



**Board Meeting Minutes**  
**January 18, 2011**

**Attendees:** Deena Marshall (President), John Bergeson (Treasurer), Jill Ramsey (Secretary), Angie Lofton, Judy Laws, Mike Sipos, Carol Abner, Dianna Zimmerman, Malinda Anthony, Tim Hadley, Cyndi Hendricks, Ed Hill, Brad Neff, Michael Petry, Sarah Prentice and Sheila Spangler

**Call in:** Ronnie Boudreaux, Jeff Love, and John Travis

**Absent:** Anita Hill, Dennis Reedy

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Meeting called to order at 1:45 PM in a meeting room at The Columbia Club

I. Minute's

- a) Tim moved that the minutes be approved and Mike seconded that motion. The minutes were subsequently approved.

II. Reports of Officer's & Committees

- a) Treasurer - John Bergeson
  - John was in the process of closing out 2010. AFP-IN had to dip into Reserves and are reporting on a Cash Basis.
  - Angie will work on the Conference Budget for John.
  - John, Angie, Deena and Ed will work on the budget for 2011.
  - There is an increase in luncheon fees – there is now a “non-member” fee.
    - It is recommended to encourage “non-members” to join as a way of reducing their luncheon fees. This needs to be announced at luncheons.
- b) Secretary – Jill Kaps Ramsey
  - Jill will work on name tags for the luncheons
  - Board minutes will be placed on the AFP-IN website for all to view
  - We are now using Big Commerce to pull luncheon registrations ourselves
- c) Conference – Angie Lofton
  - The conference committee is looking at possible venues for the 2011 Conference.
    - Crown Plaza – PDG received a contract from them for review; however, AFP-IN cancelled the second year of the contract in the past because of noise complaints
    - Marriott East – Nice conference room but not a lot going happening on the East side. Indiana Live will provide a shuttle if we are interested. They have free parking and are newly renovated.
  - The conference will be reduced to 2 days versus 3 days to cut costs.
  - EPCOR will NOT be partnering this year but they will supply speakers if needed.
  - Mark Krawczyk has taught the AFP class in the past. The Conference Committee has asked for feedback on whether or not Mark should be invited

back or would a mini version taught by AFP professionals be a better option.  
(In order to cut costs, it was suggested not to offer the AFP class this year.)

d) Programming – Carol Abner

- The tentative topics for February, March and April are as follows:  
Corporate Investments, EPCOR (2 hours in March) and Export Letters of Credit.
- Carol is looking for contacts for speakers and asked board members for their help....especially those not currently on a committee.
  - It was suggested to put note cards on the luncheon tables for suggested topics and speakers.
- Carol is looking for suggestions on where to hold our offsite meetings.
  - Marriott East was suggested for the March meeting

e) Marketing – Mike Sipos

- Diana will work with Mike on a Marketing Plan within the next few weeks
  - Tim volunteered to be on this committee
- Mike would like to update the AFP-IN website and will solicit PDG for website tools
  - Suggestions of things to add to the website include:
    - Bylaws, board minutes, board members, board handbook
    - Presentations
    - Links of resources
    - Slides of current events
    - Sponsors
    - Job boards
- The goal is to increase membership. Some ways to do this might include:
  - Activate LinkedIn people
  - Get testimonials to send out
  - Invite the Chambers to our luncheons
  - Invite University Representatives
  - Invite Professional Groups to be our guest(s)
  - AFP-IN members work on a community project
  - Luncheon topic idea – sustainability (Melinda will research)
  - Contact those non-members who have attended luncheons and try and recruit them

f) Membership – Diana Zimmerman

- New pricing in effect for January
  - Membership dues are \$95
  - Non-member luncheon fees are \$35

g) Board Member Packages – Jeff Love, Jill Ramsey, Tim Hadley

- Sub-committee was formed to work on board member handbooks
- Jeff will work on having them finalized for the next board meeting
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h) PDG Contract Review

- Contract has been signed by AFP-IN and PDG (valid through 12/13/2013)
  - Price went down to \$1,770 per month
    - Itemized pricing went down
    - Big Commerce saved us money
  - Deena will forward a copy of the contract to the board

### III. New Business

- a) We renewed the AFP-IN web domain
  - .org was renewed
  - .net – we paid \$44 to renew it and it directs people to the .org site (The .net site does not contain up-to-date information on it.)
- b) Jeff and Dennis will be putting the “history of AFP-IN” together
- c) Cyndi will be researching our D & O Insurance to make recommendations
  - AFP doesn’t recommend what we currently have because it is a commercial policy, it isn’t itemized and it costs too much (ours is around \$2000 and other organizations pay around \$200-\$300)
  - Any changes to our insurance may require By-law changes
- d) Scholarship letters will go out on 2/1/2011
  - Tim, Cyndi, Anita and Jeff volunteered to be on this committee

### IV. Announcements

- The next board meeting will be held on March 15<sup>th</sup> - the time will be determined at a later date

Meeting adjourned at 2:45 PM.