



**BOARD MEETING**  
**MINUTES: June 3, 2006**  
**The Wyndham Resort, Palm Springs, CA**

**Board and committee members present:**

Jeanne Bernard  
Vicky Cate  
Tony Caruso  
Lee Fones  
Michael Fones  
Mary Golden  
Tim Konig

Bill Meade  
Jim Mumford  
Paul Needleman  
Carol Peterson Webber  
Heddy Salerno  
Therese Thavierat  
Suzette Upchurch

***WELCOME***

The meeting was called to order by PIA Chair Tony Caruso at 1:54 pm. Tony welcomed the participants, reviewed the agenda, and requested board and committee position descriptions. Members reported that they had not prepared these. Tony announced that he would like to focus the board's energy on the membership, sponsorship and booth goals. He stated his feeling that the Structure Book and position description project should be postponed until we have met our budget-driven goals for membership and sponsorship, the booth goal having been met.

***REVIEW OF MINUTES***

Tim Koing moved to approve the minutes of the March 18, 2006 meeting and Carol Peterson Webber seconded.

**Discussion of committee chair reports** – Tony circulated report forms that were developed to assist chairs in collecting and communicating their committee's activities to the board. Three weeks prior to the board meeting the chairs will be sent their report forms. One week prior to the board meeting they will email the forms back to the office. The office will send them out with the other meeting board materials.

It is hoped that these forms will accomplish several objectives:

1. as committee activity grows this reporting system will allow for the full board remain well-informed about PIA activities.
2. report formats will help us develop a way of measuring the progress on our goals.
3. assist us with the rewriting of the position descriptions.
4. streamline the committee reporting process at board meetings.

### **TREASURER'S REPORT**

Acting Treasurer Tony Caruso reported to the board on PIA's current financial information.

### **MEMBERSHIP REPORT**

Membership Chair Tim Konig read the membership report. We are at 71% of the 2006 membership goal (25% increase in membership dollars over 2005). Tim reported on the calls membership committee volunteers are making. Currently, there are three types of calls being made;

1. Calls to non-renewed members from 1999 to 2005 (Carol, Heddy, Vicky, Matthew, Therese, Laural, Martin Benom).
2. Follow-up to calls to companies who have inquired about membership (Tony).
3. Welcome calls to new members (Joan, Tim).

Paul Needleman would like to run another new-member recruitment contest among the vendors. The allied trade company who brings in the most new members will receive a silver sponsorship at CalScape.

### **NEWSLETTER REPORT**

The board reviewed the editorial calendar of the last issue and the next issue and the list of sponsors. Mike Fones expressed his interest on developing a print version of PIA News at some time in the future. Tony reported that the PIA office has been contacting industry companies who send out digital newsletters and ask for a link exchange or an announcement of our education programs.

### **EDUCATION REPORT**

Chair Heddy Salerno reported on the seminars. Attendance at the "What Every Employer Should Know", especially the LA program, was weak. The survey comments on the seminar content and speaker were outstanding. She would like to offer a similar program next year but change the So. CA venue to Orange Co. Vicky and Heddy have programs being conducted in June ( CA and TX, respectively).

**Decals** - Tony passed around the samples of decals for board to review. The board approved the design and designated sales to benefit to website upgrades. They cost \$2.50 per decal. Initial order will be 50. An instruction sheet may need to be included with the decal. Decals will be sold for \$5.00.

**Tech Orientation DVD** – no report.

### **BOARD POSITIONS REVIEW**

**Board Coaching Review** – The next board coaching is scheduled for June 14 at 1 pm. Tony described the current outcomes of the coaching sessions. Tony solicited coaching agenda items from board member and asked that agenda items be emailed to the PIA office by June 14. Mary will forward them to Larry in time for the next meeting. Carol Peterson Webber was asked to join the next coaching session.

The board discussed and dismissed the concept of extending the length of board position terms to two years.

**Vacancies in the GBA, San Diego, Sacramento areas** – Heddy volunteered to contact Celeste Frogner regarding the GBA vacancy. To assist with this recruitment, a position description for Area Representative needs to be written.

**OTHER REPORTS & AREAS OF DISCUSSION**

**Awards Program report** - Vicky Cate reported that she has been receiving entries and has confirmed the participation of the judges.

**Vision Chair Report** – In the absence of Chair Matthew Gardner there was no report.

**Industry Association Liaisons** – Vicky Cate reported that she is working on developing a calendar to help her report on Industry Association events. She reported that NIN will be holding one of its biannual meetings on the Monday or Tuesday before CalScape. They may be interested in a CalScape silver sponsorship which would give Dick a complimentary seminar-only registration.

**PIA Cares** – Mary reported on PLANET's Community Service Recognition Program, which is designed to recognize PLANET members who have demonstrated leadership through their dedication and contribution to the good of the community. Mary was asked to get the application information to Tony.

**Discuss Organization Accountability checklist** – Tony postponed action on these items until the membership goal is made.

Secretary Carol Peterson Webber read the list of board commitments made at this board meeting.

Heddy Salerno made a motion to adjourn the meeting, which was seconded by Jim Mumford. The meeting adjourned at 3:56 pm.

**NEXT MEETING:** Saturday, July 26, 2006 in Las Vegas, NV.

Submitted by: Mary A. Golden

Date: June 20, 2006