



International Association  
of Business Communicators  
Great Plains

## IABC Great Plains

### Board Meeting Minutes

Nov. 9, 2017

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

*“Even if I knew that tomorrow the world would go to pieces, I would still plant my apple tree.” – Martin Luther*

#### **I. Call to order (Chris)**

*Chris Gessele called the meeting to order.*

#### **II. Roll call (4 board members constitute a quorum)**

- a. Invited: Erin Huntimer, Chris Gessele, Jill Beilke, Krista Rausch, Annette Willis, Lacey Lange

*Members present: Chris Gessele, Jill Beilke, Krista Rausch, Annette Willis, Lacey Lange*

#### **III. Previous minutes**

*Annette moved to approve the minutes as presented. Lacey seconded. The motion passed unanimously.*

#### **IV. Portfolio reports**

- a. Past-President – Erin

*Erin was not present to provide a report.*

- b. President – Chris

*Chris provided Krista with a president’s message to post to the website. She will get this posted.*

- c. President-elect – Jill

*Nothing to report.*

- d. Secretary – Krista

*Krista provided an update on communications efforts.*

*Professional Development (PD) Events – Information on the November PD event has been published to the website. It has also been published as an event on Facebook and shared on the IABC Great Plains Facebook page and Twitter account. Krista boosted the event at a rate of \$15.*



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*The committee agreed to continue boosting PD events on Facebook at the rate \$15. Annette also suggested that board members send personal invites to friends and professional colleagues. She did this for the last PD session and several new persons attended. Two have expressed interest in becoming members. At the time of the meeting, 11 people had registered on the website.*

*Website – The November and December PD events are posted to the website. Krista will add future events and update information as it is provided to her. Board member information has also been updated.*

*Newsletter – The November newsletter included information on upcoming IABC webinars and the November PD session. The board liked the way the newsletter was presented. Krista will continue to send it out one monthly.*

*University of Mary, Student Event – Krista spoke with Jamie Meyer at the University of Mary. The Communications department is supportive of IABC Great Plains hosting an event on campus, but would prefer it take place in the spring. Due to class scheduling, the event cannot occur over the noon hour. Meyer thought it would be best to host it at 4 p.m.*

*IABC Pacific Plains Region Meeting – Krista shared ideas from the IABC Pacific Plains Region (PPR) meeting she attended in Omaha in October. Every year, the Minnesota IABC chapter hosts an event that includes resume reviews and professional headshots for students. Krista suggested that IABC members provide the resume review. She also suggested partnering with a local business to take the photos, suggesting Basin Electric Power Cooperative as a possible partner. The board agreed this is a good idea. Krista suggested hosting the event at the University of Mary toward the end of the school year.*

*Some chapters give out awards to communications professionals in their area. The board agreed this would be a good idea. Annette volunteered to take this one on.*

*Other ideas generated at the PPR meeting included:*

- *Sending handwritten notes or cards to new members, welcoming them to IABC*
- *Assigning board members to personally greet new or prospective members at events*
- *Highlighting member achievements on social media*
- *Selling season passes to professional development events at a discounted rate*
- *Planning a board retreat*



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*The board also discussed ways to engage previous members and other business professionals. Krista reminded the board of the previous discussion about giving away a one-year membership. They could contact local businesses who employ communications professionals and ask them to enter their business for a chance to win a free membership. The board agreed this was a good idea.*

*Annette suggested that the board should schedule a working session to help bring these ideas to fruition. She thought a few hours would be sufficient and suggested a Saturday morning. The board agreed. Chris will schedule a working session for board members in January.*

*Krista said she was interested in attending the Minnesota IABC Conference on March 23. Other board members expressed interest, as well. The board will revisit this at a future meeting.*

e. Treasurer/PD assistant – Lacey

*Finances are in good standing.*

*The board agreed to use Eventbrite as the main tool for ticket sales at PD events, beginning in January. Lacey will create the account and provide login information to Krista, who will create a page for each event. The square reader will continue to be used as a back-up option for people who do not choose to pre-pay via Eventbrite.*

f. Professional Development – Annette

*Annette provided an updated PD event schedule. She will send the updated schedule to board members.*

### **V. Review Action items from Oct. minutes**

a. Chris

- i. Will provide Krista with a season kick-off write-up to post to the website.  
*Chris has provided Krista with the write-up. She will post it to the website.*
- ii. 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.

b. Annette

- i. Will send Krista the following: a biography for John Bollinger, a schedule of upcoming events and information on each event.
- ii. Speak with Bartlett & West about sponsoring the Communicate Stronger event.



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- iii. Talk to Steph Scheuer, board volunteer, about working on flyers to promote the e-newsletter and encourage members and non-members to sign up. She would be responsible for drafting the text and sending it to flash printing for design and printing. If Steph is not able to work on the flyers, Krista will take on the responsibility.

*Annette will contact Steph about working on the flyers.*

- iv. Order blankets, notebooks and pens.

*Erin ordered blankets, notebooks and pens from iGear. All items will bear the IABC Great Plains logo. Blankets will be given as gifts to presenters, and the notebooks and pens will be handed out at events.*

c. Krista

- i. Publish information on future events upon receiving it from Annette. One week prior to each event, she will publish the biographies of speakers to promote the event and remind people to register.

- ii. Follow-up with IABC international about obtaining a speaker/topic list.

*A speaker list is not available.*

- iii. Follow-up with the Jamie Meyer, U-Mary, about hosting a professional development event for students.

*This discussion is on-going.*

- iv. Schedule a subcommittee meeting in November or December to discuss the event further.

*Annette, Lacey and Krista will meet in November to begin planning the Communicate Stronger event.*

d. Lacey

- i. Will secure a location for the Communicate Stronger event, which is planned for May 17.

e. Erin

- i. Will work with basin electric cooperative to renew its corporate membership.

### VI. Open issues



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- a. PD events
  - i. October PD recap – takeaways
  - ii. November PD – ready to rock?
  - iii. PD calendar – loose ends?
  - iv. Communicate Stronger planning update

### **VII. New business**

- a. Prepayment option for attendees
- b. Volunteers
  - i. Involvement

### **VIII. Actionable items**

*Krista will post Chris' president's message to the website.*

*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.*

*Lacey will create an Eventbrite account.*

*Annette will talk to Steph about creating a flyer that encourages people to sign up for the IABC Great Plains newsletter.*

*Annette will send out an updated PD event schedule and provide Krista with information for each event. Krista will then share these events on the website, Facebook and Twitter.*

### **IX. Adjournment**