

GOLDEN WEST COUNCIL REGIONAL MEETING MINUTES

Board Meeting, October 23, 2004, at Fish Hopper Restaurant, Monterey

President Trudia Pauley called the meeting to order at 10:34 a.m. and asked those present to introduce themselves. Also present were Bev Perkins, Felipe Zavala, Wesley Fachner, Donna-Fay Bower, Greg Meldahl, Dave DiMare, Sudha Chadalavada, Helen Gee, Mike Van Roy, Jeff Jones, Robert Hulin, Sandy Giberson, Emily Mugge, Annhenrie Campbell, Richard Hermerding, Sherry Morse, George Macko, Jacqui Anderson, Michael Cohen, and Michael Backer.

President's Report

Trudia announced that Eric Yeaman from Hawaii was selected by the FEYA Committee as Financial Executive of the Year for the Golden West Council. Robert will post the information on the web site. Emily requested that the other 24 nominees be informed of their nominations. Sandy Giberson said Robert Half has prepared certificates and will be sending them out to all the nominees soon.

Trudia reminded everyone of the monthly teleconference on the 2nd Tuesday of each month. November 9th at 11:45 a.m. our time is the next teleconference. The phone number to call is 1(800)369-1540, and the entry code is 77351#.

President-Elect's Report

Dave has nothing to report as President-Elect. It was noted that the Leadership Meeting will be held in Pleasanton on May 7th next year.

Secretary's Report

Bev handed out copies of minutes from the August Board Meeting. One correction was made. Upon motion and second, the minutes were approved as amended by unanimous vote of the Board. Bev handed an e-mail from Mike Van Roy regarding Oakland-East Bay December joint chapter meetings to Trudia, who passed it on to Donna-Fay to handle. Mike Hilton and Donna-Fay will deal with his question off-line.

Treasurer's Report

Jacqui reported that there has been no activity since our last meeting. The Board noted that a budget needs to be prepared. Jacqui asked if there were any changes from last year's budget, and suggested that this be discussed off-line. The awards which will be presented today should be in the budget and a check should be written, since they were approved by the Board at our last meeting.

Communications Report

Once again Robert reminded Board members not to just hit the "reply" button to e-mails, since this will reply to the entire group. The "To" box needs to be filled in with the address of whichever individual you wish to address.

The Resource Guide is still in the process of being put together. There is still time for ads from chapters since the 9/26/04 deadline was not critical. We have until May to get it to National. Sandy has advertising from Robert Half and Intuit, and is pursuing a third large advertiser. No chapters have provided ad funds to support our Resource Guide.

Sandy reported that a newsletter will go out soon. Emily suggested that each chapter send out postcards in addition to e-mails to members of meetings. Robert reminded Board members that each member must update their own information on the National web site, or Betty Alfonso of Member Services can be notified. Helen Gee mentioned that her <http://www.gba.imanet.org> web site has instructions on how to update membership status on the National website and noted that she uses E-vite to notify members of events.

Membership

Emily requested that each chapter encourage their membership to keep their information updated on the National web site. She also suggested that Chapters have local recruiters (i.e., Robert Half) keep membership applications available in their offices. Her chapter has Saturday morning videoconferences which are very popular, help with membership, and bring money into her chapter. Helen promotes the videoconferences on her <http://www.gba.imanet.org> web site. Videotapes cost between \$5,000 and \$10,000 per year, but can be a money-maker for the chapter, especially if the chapter gets a sponsor to help defray the cost of the videos. She also noted that old videos (after 18 months) are free from National, but that no credit is awarded for viewing them. The next videoconference is 11/13/04 in Walnut Creek. Emily can be contacted at (925) 362-4500 x12, or e-mailed at emily@enhire.com.

Robert receives at-large membership information from National on a monthly basis and is currently separating these members by chapter. He will report to the Board and chapters when this is done.

