



CONNECTIONS | CAREERS | COMMUNITY

Minutes of the Board Meeting
EWI® of Memphis
April 09, 2015

Call to Order

The EWI of Memphis Board meeting was held on Thursday, April 9th, at Regions Bank with Angel Halpern as host. Cindy Lynch presided. The meeting was called to order at 6:00 pm.

Roll Call

Present:

Cindy Lynch, President
Linda Grissom, Vice President
Krissie Heuer, Treasurer
Danielle Rouseau, Secretary
Angel Halpern, B/C/DP Director
Deborah Vaughn, Program Director
Martha Pallesen, Parliamentary Advisor

Absent:

Mary Judson, Recruitment & Retention Director
Timorie Belk, Communications Director
Paige Perkins, Advisor

Open:

Fundraising Director
Sergeant-At-Arms

Minutes

The March Board Minutes were emailed to the board. A motion was made to approve the March Board minutes as received and the minutes were approved as distributed. The motion carried and the minutes will be posted to the website. The March Chapter minutes were emailed to the Board. Since there were no additional corrections, the minutes were posted to the website and will be presented for approval at the April Chapter meeting.

Reports of Officers and Directors:

Vice President – Linda Grissom (Medtronic, Inc.)

During the month, Linda:

1. Participated in Golf Committee conference call on 3/12 by providing written update.

2. Secured printing for 2015 Golf Tournament “Save the Date” postcard (quantity: 280 on hand) and delivered to Katie Hart.
3. Confirmed with Mary Judson that Kemmons Wilson will donate the Orange Lake Resort package as the Hole-in-One prize.
4. Issued Media Press Releases to The Commercial Appeal, The Cordova Times, Memphis Daily News, Collierville Herald, Bartlett Express and Shelby Sun Times.
5. Updated Member Roster as required.
6. Contacted Memphis Oral School for the Deaf to re-confirm May 8, 2015 for Reading Rally event: 10am – 11:30am
7. Began process of confirming Firm Executives by Member Firm.

Treasurer – Krissie Heuer (Business Equipment Center)

Cash balances on March 31, 2015, are as follows:

Total General Operating Account	\$87,807.05
B/C/DP Account	\$ 8,628.02
Total:	\$96,435.07

Discussion:

1. The process for notification and collection of delinquent accounts was discussed.
2. A motion was adopted and approved for reimbursement of Spring Conference registration to Danielle Rousseau.
3. A motion was adopted and approved to present a donation of \$200 to the American Red Cross to be presented at the April Chapter meeting.
4. It was decided that use of the Flex Perks Rewards Card will be adopted.
5. A portion of the funds in the general operating account was moved to a CD to earn interest for the Chapter.

Sergeant-At-Arms-OPEN

President Cindy Lynch reported the attendance at March meeting as follows: 22 reps, 4 executives, 1 sustainer, 0 life members, 1 honorary member, and 2 guests, for a total of 30. A total of 25 firms were represented.

Discussion:

1. On April 6th notification was sent to the membership for the April Chapter Meeting.
2. April Prospective Member Guests: Meghan Medford (Medford Roofing), Monique McClain (FedEx).

Recruitment and Retention Director – Mary Judson (Kemmons Wilson Companies) - ABSENT

President Cindy Lynch reported the Recruitment and Retention activity as follows: Member Firms: 39; Active Reps: 43 (39-1st reps, 4-2nd reps); Individuals: 0, Sustainers: 7, Life Member: 1; Honorary Members: 2. Total of 53.

Prospective Members:

- Dina Placo (SunTrust)
- Jada Pope (Embassy Suites – Memphis)

Current Prospects:

- Alisha Luckey (Flemings Steakhouse)
- Jennifer Burns (Colonial Country Club)
- Jessica Meiser (Marriott)
- Monique McClain (FedEx)
- Dina Placo (Suntrust)
- Cindy Deller (Randstad)
- Lauren Loeb (Memphis Chamber)
- (Memphis International Airport)
- Cassandra Phillips-Dixon (Beauty Beatz)
- Alyssa Holiday (Redheaded Chef)
- Dalayne Rewalt (Clay & Land Insurance Company)
- Jessie O'Connor Griffith (Memphis Convention & Visitors Bureau)
- Sally Archibald (TrueGreen)
- Theresa Fields (COGIC World Headquarters)
- Patrica Cook (MLGW)
- Meghan Medford (Medford Roofing)
- Paula Turner (FedEx)
- Susie Williams (Crown Plaza Memphis)
- Vanessa S. Burns (Baptist Memorial Health Care)
- Dorian Spears (Edge)
- Amanda Voss (Hilton Worldwide)
- Antoinette Wiseman (Independent Bank)
- Corey McLaughlin (Memphis Bioworks)

Discussion:

1. Created a SOP for Director of Recruitment and Retention.
2. Dannah Scott (Sheraton Downtown Memphis) is scheduled for installation at the April Chapter meeting.
3. All old prospects are being vetted. Mary Judson will have an updated list of prospects by the end of April.
4. Rebranding plans for the new marketing campaign rollout and “Thrive for 5” membership campaign were discussed.

