

APCDA Officers Meeting

Nov. 13, 2013

Present: Marilyn Maze, Diana Bailey, Roberta Neault, and Soonhoon Ahn

Agenda/Discussion topics

Projected Attendees to 2014 Conference:

- Soonhoon will try to find additional groups as potential attendees for the conference.
- No one yet from Thailand... Soonhoon will follow-up
- Soonhoon will see Dick and Marci Bowles over the holidays and talk with them about further promoting the conference. Then she is visiting the Philippines and hopes to establish contacts there.
- Marilyn will add all of the Hawaii community colleges and Hawaiian contacts who might be interested in the conference to our contact list.

CONFERENCE UPDATES:

- Marilyn will meet with Kuder the week of November 18th to talk about being the Reception sponsor. The \$5000 Reception Sponsor fee will cover reception and other expenses.
- Officers reviewed the **2014 Conference at a Glance Schedule**. There are 33 40-minute slots available for presentations and we also plan to have round-table discussions during the lunches to encourage people to make new acquaintances. On Monday, the topics will be oriented toward ice-breaking and interest areas, and on Tuesday toward our committees and projects.

Treasure's Report:

- We reviewed the 2012-2013 fiscal year, which ended in the red. Marilyn pointed out that the deposit for the Hawaii hotel had taken all of our reserves, because the association has not been around long enough to build up significant reserve funds.
- Roberta requested Balance Sheets for 201213 and the current fiscal year, and cashflow budget sheets. It is difficult to predict the conference and operational expenses because we have only a short little history, and each conference is different. Most income is received one month before the

conference. Conference expenses are paid immediately after the conference, and the Net Income becomes part of our reserves.

- The officers discussed ways to increase cashflow for the organization, and eventually pay off the loans by Soonhoon and Marilyn to keep the association solvent. We decided to create a new earlybird conference registration category ending January 31 so that we can increase cashflow now. It will be \$20 less for each category of registration.
- We also agreed to create a Lifetime membership fee. Officers will review the entire membership fee structure. (i.e. student, retired, lifetime etc.) and propose a new membership fee structure for the Board to consider on December 4.

MEMBER SERVICES

- Roberta offered to provide a webinar on Career Planning Theories. Roberta offered to allow APCDA to use the GoToMeeting subscription with her company, Life Strategies owns. She would like to limit the webinar to 20 people, and offer it again if more than that are interested.
- The webinar will be recorded. This will be offered early Jan 29th 9:30 PM Eastern US time. Proposed fee: \$20 members and \$30 for non -members. 1 CEU will be available for the attendees.
- Roberta is providing this webinar pro bono as in-kind contribution worth \$500.

CONFERENCE PLANNING/JAPAN

- Yoshi has brought the cost of the Tsukuba Conference Center down to \$7500. This is still a bit high. Yoshi is working with hotels to see if they cost less.
- Roberta will promote the conference while she is working in Australia and New Zealand
- We discussed future conference locations:
 - 2016 Taiwan
 - 2017 Indonesia
 - 2018 China???

NEWSLETTER has been a great tool for members and sharing country highlights of services

NON PROFIT STATUS REPORT

- Still in process...the IRS is now processing applications submitted in May 2012. Ours was submitted in January, 2013.
- Need Board members to reach out and try to acquire corporate sponsors.

BD Meeting/ Full

- Proposed Dec 4th @ 9:30 pm Eastern US time.
- Report from each country and each committee. Request that reports be submitted as a PowerPoint /written snapshot

Membership:

- Satomi is Membership Director and responds by email to new/renewing memberships. Soonhoon will inquire again about the exact process Satomi has established for membership follow-up.

Bylaws:

- Cheri suggested that the name of the Publicity Committee be changed to Public Relations Committee.
- Additional policies may also need to be reviewed. Deirdre Pickerell also has bylaws changes she wishes to suggest.

Skype Meeting adjourned at 10:40 pm (Eastern US time)

Diana M. Bailey, APCDA Secretary