



## **PIA EXECUTIVE BOARD MEETING**

**The Element Hotel, Dallas, Texas**

### **MINUTES**

**Friday, November 5, 2010**

**9:00 – 12:00 pm**

#### **Board and committee members present:**

Rich Batcho	Tim Konig	Tony Caruso – via phone
Robin Connell	Bill Meade	
Mary Golden	Cheri Ratay	
Eli Goldman	Karin Senneff	

#### **Executive Board member(s) absent: none**

#### ***WELCOME***

The meeting was called to order by PIA Vice Chair Tim Konig at 9:10 am.

#### ***REVIEW OF AGENDA***

Bill Meade motioned to approve the minutes of the PIA meetings of June 10, 2010 and Eli Goldman seconded.

#### ***EDUCATION REPORT***

Robin Connell described a several concepts for the 2011 PIA education programs;

1. The PIA Education Road Show; a morning education track targeting owners/managers/sales people and in the afternoon, a technician technical track.
2. Education on demand in the form of a traveling educator.
3. Digital education on demand – website downloads available for technician training, perhaps given away with a membership to add value to the membership.
4. A Holiday Market based design program - incorporate holiday design, sales and pricing. June would be a better time. This could be held at Dallas (January) or Atlanta (March). If held at Dallas Market we might be able to have a comped seminar room, Market tour, networking event with suppliers the night before. Program would include a “How to buy and negotiate” topic. Participants would be given a worksheet for visiting market.

The board identified these topics of interest to owners-managers-sales personnel:

- Using new technology
- Accounting systems
- Sales techniques – how to
- Hiring

***REVIEW OF PROPOSED 2010 BUDGET***

The board began to review the budget and set the rates for membership dues and website options.

Meeting adjourned for lunch at 12:20 pm and reconvened at 2:02 pm.

The remainder of the budget discussion was tabled until more detail could be developed regarding the education programs and digital buyers guide.

Bill Meade made a motion to approve the changes to the membership dues and Eli Goldman seconded.

The meeting adjourned at 2:11 pm.

Submitted by: Mary A. Golden

Date: Feb. 4, 2011