



BOARD MEETING MINUTES
February 5, 2014
Truck Enterprises, Inc.



Present--Susan Crosby, Patricia Craft, Andy Breeding, Susan Grossman, Kathy Armentrout, John Habel, Rick Larson, Jason Saunders, Dave Wilcox, Chuck Flick, Shawn Printz, Tara Roe

President Grossman called the meeting to order at 3:35 p.m.

- I. Review and approval of minutes from Dec 4
 - a. Tabled until March

- II. Review/discussion/approval of budget
 - a. Change the date to 2014
 - b. Reflects sponsorship at 3000 per frank
 - c. Removed a few things: merchandise income, because of IRS non profit status; took out essentials class supplies because we're not teaching that any more
 - d. Sterrett scholarship at 1600 is in there. Fonda Hamrick applied for and received the first scholarship; JMU would like recipient for next one chosen 10 days in advance; we will include in an eblast with deadline early March
 - e. P&L for January chapter meeting was distributed and showed a very close difference--lower turnout, higher per person rate in winter, no sponsor
 - f. Frank needs someone to help him get sponsors, try again to recruit. Susan requested that each board member send him at least one suggestion.
 - g. Budget was approved on a motion by Shawn, seconded by Patricia, with discussion on the leadership breakfast to occur later

- III. SHAPE Initiatives
 - 1) SHRM Foundation -learned at the January leadership meeting that the 10% increase over the previous year is no longer required. Patricia reported that our donation will rise a bit each year still
 - a. Membership Initiative(s) -Andy
 - 2) VA Legal Forum (September) for at-large recruitment-left in as one membership initiative. Very good topics coming up (ACA, immigration). Attendees liked the date time place. Need committee in place and to think of keynote.
 - 3) Also--Other event targeting the small business owner: tried to work with SBDC last year but didn't get very far. Would like to think of another event for them. Board members all seem to agree that these one person office mgrs who are doing everything need help. Rick will follow up and see if they have routine correspondence that they can include us in and call and ask if they have any ideas of connections or service. Also talked about making presentations to civic groups, rotary, Kiwanis, ruritans. Andrew did most of the rotarys a few years ago. Maybe a before

or after work thing and include a marketing piece with resources and a discount for joining SVSHRM. Don't know where to reach out to find these people. Goal is both to increase membership and assist them. Kathy will speak with new president of Harrisonburg Chamber about Business After Hours

4) Increase membership by 4% (lowered from 10%)

- b. Workforce Readiness – National Disabilities Employment Awareness Month with Friendship Industries in October will be repeated. One of their partner companies, has been approved as a training organization and so there may be opportunities for another initiative for developing some modules towards a certificate of skills in keeping the job, dealing with working over the long term.
High school outreach, East Rockingham Skills USA Club, could be done again. Probably has a similar program at TA. Dave is talking to the school administration level to offer something similar, especially if cancelled by schools, may be moving it all over to MTC. May be able to pick that up. Will follow up.
- c. Diversity & Inclusion – some same projects as above, Dave has other alternatives in mind.
- d. College Relations – February Chapter Meeting-Lou has sent final notes for this meeting. Only 66 people signed up. Did announce at state council meeting and sent invitations to state council members. Parking may have scared people. They've arranged for shuttles. Students will be there but so will our membership and finance folks.
 - 1) Chuck met with community foundation about the Veghan scholarship about ways to increase the likelihood of getting more applicants and they suggested an online application through their web side. That should help. Provided Lou's contact information to them. Will provide JMU info. Should be online this afternoon. Will include an eblast.
- e. Government Affairs/Advocacy – SusanG will work on this, suggestions needed. Cathy Welsh or a representative will do 5 minute legislative update every other month beginning March.
- f. Self-defined area-
 - 1) Newsletter
 - a. Utilize better, market farther than our members
 - b. Generate more attendance. Send to SBDC, HR and Augusta Chambers to include in their newsletter. Began doing with spring issue. A lot of work goes into the newsletter and it isn't used very broadly. It is information that we already have so somehow it should be pushed to more people, and get a facelift. Also, encourage members to forward it to others who aren't members.
 - 2) Marketing
 - 3) Finance-get procedures written down, operations manual, assign specific duties to the committee, around
 - a. Fiscal health
 - b. Effective management and administration.

- 4) 2014 Chick-fil-A Leadercast at EMU, May 9: need committee members
- 5) Leadership/CEO Breakfast, November 11
 - a. Suggested speaker: Lessons from Jefferson, program starting at 9, \$1000 including travel
 - b. Changing the name took away the emphasis on inviting your CEO.
 - c. need better attendance
 - d. Need sponsorships
 - e. Supposed to be our flagship presentation, chance to spotlight the value of human resources to companies
 - f. Need committee to review history and determine best time etc

IV. Open/2014 Board/Committee Positions

- a. Sponsorship Co-Chair
- b. Chick-fil-A Leadercast: have requested committee members
- c. VA Legal Forum

V. Succession Planning

- a. President-Elect
- b. Anyone not returning in 2015—if so, let John know

VI. Updates from chair persons

- a. Programs: July, October, and December are open. Kathy has someone to recommend for October. Workplace wellness, Aging in place, and WWRCs intruder training presentation as suggested topics.

VII. Renewals – status and survey results: tabled until March

VIII. Other Business

- a. Web page migration is scheduled for fri 2/14
- b. Shape has been submitted for platinum, will hear in March.

Adjourn, 5 pm

Respectfully submitted,

Susan Crosby