



# International Association of Business Communicators Great Plains

IABC Great Plains

Board Meeting Agenda

March 8, 2018

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

*"People inspire you or they drain you - pick them wisely." - Hans F. Hansen*

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

*Chris Gessele called the meeting to order at 12:10 p.m. Lacey Lange, Krista Rausch and Erin Huntimer were also in attendance.*

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

1. Invited: Erin Huntimer, Chris Gessele, Jill Beilke, Krista Rausch, Annette Willis, Lacey Lange, Stephanie Scheurer

## **III. Previous minutes**

*Krista provided minutes from the Dec. 20 meeting.*

## **IV. Portfolio reports**

1. Past-President – Erin
2. President – Chris
3. President-elect – Jill
4. Secretary – Krista
5. Treasurer/PD assistant – Lacey
6. Professional Development – Annette

*Erin has followed up with recently lapsed members. Notifications of a few renewed memberships were received at the IABC gmail account.*

*Krista has shared information on professional development events, upcoming webinars and IABC resources to the social media accounts. Facebook pages have been created for each event, including Communicate Stronger 2018. Registration for all IABC Great Plains events is available through Eventbrite. Website issues have been resolved and the authorized users for the PO Box have been updated.*



# International Association of Business Communicators Great Plains

Lacey recently created a LinkedIn account. Chris agreed to help Krista manage it, when necessary.

## V. Open issues

### 1. PD events

- PD recaps - feedback
- PD calendar – upcoming

*Annette reported that sessions are pretty well buttoned up for the year. March's PD session will be at Legacy. As always, the board would love to have more people attend. Last month's session was dismal (13 attendees). In April, Heather LeMoine from ND Tourism will discuss a deep dive into geo-targeted digital marketing.*

### 2. Communicate Stronger planning update

*Communicate Stronger 2018 will be held on May 17. The next Communicate Stronger 2018 planning meeting is scheduled for March 28.*

*The event has been published to the IABC website and tickets can now be purchased through Eventbrite. Krista is already promoting the event on Facebook, LinkedIn and Twitter. Agency MABU has agreed to an in-kind sponsorship and will be designing a direct mail piece targeting businesses, which will be sent out at the end of the month. KLJ will provide printing services.*

*Board members are still seeking sponsorships. KLJ has also committed to a \$500 cash sponsorship and will provide notebooks, pens and lanyards for the event. Krista has spoken with Capital Electric Cooperative and believes they will provide a \$250 sponsorship. She has also contacted KK Bold and Threefold and will follow up with them before March 9. The University of Mary was unable to provide a sponsorship for the event.*

*Board members agreed to request sponsorships from the following businesses:*

- Starion Bank (Annette)
- NISC – Mary Miller (Annette)
- Agency MABU (Annette/Steph)
- Basin Electric (Erin)
- MDU (Erin)
- Cloverdale (Erin)
- Great River Energy (Erin)
- Bartlett & West (Erin)
- Kat Communications (Chris)
- Sanford (Krista)
- Capital Electric (Krista)



## International Association of Business Communicators Great Plains

- *KK Bold* (Krista)
- *Odney* (Lacey)
- *BNC* (Lacey)

*In order to ensure businesses are included on all promotional items, logos must be provided to Annette or Steph no later than March 21.*

*At a working session in February, the board decided not to move forward with awards in 2018. This will result in changes to the agenda, as an awards luncheon was planned. Krista will contact Kostas Voutsas to determine speaking costs. Krista and Erin recently saw his presentation on communications and generational cultures at a professional development event hosted by NDAREC. They agreed that he was an engaging speaker and would be an excellent addition to the Communicate Stronger 2018 agenda.*

### 3. ND League of Cities webinar presentation

*Jill, Steph and Chris will be presenting. Steph is working on a powerpoint. The presentation is on March 22. A practice session will be held a few days before. They will continue to refine content. Chris will send a presentation outline to board members.*

## VI. New business

1. Listserv – Krista
2. Mentorship opportunities – Krista
3. Succession planning – extending invite to members

*Krista attended the IABC Leadership Institute in February. She shared what she learned. There are some big changes coming from IABC International, including the launch of an IABC app in 2018 and a redesign of IABC.com in 2019.*

*Perhaps the biggest change is IABC's new social network, The Hub. This network will encourage community feedback on industry topics and provide libraries of tools and templates. IABC will be able to build out communities/pages for individual chapters. Only IABC members will have access to this network, which will be housed on IABC.com. There is interest among our members in this kind of resource. IABC Member Brianna Ludwig recently inquired about listserv and mentorship opportunities. This should meet her request.*

*Event registration will soon be available through IABC International. The platform will be free to chapters and will be similar to Eventbrite. This would be a great way to reduce the fees the board is paying on event registration.*



## International Association of Business Communicators Great Plains

*A new corporate membership will roll out at the end of March. More information will be shared in the Leader Letter.*

*Other ideas include an on-boarding kit for new board members, using the CW magazine editorial calendar to plan professional development events and seeking members/attendees from other industries. There was also some interesting information presented on how to best appreciate members and chapter leaders. One question that arose is should board members pay to attend events?*

*The board discussed succession planning and agreed that roles and responsibilities should be updated. Chris noted that Beth Intveld and Chris Erickson have expressed interest in volunteering. He will follow-up with Chris Erickson to determine if he is interested in serving on the 2018-19 board. Krista and Erin agreed that Tracey Miller, KLJ, would be a valuable addition to the board, but they are uncertain of her interest level. Krista will talk to Tracey before the next board meeting. Succession planning will be discussed further at the April meeting.*

### **VII. Actionable items**

1. *Board members agreed to request sponsorships from the following businesses:*
  - *Starion Bank (Annette)*
  - *NISC – Mary Miller (Annette)*
  - *Agency MABU (Annette/Steph)*
  - *Basin Electric (Erin)*
  - *MDU (Erin)*
  - *Cloverdale (Erin)*
  - *Great River Energy (Erin)*
  - *Bartlett & West (Erin)*
  - *Kat Communications (Chris)*
  - *Sanford (Krista)*
  - *Capital Electric (Krista)*
  - *KK Bold (Krista)*
  - *Odney (Lacey)*
  - *BNC (Lacey)*
2. *Jill, Steph and Chris will present a webinar on basic communication for the North Dakota League of Cities on March 22. Chris will send an outline of the presentation to board members.*
3. *Chris will contact Chris Erickson to discuss volunteer and board opportunities.*
4. *Krista will contact Tracey Miller to discuss board opportunities.*
5. *Board member will send sponsorship logos to Annette and Steph no later than March 21.*



**International Association  
of Business Communicators  
Great Plains**

- 6. Krista will contact Kostas Voutsas to determine speaking costs. She will share this information with the board via e-mail.*

**VIII. Adjournment**