

N.Y.S.C.M.A., Inc.

Post Conference (#88) Board Minutes: Wed., 5/22/04
Turning Stone Casino Resort, Verona, N.Y

Members Present: President – Bob DiMatties, Nancy Breault, Bill Sara, Julie Cardinali, Bill Farrell, Christine Smith, Shannon West, Michelle Giorgianni, and Jerry Weinerth (CPS). Bonnie Christian had to leave prior to the start of the meeting.

Meeting started at 11:35 AM

Before the meeting began, Jerry Weinerth asked if he could address the board with an opportunity he would like to provide for us.

Jerry's company is Circulation Promotion Services, located in Hawaii.

Jerry has been a member of this association for about 5 years, and he's made some great contacts and friendships. He would like to provide for us a membership card for all current paid members, including important contact information pertaining to the association.

We agreed that Jerry's offer was very generous, considering there would be no cost to the association, and he would work out the details with Michelle Giorgianni, as far as getting membership information on a disc to develop the cards.

Bob began the meeting by asking for feedback, an overview of this year's conference. He will do a recap of the conference for all New York Publishers to show the value.

Some of the feedback offered:

...Friday's 'full day' session was most packed.

...Next year we should run the conference from Sunday to Wednesday.

...Did the distraction of the casino hurt attendance at some of the sessions/vendor booths/hospitality suites?

...The Program and all information offered was excellent.

...Round table discussions are needed; hot ideas sessions need to come back. The luncheon session where people discussed their 'winning' ideas was very productive. Most members really liked it.

...We have more members, Indian Today is not a member, however, the By Laws do not allow weeklies (or did not in the past).

...Julie is working on the Lapel pins for 'new members'. New ribbons will be ordered as well (for 'new members' as well as overall membership positions).

...Attendance continues to be a concern. Some groups are consolidating; others have their own meeting for training. When are budgets done? That could play a role in getting conference and training information out. The sooner we notify the membership of events the earlier they can allocate monies for functions.

Conference planning and preparation takes a lot of time. Just prior to the conference all directors and officers are busy and depending upon each other to get necessary information to each other so they can do their part.

1st VP needs to get the bios and photos to the Buyer's Guide Chair well in advance for printing (but not after reviewing for introduction at the conference).

2nd VP is very busy with registration follow-up and communication (we all can help with that).

All other officers and directors need to work together to help out where necessary, both prior to the conference as well as throughout.

Bill and Nancy have been doing this for a long time, so Bob asked that they work with and mentor each key officer's position throughout the conference planning and implementation period.

Bob will take the banner, as he will be attending all NYSCMA functions this year as current president. We really should order a new banner with our new logo.

Bob will call Heather Nelson from NAA to confirm other sectional dates to avoid conflict. We need to keep our meetings in May for pricing to be reasonable, even though others do as well. Coordinating in advance should avoid conflicts. Others to consider: ISCMA, NEICE, NICE, and Ohio.

Please forward any training session suggestions to Lou or Bob.

Single copy, customer service should be included.

*We should have Lou set up a regular practice of issuing **Training Session Certificates** to all attendees. We used to do that in the past. People really like that, and it also promotes training on behalf of the Association. Bob will speak to Lou about that.

Ideas for next year's conference (2005):

...Should we shorten and condense the conference?

...Is registration day a dead day?

...Is golf, skeet, or other activities offered on the 2nd (1/2) day a waste also?

...NEACE schedules events on Registration day, we should consider that.

...There seems to be a lot of dead time with the four days, let's look at other sectionals and adopt the best practices to make our conference more efficient.

...Having 2 full days of training might be the way to go for publishers to feel they are getting their money's worth. Any optional events can be done before and while registration is going on.

--Information from the past presidents meeting--

Members present:

Ron Anderson (1972), Barrie J. Hughes (1983), Harry P. Ruske (1984), William Sara (1994), Chester Valiante (1995), Debra Casciano (1996), Nancy Breault (1999), Paul Felicissimo (2002), Bonnie Christian (2003), Phil Barrancotta, and Phil Ouellette (NEACE President).

The meeting began at 4:30 PM.

Chet began by saying that it was nice to see so many past presidents together at a conference. Bonnie asked what the reason for the 'past president's' meeting was. Chet explained that it was something that new officers/directors coming in found to be useful when taking over. The experience and guidance for future conferences/meetings was invaluable.

BJ wanted everyone to know that Frank Gennarelli was unable to attend because he was having an operation for spinal realignment.

Dominic Liberatore is over 80 now; he'd like to attend but is unable to.

Others we are not sure of, as we have lost contact with them.

Some of the past presidents present are unsure of the well being of some of our other older past presidents. We depend on each other to keep all of us informed if something happens. Some companies keep track of **deceased members** in their organizations by putting an **asterisk next to their name along with the date of the year they passed: (d.year passed)**. We will begin updating our records with this practice.

Phil mentioned that he liked some of our practices and will be bringing them back to their meetings, for example, giving all past presidents and their guests a corsage the night of the President's Banquet.

Their opening dinner is Sunday night (the first night of the conference). They comp a room for each past president coming to the dinner.

Our past presidents in attendance do not feel we need to comp their room.

We came up with what we felt was a reasonable compromise, allowing past presidents' assistance if needed to be able to attend the banquet:

A motion was verbalized by Bill Sara to be voted on at the Post conference meeting:

"For Retired Past Presidents, NYSCMA will set a special rate for the night of the banquet. They must confirm with the Chairman of the Board via RSVP to get the special room rate."

M/S/P Sara/Cardinali

All past presidents commented that the program looked good, and Phil, who was able to see most of the sessions agreed. We should share speakers and meeting topic ideas. Networking can only benefit us all.

Phil also mentioned that he is responsible for NEACE.com. He spoke to Michelle in hopes of coordinating and sharing ideas between the two sectionals web sites as well. All agreed it was a good idea.

Our past president's meeting ended at 5:15 PM.

Results of Board of Directors Elections:

Officers for a one-year term 2004-2005:

Chairman of the Board----Bonnie Christian
President—Bob DiMatties
1st Vice President—David Parkhurst
2nd Vice President—Bill Farrell
Secretary—Nancy Breault
Treasurer—Bill Sara

Directors for a two-year term 2003-2005:

Christine Smith
Don Waterman
Michelle Giorgianni
Paul Felicissimo

These directors join our other four directors with a two-year term to 2004:

Lou Saccocio
Shannon West
Julie Cardinali
David Arenson

Meeting adjourned at 12:15 PM.

M/S/P Sara/Cardinali