

Minutes of Golden West Council Meeting of October 25, 2003

President Wesley Fachner called the meeting to order at 10:10 a.m. Present were Jacqui Anderson, Robert Hulin, Karl Kneip, Annhenrie Campbell, Trudia Pauley, Karen Vona-MacDonald, Bev Perkins, Donna-Fay Bower, Michelle Bowling, Jean Conner, Michael Cohen, Joyce Giuffre, Ian Myles, Sandy Giberson, and Wesley Fachner.

Wesley thanked Michelle for setting up the room for our meeting, and reminded us that our next meeting will be held on February 7th at Hudson Global Resources in Walnut Creek, California. All those in attendance introduced themselves.

Wesley announced that the Financial Executive of the Year Award for our Council was Larry Carter from Cisco Systems in San Jose. We will present him with his award on Thursday, December 4th at the Oakland-East Bay meeting. Those who plan to come to the meeting were reminded to bring money for an auction. Wesley will let us know if for some reason Larry Carter will not be able to attend the meeting.

Wesley informed the Regional Directors that National needs information on Chico, Diablo Valley, Salinas Valley Monterey, Central Coast, and San Francisco chapters. National has informed us that none of these chapters will receive any funds from National until they are provided the necessary information by the chapters.

Wesley presented two plaques to members of the Stockton Chapter: the Emil Sharf award for highest attendance at an educational program; and the Carl G. Orne award for highest finish in the Warner Division.

Minutes of the July 19th meeting, which were e-mailed to the council members in July, were handed to those who hadn't received them by e-mail. After discussion, they were approved as submitted. Bev passed around information on a good speaker for the Council's consideration for future seminars. She was asked to give the information to Emily Mugge. Bev gave Wesley information on the REST, which was dealt with later in the meeting. No other correspondence was received.

Robert Hulin distributed communication reports and went through the information contained in the report. A copy is attached to the original of these minutes. He also had available at the meeting Resource Guide CD's for Council members to view. He noted that this project could have been a money-making enterprise for the Council and chapters if we had gotten more advertising. He asked that members and chapters keep him informed of any changes of information (i.e., address) and activities so he can keep the web site up-to-date. He noted that some e-mails have bounced, so he needs to be kept informed of our current addresses in order to provide us with Council communications. Robert reminded everyone that he is available to assist anyone who is having difficulty with communications (such as internet use or accessing communications).

Wesley urged everyone to check out the Council web site, which contains a wealth of information for individual members and chapters. Wesley also noted that the resource guide seems to just create a lot of work for one person, who gets little help from the chapters. Next meeting we will vote on whether we should continue this effort. Robert suggested polling chapter members regarding the continuation of the roster for future years.

The possibility of the Greater Bay Area web site replacing a Council roster was discussed. Wesley appointed Robert Hulin and Sandy Giberson, along with himself, to a committee to contact Helen regarding using the Greater Bay Area web site to replace the roster and make better use of advertising dollars.

Jacqui handed out copies of her Treasurer's Report, a copy of which is attached to the original of these minutes. She also noted that she did a cash report for the quarter on the other side of the sheet containing the usual report. Her report was accepted by the Council as presented.

Wesley commented that, if the chapters and Council provide the right services to our members, we should be able to get members to our meetings and joining IMA. The focus of IMA should be on our core values, rather than membership. Membership should increase as a natural result of our providing members with the services they want from our organization.

Michelle reported on Stockton chapter: their corporate development committee will approach local financial leaders; student night will be in February; their first scholarship has been awarded to a Delta College graduate. They have great speakers, and the Delta College professors are members of IMA and very supportive of the students and their involvement in IMA.

Karen reported good attendance at her chapter meetings, crediting good speakers and a nice location for the high attendance numbers. They have had speakers with topics of identity theft (a local police detective) and accreditation at their local school and its impact on the profession.

Jacqui reported that Sacramento chapter's attendance has dropped due to lack of support from Robert Half. Robert Half used to attend meetings in force, but they haven't been to recent meetings. A professional organizer spoke in September, and in October they had their annual "game show" (Who Wants to be a CMA?) for student night, which is always very successful.

Karl noted that Peninsula-Palo Alto Chapter is a strong chapter with hard-working members and good speakers. He has not contacted Silicon Valley or San Francisco lately.

Robert reported that Amador Valley Chapter (Ian Myles and himself) is going on a winery tour today after the meeting. Out of a total membership of about 70, they usually have 35-40 at their meetings, which are held every other month. They have had a manager of a local sports team speak to them, and plan to have software vendors come to their November meeting. They also have a student pancake breakfast coming up.

Donna Fay reported that Oakland-East Bay Chapter had good attendance for their first meeting in September. She also noted that chapters can report continuing education on behalf of members attending from other chapters through the chapter portal on the National web site.

Bev reported that Reno Chapter had a successful Student Night in September, with members reporting to students about their jobs and what students can expect in the workforce. The October speaker was Jane Boucher, who is the speaker Bev recommended to the Council for seminars. The October meeting had double the usual attendance. Bev also reported that Reno Chapter awarded a scholarship to a UNR student, who is regularly attending IMA functions.

As Old Business, Wesley informed the Council that Bev had provided him with information regarding the schedule for the 2004 REST seminar that will be held in February in Reno, Nevada. Bev noted that Reno Chapter has been approached to help with the seminar. Wesley noted that Golden West Council is not providing any financial assistance for next year's REST.

Wesley noted that he is still getting questions about the role of Golden West Council. The Council's role is to support chapters (not to direct their activities) with the experience of Council members. The Council does not tell chapters what to do. The Council cannot force itself on chapters. It was noted that the involvement of Regional Directors in chapter activities is important. In order for the Council to be effective, the Chapters need to be aware of the experience and helpfulness that the Council is willing and able to provide. Regional Directors are key in promoting this knowledge to the Chapters.

Chapters have once again reported low attendance. It was noted that good topics are what get people to meetings. It is important that we know our audience. It is a good idea for chapters to have several people suggesting speakers, rather than just the officer in charge of speakers.

Kim Wallin, the National Chair, will be in Sacramento for their November meeting, on the 20th, as well as in May for the Golden West Council and LTS meeting in Sacramento. Jacqui asked that people wanting to

spend the night after the meeting contact her for reservations at the Hilton (on Arden Way), where they hold their meetings.

Ian reported that MicroMash has contacted Silicon Valley regarding a software package for CMA/CFM review. He thought this might be a good thing to do at Council level. It was suggested that he and Robert, along with Marc Light (SV Chapter) contact Emily. Jacqui has 10 Becker lesson sample CD's with her for Council members to look at. It was noted that the chapters benefit if we get more CMA's since they must maintain their membership. Wesley will contact Emily to discuss CMA courses.

Wesley announced that National is instituting a Watering Hole in lieu of hospitality suites for next year's conference due to the high cost to Councils and lack of participation in the hospitality suites.

It was mentioned that money from National has become non-existent for chapters, and that both individuals and chapters are now responsible for reporting to National information on which chapter compensation is based. Mike asked for suggestions from the Council to take to National, and received several.

Wesley Fachner adjourned the meeting at 12:15 p.m.

Respectfully submitted,

BEVERLY PERKINS, CPA
Secretary