

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

Post Conference (#90) Board Minutes: Saturday, 5/13/06

The Sagamore Resort – Lake George, N.Y

Members Present: President – Bill Farrell, COB – David Parkhurst, Secretary - Nancy Breault, Treasurer-Bill Sara, 1st VP - Julie Cardinali, 2nd VP – Phil Hudson, Christine Smith, Michelle Giorgianni, Steve Piersa, Carol Alka, Mary Sawyer, Matt Lang, Paul Felicissimo, and Vendor Rep-Mark Roggen.

Meeting started at 11:05 AM

Bill Sara was appointed Parliamentarian.

Bill Farrell began the meeting by asking for feedback regarding this year's conference.

- Overall it was great, great place, food, and planning. The only time the food was not fabulous was one night at Mr. Brown's (small pub on lower floor).
- Suggestion: Have a motivational speaker for the last session – to send folks home with.
- The return of break out sessions was very well received.
- Tough to end on a Saturday, especially this year, just prior to Mother's Day. We lost many folks because of that (for the Banquet).
- Bring activities back to Monday afternoon, the networking is too valuable to lose, also, it interfered w/registration, and some folks could not participate.
- We really should revisit having a band or some type of entertainment after the banquet.

*Paul Felicissimo (as our NAA rep) will e-mail all of the other (13) Sectionals to notify them of our conference date for next year. They would like to continue to coordinate all conferences. By the Fall Board meeting, all sectionals should know when their conference dates are. They should all know at least a year and a half out. We will try to do that as well.

*Our conference will be held at the highly sought after spot in Saratoga – The Gideon Putnam Hotel. We will go back to the Sunday through Wednesday days. Sunday, May 5th begins the conference, with registration and the President's Reception, and we will end on Wednesday, May 9th with the Hot Ideas Breakfast or Motivational speaker (or both, but that will be decided at the on-site).

*Nancy Breault read the notes from: **The Past Presidents' meeting.**

The meeting began at: 4:05 PM

The following Past Presidents were in attendance:

David Parkhurst (2005), Bob DiMatties (resigned 2004), Bonnie Christian (2004/2003), Paul Felicissimo (2002), Nancy Breault (1999), Bill Sara (1994).

Suggestions were made regarding the Conference agenda for this year's conference:

*Scott Georgalas gave us a suggestion prior to his departure:

We should look at other sectional schedules – our conference set up is very similar to NEACE's, now 3 days - "Too long for vendors"

However, he thinks we should look at running our conference similar to that of Central States and Ohio:

Sunday - The President's reception with a buffet for the main dinner

Monday - Business meetings all day with dinner on your own (folk can dine w/vendors)

Tuesday - Hot Idea Breakfast – ½ day for a final get together

We felt that our conference schedule fit the needs of all members, but would continue to look at all suggestions and feedback offered.

Other Suggestions/Feedback from other members:

*Many thought that starting on a Sunday was better

*Should we merge with other sectionals?

-Concern with doing that – many small newspapers would not be able to afford to travel outside of New York State (in between the two sectionals)

-The big question would be Location

-We could combine the yearly conference only, and keep the sectionals separate

*Paul Felicissimo will follow up at The Sectional Summit for their input.

*We could go with 3 Locations for our conferences:

The Gideon-Putnam (perfect spot), Canandaigua, and one other spot, nearby NEACE possibly.

*Paul Felicissimo will also follow through with ABC regarding the new 3rd party rules.

-Bob DiMatties will draft a proposal; forward to Paul; and he will follow up with the other sectionals and NAA.

*Regarding the **Promotional Entries** – before there were limits on size, etc., but this year there were NO limits.

25% presentation on the board is too much...or is it?

It was suggested (after further discussion) to go back to limits on size parameters.

Nice procedure on the judging – folks inside and outside the industry.

The Past Presidents' meeting ended at 4:40 PM

Comments regarding the PP notes:

*We *should* go back to limits and rules regarding the presentation model for Promotional Awards.

-They were originally set up to resemble the ACME model.

-It was decided that we *would* go back to 2 different board sizes.

-The nice perk here (with NYSCMA) is that it's free (NAA charges for entries).

-Christine will reset the rules: all boards will have a minimum AND a maximum size requirement.

