



## Asia Pacific Career Development Association

Asia Pacific Career Development Association  
Executive Meeting  
November 4, 2012  
Teleconference

Present: Soonhoon Ahn, President; Satomi Chudasama, Treasurer; Marilyn Maze, Secretary and Executive Director

The meeting was called to order at 2 PM on Sunday, November 4, 2012

### 1. Presentations Proposals and Conference Schedule

All presentation proposals received so far have been for 1 hour. We discussed the possibility of making the presentation period 50 minutes so there would be time for a break between proposals, and we would have 6 to 8 time slots each day on Thursday and Friday. We also have the option of paying for a second meeting room (which has been reserved) for all or part of one day. We need to reserve the final time slot for a closing session, but agreed to have the Business meeting at the lunch on Friday.

Marilyn agreed to summarize the topics and countries of origin so that we can share the list with others who have yet to respond. We have not received a proposal from Barry Chung or from Jim Bright. Marilyn agreed to reach out to them.

### 2. Income and expenses to-date

We have received \$95 from 5 memberships, which is in a PayPal account (PayPal keeps a small percentage of the \$20 membership dues for processing, which is slightly higher for international payments than for US payments). Marilyn will connect the checking account to the PayPal account so these funds can be spent either via PayPal or by check. We will not ask the bank to allow us to accept credit cards through the bank, however, because the combination of monthly fees and transaction fees make that option more expensive than PayPal. We also have \$2000 in our checking account from a start-up loan from Soonhoon. In addition to this, the start-up expenses that Marilyn paid will be considered liabilities. Marilyn promised the Treasurer that she would soon see a year-to-date Profit and Loss Statement.

Marilyn pointed out that the membership fee of \$20 will not support much activity of the organization, even as the association grows. We need other sources of income.

### 3. Conference financials

The average cost per attendee will be \$330, assuming 50 attendees (which we consider to be the minimum number). Marilyn expressed concern that some proposals have several presenters listed, and we had not anticipated given the discounted fees to so many people.

**Motion:** One presenter per presentation will receive the discounted Presenter fee. Other presenters will be asked to pay the full registration fee. This motion passed unanimously.

We discussed other ways to pay for conference expenses. A price has been published for an exhibitor (with a table). We agreed on these additional options:

\$550	A table at the conference and attendance for one representative
\$300	Quarter-page ad in the program
\$600	Half-page ad in the program
\$1000	Full-page ad in the program
\$3000	Full-page on back of program

\$2000	Silver Sponsor: Sponsor of a luncheon, a full-page ad in the program, the corporate logo on the cover of the program and on our website for a full year, 2 representatives may attend the conference, and a one-year Organizational Membership.
\$3000	Gold Sponsor: Sponsor of a reception, a full-page ad in the program, the corporate logo on the cover of the program and on our website for a full year, 2 representatives may attend the conference, and a one-year Organizational Membership.
\$10,000	Diamond Sponsor: Full Conference Sponsor, a full-page ad on the back of the program, the corporate logo on the cover of the program and on our website for a full year, 2 representatives may attend the conference, and a one-year Organizational Membership.

Soonhoon will look for sponsors, and encourage Eunmee to do the same. Marilyn will set up these "registration options" on our website.

We discussed the previous plan to pay the airfare for the 3 officers. It was agreed, that we would not pay airfare for any officers this year, but would pay for a hotel room and registration for the 3 officers.

#### 4. Awards

We agreed that Sheri Butler will receive an award at the Conference this year. Other awards may be proposed at a later date.

The meeting was adjourned at 2:55 PM.



Marilyn E. Maze  
APCDA Secretary