



Board Meeting Minutes

March 15, 2011

Attendees: Deena Marshall (President), John Bergeson (Treasurer), Jill Kaps Ramsey (Secretary), Judy Laws, Michael Sipos, Diana Zimmerman, Tim Hadley, Cyndi Hendricks, Ed Hill, Jeff Love, Brad Neff, Sarah Prentice, Dennis Reedy, Sheila Spangler, Michael Petry, Anita Hill

Call In: John Travis

Absent: Angie Lofton, Carol Abner, Malinda Anthony, Ronnie Boudreaux

Meeting called to order at 12:00 p.m. in a meeting room at the Indianapolis Marriott East Hotel

- I. **Minute's – Judy moved and Cyndi seconded that the January 18, 2011 minutes be approved. They were subsequently approved.**
- II. Committee Reports
 - a. Treasurer – John Bergeson
 - John went through the budget
 - 2010 Conference – Wells Fargo paid their sponsorship in 2011
 - The budget for the conference was prepared by the Conference Committee
 - AFP-IN needs to generate more revenue because we show a \$10,000 deficit
 - Luncheon attendance is down from last year – we need to increase attendance
 - We need to add a refund policy to the website and e-mail blast
 - We need to generate more revenue from the annual conference -we should be able to save some money on the speakers this year
 - The budget was not approved – it will go out electronically for board approval
 - b. Marketing – Mike Sipos (Please refer to the attached Marketing Plan)
 - Mike shared ideas to expand the website
 - LinkedIn ideas were shared
 - A potential partnership with the Indiana CPA Society was discussed
 - AFP-IN partnered with them in the past but it fell by the wayside
 - They liked our luncheon fees for credits
 - Is there time to partner with them in time for the annual conference? It was recommended that a few members of the conference committee meet with them to discuss this.
 - c. Secretary – Jill Ramsey
 - **Now that PDG is not supplying nametags for the monthly luncheons, Jill proposed buying reusable magnetic name badges for approximately \$100. Sheila made a motion to approve the purchase of the magnetic name badges and Dennis seconded the motion. It was approved.**
 - Jill will ask PDG to change that and ask people to pay at the door.

- d. Conference – Mike Petry for Angie Lofton
 - Sponsor letters have been mailed out
 - Conference topics are still being worked on – a board survey was passed around for ideas
 - Survey’s regarding last year’s conference were given to Ed – we need to get them for possible topic ideas
 - **Community Involvement – Judy made a motion and Diana seconded to collect and donate books at the conference to Indy Reads. It was approved.**
 - The tag line for the conference needs to be changed to the “Big Game” versus using the “Superbowl”
- e. Programming – Carol Abner
 - April speaker – Wells Fargo to discuss Export Letters of Credit
 - Carol needs help from fellow board members to come up with speakers and topics for the remaining luncheons for the year.
- f. Membership – Diana Zimmerman
 - Diana will work on a Power Point presentation for the next board meeting to play at the monthly luncheons to highlight the value of memberships, board members and their positions, upcoming events, etc.
- g. Board Members Packages – Jeff Love
 - A subcommittee (Jeff, Jill and Tim) was formed to create a board member package for new board members. A binder was given to all of those present and Jeff went over the contents.
 - Information about the committees is still needed. Committee chairs should write up their goals, objectives and responsibilities and give them to Jill to distribute.
- h. CTP Recognition – Anita Hill
 - Tabled until the next board meeting
- i. Scholarship – Malinda Anthony (via e-mail)
 - Letters went out February 1st to over 20 Indiana universities and colleges
 - Applications are due March 31st
 - Will send candidate applications the second week of April to the Scholarship Committee (Malinda, Tim, Cyndi, Anita, and Jeff) to review and determine 2-3 finalists
 - Phone interviews are set to be conducted the 3rd or 4th week of April before finals week
 - Winner will be selected by the end of May
 - See attached documents that were sent to the schools

III. Other Business

- a. Cyndi is researching the D & O Insurance in order to reduce the annual costs
- b. Dennis and Jeff are still working on the History of AFP
- c. Dennis went to regional AFP meeting. They are only responsible for the annual conference.

IV. Sheila announced she will be stepping down from the AFP-IN Board of Directors.

V. Adjourn at 2:38 p.m.