Regional Director Reports

- Greg reported on San Francisco, Redwood Empire and Diablo Valley chapters. Emily added that Diablo Valley's videoconferences are going well.
- Felix reported that Salinas-Monterey is struggling.
- Robert said he and Dodi Monti are having trouble reaching members of Central Coast, and noted that the data downloads indicated that they are now officially "inactive."
- Sherry reported that Amador Valley is holding their next meeting November 9th, and the subject will be a tax update.
- Annhenrie reported that Central California is "stable" at between 15 and 20 attendees at their meetings.
- Trudia reported that Fresno attendance is between 15 and 20, and the better speakers attract up to 25 people. They also have a good student chapter; she also reported that Stockton has a great web site and good communication.
- Mike reported that Silicon Valley has never met their Regional Director and would like to; also they have a CMA night coming up; he also reported that his chapter is number 2 in the Stevenson Division currently.
- Donna-Fay reported that Oakland-East Bay has their annual Christmas meeting and auction December 9th, and will hold a joint meeting with other Bay Area chapters coming up on March 9, 2005, with Larry White (IMA Chair) as speaker.
- Helen reported that Peninsula-Palo Alto will have their annual tax update meeting in November. Their speaker is a professor (Annette Nellen) from San Jose State University who presents this topic for them every year. December they are having a joint meeting with Oakland. April 9, 2005 will be their Chapter's 50th anniversary, and they will have a dinner/dance in April to celebrate. Everyone is invited to this event.
- Bev reported that Reno attendance is augmented by students who are given extra credit to attend IMA meetings. When asked, she also mentioned that the Northwest Council is putting on the R.E.S.T. and would have information on that seminar.
- Jacqui reported that Sacramento chapter is hosting our next Golden West Council meeting on February 5th at the Hilton, and that reservations can be made by calling 1(916)969-4IMA and accessing voice mail box #1. She requested that we start calling in our reservations in late January.
- Trudia had Hawaii chapter's newsletter from Jack Karbens, noting that they have a huge Board of Directors and five student chapters.
- Jeff Jones asked that chapters share their speaker topics. Robert noted that the Resource Guide includes each chapter's scheduled meeting topics, and that National has "Tip 15 Topics" available to chapters. Mike Cohen requested that we create a local Golden West Council listing of speakers and topics. Sandy will compile the listing if each chapter sends information to her.

National Vice President

Wesley was in Park City with Michael, Dave and Robert (who were on committees); National should be sending information to each chapter President. He noted that National seems to be losing interest in councils and chapters, and is focusing on individual members, noting that many members aren't active in chapters and that their greatest revenues are in National programs for individual members. They are reducing their board size and bringing in non-IMA people in an attempt to make it a more profitable business. Their next meeting will be held in November in Austin. Robert recommended that Board members get together an initiative to make our feelings known to National, and Wesley was encouraged to pass on our comments at the next meeting.

Member Services Committee

Dave passed around 2 brochures being provided to chapter Presidents by National. He noted that international membership has been growing, while national membership is still going down. As a member of a Best Practices Sub-Committee, he requested that we give him ideas to take back to his committee. Sherry asked about the bonuses chapters were supposed to get from National when they maintained the required membership levels. Dave will follow up on this issue and get back to us.

I T Committee

Robert and Mike Cohen reported that a sub-committee had been formed to identify problems and solve them. The sub-committee is actively pursuing processes to aid members, chapters and councils, and is working with the Member Services Committee. Scott Weiss is the new IT Director at National, and for the first time this committee is affecting change rather than just making recommendations.

Old Business

Awards: Greg noted that Stockton won three awards, which were given to Trudia to present to that chapter. He presented Helen Gee of Peninsula-Palo Alto Chapter with a plaque for the highest chapter in the Stevenson Division last year. Greg then presented Wesley with a Past President's plaque for his two years as President of Golden West Council.

Responsibility of Regional Directors: Sherry will post her report on the web site for members to access, and will notify us via yahoo groups when it is posted. She also noted that Responsibilities of Board Members for each chapter must be requested from National by the chapter.

Hawaii Meeting Site Status: Dave has been talking to members of Hawaii Chapter about a future Golden West Chapter meeting to be held in Hawaii. They suggested that fall would be a better time for a meeting since hotel costs were lower then. Dave polled the group for interest, and said that he will meet with Jack Karbens in two months in Hawaii to discuss this further.

Revenue Sharing: Trudia noted that Donna-Fay asked that this topic be tabled since our meeting was running so long.

New Business

Since those bringing other business before the Council have offered to either table to discussion or deal with it off-line, Trudia announced that there was no further new business.

Adjournment

Trudia adjourned the meeting at 12:35 p.m.

Respectfully submitted,

BEVERLY PERKINS, CPA
Secretary