The status of membership renewals were discussed:

- Erika Lucas (Marriott) 04/30/2015
- Danielle Rouseau (The Sims Financial Group, Inc.) 04/30/2015
- Timorie Belk (Le Bonheur) 04/30/2015

Program Director – Deborah Vaughn

- April 16th Meeting: Preparedness Program, will be held at The American Red Cross, 1399 Madison, Memphis, TN.
- May 21st Meeting: Honoring Sustainers and Past Presidents; Garden Party Theme, will be held at Bonne Terre, 4715 Church Road, Nesbit, MS.
- June 18th Meeting: Speaker will be Dr. Michelle Ludwig (Baylor) and Program will be B/C/DP ASIST and Leadership Development Awards, to be held at The Peabody Hotel, 149 Union Avenue, Memphis, TN.

Discussion:

1. Since a gratuity was not added to the meal for the March Chapter meeting, and the same caterer will be used, it was recommended that gratuity for the April Chapter meeting be increased to compensate for the oversight.
2. Sustainers and Past Chapter Presidents will be honored at the May Chapter Meeting. Seating arrangements and preparation was discussed.
3. Requests will be made for additional donations of gently used purses for the May Chapter meeting.

Fundraising Director – OPEN

President Cindy Lynch reported the following fundraising activities for March:

March Silent Auction:	\$199.00
Wine sales:	\$45.00
Total:	\$244.00

Discussion:

1. The April fundraiser will be a “Spring Fling” featuring items welcoming spring. No wine sales.
2. The Golf Tournament committee meeting conference call was rescheduled to April 13th.
3. The Purse Auction fundraiser will be held at Bonne Terre at the May Chapter Meeting. At least 10 more purse donations are needed.

B/C/DP Director – Angel Halpern (Regions Bank)

Angel presented the following regarding the upcoming Reading Rally: The date for the Reading Rally is Friday May 8th from 10:00 am – 11:30 am. It will be held at the Memphis Oral School for the Deaf, 7901 Poplar Avenue, Germantown, TN 38138. Two book choices were identified: “No Dragons for Tea: Fire Safety for Kids (and Dragons)”, by Jean E. Pendziwol, or “Stop Drop and Roll (A Book About Fire Safety)”, by Margery Cuyler. Giveaways are left over from last year for the goody bags. Book choices will be presented to the BCDP Committee and then finalized prior to the April Chapter meeting. Books will be ordered from Amazon for each student to have one. We also have coloring books for the children. Deborah Vaughn (Staples) will donate crayons.

ASIST Scholarship: There is one application in process for a resident of the House of Grace. There are two additional potential candidates, one of which is a current student. The committee is also anticipating a couple of candidates from the Exchange Club and is confident

they will have 2-3 applications completed before the May deadline. Tracey Foldenauer (Ameri-Pride Linen & Apparel Service) and Angel Halpern (Regions Bank) will monitor the progress.

Communications Director – Timorie Belk (Le Bonheur Hospital)

President Cindy Lynch reported the Communications activity as follows:

1. Due to EWI Corporate's new marketing campaign, the Chapter website and other collateral will be updated.
2. Golf Tournament Sponsorship and Registration brochures have been uploaded to the website and registration button enabled to accept online payments for sponsorships, teams, and tee signs.
3. Danielle will submit an article regarding her Spring Conference for the May edition of EWIconnect. The June edition of EWIconnect will feature an article on Dr. Michelle Ludwig.

Timorie reported the deadline to forward information for the May EWIconnect will be Monday, May 4, 2015. The May edition will be posted to the website May 11th. Articles and information for the May edition are to be submitted to Timorie Belk.

PARLIAMENTARY ADVISOR: Martha Pallesen

Martha shared information on Parliamentary / Writing Tips. The shared pointers were on how to make a motion to reconsider a motion made previously in a meeting. Information was presented on writing guidelines from EWI Corporate and The Gregg Reference Manual, 11th Edition.

SPECIAL COMMITTEES:

BYLAWS:

There was nothing to report.

NOMINATING:

President Lynch reported on behalf of Paige Perkins (Memphis Grizzlies) that straw ballots would be emailed to the chapter in April. Current board members were asked to think about their role on the board going forward. President Lynch asked that she be informed if anyone has an interest in a particular area.

Unfinished Business:

Deborah Vaughn (Staples) proposed a vest as an option for the current year EWI Memphis promotional wear and will research options.

New Business:

1. There are two open board positions: Sergeant-At-Arms and Fundraising. Mable Barringer (National Kidney Foundation of West Tennessee) has volunteered to assist with Sergeant-At-Arms.
2. It was announced that the May Professional Development Webinar – “Creating a Coaching Culture to Success” will be May 5th, at 2p.m. CST and to register at ewiconnect.com.

3. It was announced the EWI Spring Conference is April 23- 25 in Milwaukee, WI. Kristi Emmons (FedEx Services) will present the leadership module. Danielle Rouseau (The Sims Financial Group, Inc.) will attend, representing the Memphis Chapter.

Announcements:

Birthdays: Krissie Heuer (4/4) and Mary Judson (4/22)

The next Board meeting will be held Thursday, May 14th, at 5:45 pm at Staples, 4575 Pleasant Hill Road, Memphis, TN. The meeting will be hosted by Deborah Vaughn.

Board members were asked to email their reports to Secretary Danielle Rouseau no later than Wednesday, May 11th and to bring 10 copies to the Board Meeting. Members were also asked to please inform Danielle Rouseau if unable to bring their reports so that she may print copies for everyone.

The meeting adjourned at 7:30 p.m.

/s
Cindy Lynch, President

/s
Danielle Rouseau, Secretary