permission to announce the new elected board as a means to bring awareness to the chapter.
- Announce upcoming meetings in the Business Journal’s “Event Calendar”. Decide on email address or phone number to use to get more information. Contact will be Leslie or Anna.

2008 BUDGET: Budget was approved unanimously as written.

PUBLICATIONS:

Leslie suggested that we start welcoming new members in PULSE and Libby suggested profiling a “**Company of the Month**” also.

Publishing members in PULSE as “**Missing in Action**” sends a negative message. The more positive approach is to send a post card or email to let them know they’re missed.

NOTE: By-Laws state members can only miss 3 per year.

Actions:

- Ashley will discontinue these notices. Linda will be in charge of contacting chronically missing members and inquire how EWI can serve them better.

PROGRAMS/ SPEAKERS:

Quality programs are needed more than ever. Promote upcoming programs in PULSE.

Members need to “branch out” and connect with members to get to know each other better.

Actions:

- Corrie will get the “**Program Information Request**” to survey members by the October 10th meeting for suggestions in 2008. Will monitor to learn what programs have been enjoyed most.
- Provide free meals to guest speakers and follow up with thank you notes.

READING RALLY:

Becky Beard not present. Hurt Park Elementary’s luncheon is October 5th and if can attend need to RSVP immediately. All are welcomed.

SECRETARY: Leslie emphasized it’s important to ask for help, if needed.

SERGEANT-AT-ARMS:

This important position is responsible for sending out meeting reminders a week ahead and also lines up someone to do the invocation.

Actions:

- Implement methods of table seating to “mix up” members starting with the October 10th meeting.

WAYS & MEANS:

Wine events idea was well received as fundraisers and a great opportunity to invite recruit prospects. Need to approach Gallo (Val Halla) and Amanda about Schaal’s Metamorphosis for possible wine events.

November’s Boutique night replaces monthly membership meeting November 7th. Raffle prizes like gift baskets; Jo Lynn will approach Chocolate Paper and Charlene will approach “Yurman”. Vendor participants thus far are Blue Ribbon Boutique, Davidson’s, Claire V and Minere Jewelry.

Ideas for promoting Fundraisers-

- Leslie will contact Dave Spangler as “Just the Fax” had a big response last year.
- Put ad in Junior League newsletter.

- Promote on Business Journal's event calendar.
- Inform Woods Rogers' women attorneys
- Publish in "Women in Construction".

Actions:

- Invite lots of guests now keeping recruit prospects in mind.
- Jo Lynn suggested inviting Chocolate Paper as a possible new vendor and gift basket donor.
- Charlene will approach Yurman.

DIRECTOR-at-LARGE:

Linda or Leslie will get with Amanda about possible wine event as she is still ill.

TREASURER'S REPORT:

Tonya will have the budget prepared by the October 10th membership meeting for the Board's final approval.

An outstanding meal was prepared and beautifully presented by Lana and thoroughly enjoyed by all. The meeting adjourned at 7:30 p.m.

Respectfully submitted,

Jo Lynn Seifert,
Secretary