

AAWCC State Board Meeting – October 7, 2011

Present: Karin Magnuson, Cherie Maas-Anderson, Barb Horn, Becky Washington, Victoria Flagg, Dawn McNannay, Kate Chester, Carla Bee, Carol Shaafsma

Absent: Becky Washington, Lynn Melow

Topic	Outcome/Action
<p>Business Items Minutes Approved from July meeting Open positions are currently the VP of Membership and the VP of Marketing</p>	<p>Kate will move from VP of Membership to VP of Marketing</p>
<p>Financial Update The summer conference made money. _____ will send the budget out. Currently, there is \$17,266.48 available in savings, \$3,778.07 in checking, and \$20,453 in the CD.</p>	
<p>Race for the Cure There was good turnout for the event in Portland. The Facebook group for AAWCC has approximately 95 members. The weather cooperated in the afternoon. Victoria appreciates being the contact for the Race for the Cure. Balloons were a nice added touch. It was suggested that someone could spearhead a similar event in conjunction with Race for the Cure in Eugene</p>	<p>Carla will spearhead making a connection with Race for the Cure in Eugene</p>
<p>Fall Conference Fall Conference registration is at ninety-nine registrations. Victoria is monitoring ongoing registrations. Kate needs the Fall Conference media update by 10/15/11. 14 workshops were needed and 6 were confirmed.</p>	<p>Karin will follow up on Fall Conference events</p>
<p>Kate is on target for marketing. She'll make certain all workshops are scheduled. She'll provide a Tuesday update until the conference starts on 11/17. Kate will also send out calendar event and registration deadline information and press release. There will be a Thursday social event in the evening and a sign-up sheet for this.</p>	
<p>Barb reported on hotel logistics. We have a two week room block extension from October 16 beyond. It closes November 1. We need to spend a minimum of \$9,000 (last time we spent \$11,000). Embassy 1 & 4 will be used for the reception. They will hang the banner, but more wine glasses will be needed. Vouchers for breakfast will be provided to have</p>	

people come to the main room.

General AAWCC Business

CC Excellence Award and Des Jardin (State Award) were discussed to remind board members that these are two different awards

Discussion regarding candidates as new board members

The Board voted to change the title of Secretary to VP of Records

The Board also made a motion and voted to make the Webmaster a voting position. Victoria added that the Webmaster has proven to be a technology consultant.

Meeting was adjourned at _____

**Carol will contact
Michelle Cruz and
Jenny Newbee**

Board Member To-Do Lists

Victoria

- Put Race for the Cure pictures on Flickr and notify Karen so she can update the web site
- Check the submit button in the payment process (maybe needs better explanation as to what's to come)
- Check that the Hotel Link is updated
- Follow-up on early bird reg date and hotel date
- Send email to all that registered about the hotel link being updated
- Send a packet info to board members (# to print out and Cheri's deadline if they want her to print them)
- Silent Auction items
- Upload information about my position in the quiet space
- Look at potential gifts for speakers in the airport stores

Karin

- Send luncheon invitation letter to presidents
- Contact Donna Zmolek for a current list of President's Admins so I can send a luncheon reminder note.
- Create a conference announcement handout for the packet. Include things

like bringing breakfasts into main meeting room, Thursday evening interest board process and dates for upcoming events

- Confirm with Winds of the Woods Quintet about playing at the Leader's reception on Thursday evening

Kate

Fall Conference, AAWCC – Communications Plan

Date of event: Thursday and Friday, Nov. 17 and 18, 2011

Time of event: Approximately all day, both days

Location of event: Embassy Suites, Tigard

Internal Mechanisms at PCC:

- **PCC Web site:** News brief/ "advance" posted on "Home" page under "News" section and under "News/Events" or "Opportunities" on "MyPCC." **Draft/submit a news brief, highlighting local AAWCC members, in early November.**
- **PCC Web site:** "Calendar of Events" item can be posted here for the external public to see, as well as on "MyPCC." **Submit "Calendar" listing after the PCC Newberg grand opening.**
- **AAWCC Web site:** Create an article based on the news release – include scholarship information? What's the deadline?

External Mechanisms:

- **E-mails from me** to the board, members, campus contacts and PCC AAWCC listservs: **Aim for one weekly up to the conference, beginning the week of Oct. 3. Add that presidents will be joining us for lunch and add scholarship deadlines. Do a separate one for award submissions – see Web site for details.**
- **Press Release** – Service a press release to print – Monthlies: **By Monday, Oct. 10.** To weeklies and dailies: **After the PCC Newberg grand opening –** *Oregonian* Tigard writer, *Tigard Times*, *BVT*, the *Oregonian* public blog.
- **Face Book (both PCC and AAWCC)** – Post a **few items beginning in mid-October, then leading up to the conference. Early ones include deadlines to register, etc.**

Other:

- Draft and send Karin's "welcome back" e-mail letter to members/aim to service **week of Oct. 10.**

Barbara

- Contact Embassy Suites to fix link and the room registration date is extended to November 2, 2011.
- This information to Victoria and Kate so they can update the registered members and marketing to register.

- Contact Nan Poppe- Done, she isn't available. and Bonnie Miletto. (Recommended by Lynn)She isn't available, but would be honored to next Fall Conference.
- Contact ComedySportz- They are performing for us on Friday, November 18th.
- Send Pictures and Bios for the Keynote Speakers to Karen Sorensen to put on the website and to Sheri Mass-Anderson for the AAWCC Conference Program.- Done.