



International Association
of Business Communicators
Great Plains

IABC Great Plains

Board Meeting Minutes

Dec. 20, 2017

Bismarck State College Student Union – lower level, Dakota Room, 12-1 p.m.

“Conflict cannot survive without your participation.” – Wayne Dyer

Chris Gessele called the meeting to order.

Members present: Erin Huntimer, Chris Gessele, Jill Beilke, Krista Rausch, Lacey Lange

Board members were provided the minutes from the November meeting.

I. Portfolio reports

a. Past-President – Erin

Basin Electric Power Cooperative’s corporate membership has been renewed.

b. President – Chris

Chris drafted a list of potential volunteers. It has been e-mailed to board members and is saved on the Google Drive account. He also drafted an e-mail message that encourages people with lapsed memberships to renew their membership. He will circulate it to the rest of the board for their review.

Chris scheduled a working session for board members on Jan. 25 from 11 a.m. to 1 p.m. Board members are asked to complete the SWOT analysis before attending the meeting.

c. President-elect – Jill

Nothing to report.

d. Secretary – Krista

Krista provided an update on communications. All professional development events have been posted the IABC Great Plains website and events created on Facebook. Events are promoted on the Facebook and Twitter accounts as they approach, typically a month in advance. In addition, the events are promoted in the monthly e-newsletter, which also includes information on upcoming IABC webinars and communications jobs in the area. Krista has drafted the January newsletter and will send it out in January.

Beginning in January, tickets will be sold via Eventbrite. Krista has created an Eventbrite page for each professional development event. There are links on the Facebook event and



International Association of Business Communicators Great Plains

website that link to each event's ticketing page. Lacey will bring the Square reader to each event as a back-up.

Krista cleaned up the e-mail account. All important messages have been organized in folders. Krista will provide Lacey with login information, so that she can access the Square receipts. The IABC e-mail address is linked with the business account for Larson's Creative Concepts. Krista will contact Amber Larson to see if this account can be transferred.

e. Treasurer/PD assistant – Lacey

Lacey, Chris and Erin will meet to discuss the budget on Dec. 21.

Lacey noted that more money is being spent than is coming in. Attendees weren't charged at the October professional development event, and there were several free attendees at the November and December professional development events.

The board agreed to allow each board member to bring up three guests to a professional development event each season. Krista will create a promotional code in Eventbrite and send it to board members. Board members will notify Lacey when they bring a guest. That guest (or the board member inviting them) must still register for the event via Eventbrite, but there will be no cost to attend.

f. Professional Development – Annette

Annette has provided Krista with information on all upcoming professional development events.

II. Review Action items from Nov. minutes

All action items have been completed. Given the budget, Krista suggested forgetting about the flyer about the IABC e-newsletter. Annette has been great about introducing board members and mentioning the different communications channels at each professional development event.

a. Chris

- i. Draft an e-mail message that encourages people with lapsed memberships to renew their membership. The message will highlight this season's events. He will then send this e-mail out to members as their membership lapses.
- ii. Chris will schedule a working session for board members in January. Areas of focus will include communications awards, recruiting communications professionals (free membership giveaway) and student engagement efforts.

b. Annette



International Association of Business Communicators Great Plains

- i. Annette will talk to Steph about creating a flyer that encourages people to sign up for the IABC Great Plains newsletter.
 - ii. Annette will send out an updated PD event schedule and provide Krista with information for each event.
- c. Krista
 - i. Krista will share PD events on the website, Facebook, and Twitter.
- d. Lacey
 - i. Will create an Eventbrite account.

III. Open issues

- a. PD events

The November and December professional development events were well attended and well received.

- i. November PD recap
 - ii. December PD
 - iii. PD calendar

- b. Communicate Stronger planning update

Krista reported that the subcommittee has made a lot of progress on the event. Alex Dorr, the keynote speaker, has been confirmed. He will present on change communication and ditching drama in the workplace. Heidi Demars is also confirmed, and she will speak about mindfulness in the workplace. Brianna Ludwig will host a panel on values-based work culture. Panelists from Bell Bank and Sundog are confirmed. IABC Great Plains will need to provide hotel rooms for panelist traveling from out-of-town.

The next Communicate Stronger 2018 planning meeting will be held on Dec. 21. At the next meeting, the subcommittee will review the tentative agenda, select the breakfast and lunch menus and discuss sponsorship rates and ticket prices. They will also discuss other potential costs, such as banners, agendas or promotional materials.

The event will be held at Bismarck State College on May 17.

IV. New business



International Association of Business Communicators Great Plains

a. Training opportunities

i. Leadership Institute – Feb. 8-10

Krista will attend the IABC Leadership Institute in San Diego on Feb. 8 – 10.

ii. MN IABC Convergence Summit – March 23

The MN IABC Convergence Summit is March 23 in Minneapolis, MN. Early bird registration is available for \$225 through Dec. 31, 2017. The board discussed the possibility of providing registration costs and/or travel expenses for board members wishing to attend. The board will follow-up on this in an e-mail discussion after Lacey, Chris and Erin review the budget. Krista indicated that she planned to attend, regardless of the board's contribution. Lacey also expressed interest in attending.

The board also discussed the possibility of sending a board member to the IABC World Conference. Krista felt this would be a great opportunity to bring value back to the membership. It would help in identifying topics for future professional development sessions and also help draft messages that promote the value of membership. Krista suggested live tweeting from the conference. The board will consider this after Lacey, Chris and Erin have had a chance to review the budget.

b. ND League of Cities webinar presentation

Chelsey Benson, ND League of Cities, recently contacted IABC to request the association present a webinar on communications basics. ND League of Cities would facilitate the webinar. The board agreed it is a great opportunity to promote IABC and the local chapter.

The board agreed to present on March 22. The webinar will cover basic communications practices related to news release, newsletter content and e-mail and letter writing. Krista, Chris and Erin indicated they were willing to participate. Krista will ask Jill and Annette if they are interested in presenting. Krista will also e-mail Chelsey Benson to confirm IABC Great Plains participation.

V. Actionable items

VI. Adjournment

The meeting was adjourned.

ACTION ITEMS



International Association
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All board members will complete a SWOT analysis before attending the working session on Jan. 25 from 11 a.m. to 1 p.m.

Lacey, Chris and Erin will meet to discuss the budget on Dec. 21.

Chris has drafted message that encourages people with lapsed memberships to renew their membership. He will circulate it to the rest of the board for their review.

Krista will create a promotional code in Eventbrite and send it to board members.

Krista will reach out to Annette and Jill to determine if they are interested in participating in the ND League of Cities webinar on March 22.

Krista will e-mail Chelsey Benson to confirm IABC Great Plains' participate in the ND League of Cities webinar.

Krista will provide Lacey with login information, so that she can access the Square receipts.

Krista will contact Amber Larson to see if the Larson's Creative Concepts account can be transferred.

Board members will discuss opportunities for the IABC MN Convergence Summit and 2018 World Conference further via e-mail.