



International Association  
of Business Communicators  
Great Plains

## IABC Great Plains

### Board Meeting Minutes

Oct. 12, 2017

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

*“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou*

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

*Chris Gessele called the meeting to order.*

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

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

*Members present: Chris Gessele, Krista Rausch, Lacey Lange, Erin Huntimer and Annette Willis*

*Members absent: Jill Beilke*

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

*The board approved the minutes from the September meeting.*

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

- a. Past-President – Erin

*Basin Electric Cooperative needs to renew its corporate membership. Erin will revisit the list.*

- b. President – Chris

*Chris talked to Tammy from the Minnesota board about an annual event they host. The board partners with a mass communications program at a local college to put on the event. They have a content team and a large committee, which helps ensure the event is a success. Board members do not typically plan the event, as they are usually busy with other tasks.*

*Chris will provide Krista with a season kick-off write-up to post to the website.*

- c. Secretary – Krista



## International Association of Business Communicators Great Plains

*The October professional development event has been posted to the IABC Great Plains website, Facebook page and Twitter page. About 20 people are registered for the event. Krista will 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.*

*In September, the Facebook event for “Beers with Peers” was boosted at a rate of \$15/month. Krista didn’t have the analytics in front of her, but the post appeared to perform well. She targeted men and women age 20 to 55 who live or work in the Bismarck-Mandan area. When she tried to focus on communications and marketing professionals, Facebook indicated that it was too narrow of a focus. The board agreed to continue promoting events on Facebook. Krista will use the same approach for future promotions.*

*Krista sent out an October newsletter, which included information on Membership Month and the October professional development event.*

#### d. Treasurer/PD assistant – Lacey

*Lacey provided a treasurer’s report. As of Sept. 30, 2017, the checking account balance was \$12,928.81. Bills paid during this period included a re-imbursment to Chris for the Beers with Peers event in the amount of \$152.44, and a re-imbursment to Erin for the Constant Contact subscription in the amount of \$204. The reserve fund balance was \$5,449.74. The chapter audit fund balance was \$1,474.46. The petty cash balance was \$30.*

*Bills to be paid in October include a \$15 re-imbursment to Krista for Facebook advertising, and event costs for the October professional development event. In addition, IABC will cover travel and meals for the IABC board member who attends the Pacific Plains Region Leadership conference in Omaha on Oct. 20 and 21. Lacey also purchased a new card reader, as the existing reader does not work with her phone.*

*The board discussed conducting an audit.*

#### e. Professional Development – Annette

*The next professional development event is scheduled for Oct. 19 at Bartlett & West. John Bollinger, the general manager of the Bismarck Larks, will share how the Larks developed their brand, exceeded their first year goals, as well as a few lessons learned along the way.*

*The November professional development event will be held on Nov. 16 at Odney Advertising. It will focus on social media and how sharing personal opinions can affect a person’s professional life.*

*The December professional development event, Digital 2.0, is planned for Dec. 14.*



International Association  
of Business Communicators  
Great Plains

**V. Review Action items from Sept. minutes**

- a. Annette will contact Bartlett & West about sponsoring the Communicate Stronger event.

*Annette will speak with Bartlett & West about this opportunity while there for the Oct. 19 professional development event.*

- b. Lacey will find a location to hold the Communicate Stronger event, and contact Brianna Ludwig at the North Dakota Department of Commerce to see if she is still interested in partnering on the event.

*Lacey contacted Brianna Ludwig, who indicated that she is still interested in partnering on the event. She will find a location for the Communicate Stronger event, which is planned for May 17.*

- c. Chris will request the sponsorship packet from Erin. He will also provide Krista with contact information for a representative of IABC International.

*Erin said the information is available on the IABC Great Plains website.*

- d. Krista will contact someone at IABC International to request an IABC speaker list.

*Krista reached out to Angie Robert, who provided her with a person to contact to request this information. She will follow up on this before the next meeting.*

- e. Annette will provide Krista with written descriptions for each event.

*Annette will send Krista the following: a biography for John Bollinger, a schedule of upcoming events and information on each event.*

- f. Krista will add them to the calendar and promote them on the website.

*Krista will complete these tasks as soon as the information is received from Annette.*

- g. Chris will provide Krista with a season kick-off write-up to post on the website.