-Christine spoke with John Murray, and he has agreed to publish all promotional ideas

-Christine will buy a camera with a sizable memory card for use with the promotional entries. She will be able to use it as our official NYSCMA INC. camera for all functions, conferences, training sessions, etc. She has a budget of \$300 (thanks Bill Sara).

-Carol Alka also has a projector and laptop that she will work with Christine on downloading (in advance) all promotional entries, so we can view them during the luncheon and folks review their individual entries.

-A recap will be sent to Julie for the Post Conference edition of The Bulletin

-Winners will be announced with a picture AND the new rule changes for next year.

*Julie Cardinali mentioned last year that Keith Witmer volunteered to be a backup for the Bulletin. She is looking to pass the Bulletin on to someone else (due to her officer responsibilities), but she WILL be doing the final issue. The Post-Conference Fall Bulletin will include photos and articles highlighting the conference sessions. Membership Phone Cards will be included in the mailing for those who did not attend.

***The Hot Ideas Breakfast** was a good addition (back to) the program this year.

-Needs to be promoted more to get more ideas from more papers.

***The Roundtables** response was excellent!

-We could definitely use more time – probably 20 minutes more

-Speakers all came prepared, which added to the success.

***ALL speakers** were very good this year

-It worked well (again) that all Speaker's presentations were downloaded onto the laptop.

-Nancy will e-mail all of them to Michelle so she can download each onto the website.

-Danny Diego would love to come back, so we will keep that in mind for future conferences.

*It was disappointing that many of our (retired) past president's could not attend this year.

-Paul Felicissimo volunteered to be a source of contact for them.

*Mark Roggen volunteered to get updates on industry news (who did what) from his contacts at other sectionals (MACMA, ISCMA, NEACE). Mark also commented that the Vendor Room was the perfect size. The food was fantastic and coffee breaks were great. Vendors were appreciative and wanted to say "Thank you" to the board.

*Bill announced (as a reminder) that he will be working closely with Phil Hudson, our Auditing Director (and this year our new 2nd Vice President); to review the notes from all of the Board meeting held from 1994 on; to update the By-Laws.

*Joe Salomone will provide a full day of ABC Training.

-Many requested Syracuse (once again) as it is a central location, easy for folks to get to.

-Nancy and Julie agreed to assist. We will need to roll out soon. This was an excellent one last year and will be again with much interest due to the new and changing rules.

-Promotion and communication is crucial.

-Details to follow.

**Joanna Kaub came into the meeting to follow-up on behalf of The Sagamore, to get our input for further conferences. She mentioned that she was open to all and any criticisms.

Responses given to Joanna:

*The food and service was **AWSOME!**

*The only night that there was an issue (with food) was Tuesday, at one of the small bars on the lower level.

*The staff seemed too busy to accommodate us on Friday night, they were hosting 2 weddings.

*The fact that we had to fax in our hotel registration forms along with payment created issues for many folks.

-We are not accustomed to doing that for any other hotel or conference site.

-Joanna apologized, and informed us that the policy only stands for conferences, and is in place to protect the guest as well as the hotel.

*Many folks reported difficulty getting a hold of anyone at the hotel while calling for information. No automated system seemed to be in place when staff was too busy to answer the phone lines.

*The rooms and service there was **AWSOME** as well.

*The shuttle drivers were great, very helpful and accommodating.

*The hotel handled the water situation very professionally. When the water main broke, we were informed right away and bottled water was provided immediately.

**We thanked Joanna for her service and professionalism, and she stated that she (and the rest of the staff) would love to have us back.

Results of Board of Directors Elections:

Officers for a one-year term 2006-2007:

Chairman of the Board-----David Parkhurst
President-----Bill Farrell
1st Vice President-----Julie Cardinali
2nd Vice President-----Phillip Hudson
Secretary-----Nancy Breault
Treasurer-----Bill Sara

Directors voted in with a two-year term to 2008:

Matthew Lang-----Training
Bonnie Christian-----Carrier Recognition/Valor Awards
Carol Alka-----Public Relations/Partnerships
Neal Shapiro-----Bulletin Advertiser Billing/Training

Directors with a two-year term from 2005 to 2007:

Christine Smith-----Promotions/Photography
Michelle Giorgianni-----Buyer's Guide/Website/Billing
Paul Felicissimo-----NAA/Alumni
Steve Piersa-----Auditing/Conference Planning

Meeting adjourned at 12:30 PM

M/S/P Sara/Lang