*Chris will follow up on this before the next meeting.*

- h. Krista will talk to Annette about handing out flyers at professional development events. The flyers would encourage people to sign up for the IABC Great Plains' mailing list.

*The board agreed to hand out flyers at future professional development events. Erin suggested contacting Flash Printing to design and print the flyers. Annette suggested that Steph Scheuer, board volunteer, take on this task. She will talk to her about drafting the text for the flyers and sending it to Flash Printing. She can contact Krista with any questions. If Steph is not able to work on the flyers, Krista will take on the responsibility.*



## International Association of Business Communicators Great Plains

### VI. Open issues

#### a. Banking – debit cards

*Lacey received credit cards for her and Chris. Lacey's has been activated and is working. She provided Chris with his credit card, which he will activate.*

#### b. PD events

##### i. Beers with Peers recap – takeaways

*It was a great turnout. The board agreed that it was a great way to mingle with new or potential members. The board was able to generate a contact list of new/potential members who attended the event. Annette will send an e-mail to those persons, personally inviting them to attend the October professional development event.*

##### ii. October PD – ready to rock?

*Annette said everything is ready to go. Lacey provided her with a credit card for any costs she may occur.*

##### 1. Results of “How did you hear about this event?” on registration page.

*Krista will look into this and provide this information at the next meeting.*

##### iii. PD calendar – any loose ends to help Annette with?

*Annette has it covered.*

##### iv. Communicate Stronger planning update

*Krista will schedule a subcommittee meeting in November or December to discuss the event further.*

### VII. New business

#### a. Approval of blanket purchase for presenters, door prizes

(<https://www.4imprint.com/product/105396/Roll-Up-Fleece-Blanket>)

*Annette consulted the board about purchasing blankets with the IABC Great Plains logo to present to speakers. The board also discussed purchasing swag to hand out to members. The board agreed that pens and notebooks would be good items, as people often take notes at the events. Krista noted that Harmony Stables typically ties ribbon around their notebooks and secures a pen to the ribbon. She thought this added an extra special touch. The board agreed. Erin moved to approve a budget of up to \$500 to purchase blankets for presenters*



## International Association of Business Communicators Great Plains

*and pens and notebooks to be handed out at professional development events. The motion passed unanimously.*

b. Membership Month – promotion

*Krista has promoted membership month in the October e-newsletter and posted the information to the IABC Great Plains website, Facebook page and Twitter page.*

c. Prairie Communicators – Collaboration opportunities

*The board discussed collaborating with Prairie Communicators. There are no recent posts to the organization's Facebook page, and the board was only able to identify one event hosted by the group. Board members will keep their eyes out for future opportunities to collaborate with Prairie Communicators.*

d. Reaching out to membership – Lapsed, about to lapse, newly-joined

*The board agreed that e-mail was the best approach, as IABC International already contacts members when their membership lapses. Krista suggested creating a message template that highlights some of the professional development events planned for 2017-18, which can be easily updated as necessary. That way, it would be as simple as obtaining a list, plugging in a name and hitting send. Chris will look into this further.*

e. Chapter Management Awards

*Erin indicated that this was a lot of work. The board agreed not to pursue it this year.*

### VIII. Actionable items

- **Chris** will...
  - *provide Krista with a season kick-off write-up to post to the website.*
  - *draft a 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.*
- **Erin** will work with Basin Electric Cooperative to renew its corporate membership.
- **Annette** will...
  - *send Krista the following: a biography for John Bollinger, a schedule of upcoming events and information on each event.*
  - *speak with Bartlett & West about sponsoring the Communicate Stronger event.*



## International Association of Business Communicators Great Plains

- *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.*
- *order blankets, notebooks and pens.*
- **Lacey** *will secure a location for the Communicate Stronger event, which is planned for May 17.*
- **Krista** *will...*
  - *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.*
  - *follow-up with IABC International about obtaining a speaker/topic list.*
  - *follow-up with the Jamie Meyer, University of Mary, about hosting a professional development event for students.*
  - *schedule a subcommittee meeting in November or December to discuss the event further.*
- *Board members will keep their eyes out for future opportunities to collaborate with Prairie Communicators.*

### IX. Adjournment