



**CAPCA BOARD OF DIRECTORS MEETING**  
**22 October 2010**  
**Myrtle Beach, SC**

The CAPCA Board of Directors met at the Myrtle Beach Hilton on October 22, 2010. The meeting was called to order at approximately 12:57 p.m. The following were present at the meeting:

<u>Board Member:</u>	<u>Role:</u>	<u>Present</u>	<u>Absent</u>
Penny Mahoney	President	X	
Max Justice	Vice President / Program Chairman	X	
Mark Hawes	Treasurer	X	
Renee Shealy	Secretary	X	
Sheila Holman	2 <sup>nd</sup> Year Director	X	
Randy Taylor	2 <sup>nd</sup> Year Director	X	
Nancy Marshall	1 <sup>st</sup> Year Director	X	
John Sudnick	1 <sup>st</sup> Year Director	X	X
Peggi Davis	Past President		X

<u>Staff Member</u>	<u>Role:</u>	<u>Present</u>	<u>Absent</u>
Ann Daniel	Executive Secretary	X	
Kay Aumiller	Dues & Registration Chair	X	

<u>CAPCA Committee Members Present</u>	<u>Committee Represented</u>
Connie McElroy-Bacon	Planning / Arrangements / Events
Carl Burrell	Planning / Arrangements / Events

**President's Comments:** The President thanked everyone for a successful conference. Presentations and arrangements went well. Carl Burrell was recognized as a Lifetime Member of CAPCA.

**2010 Fall Conference Review & Critique**

- Attendees/Sponsors/Exhibitors: Initial count on number of attendees is 421. There were approximately 8 "no shows." Exhibitors felt it was a great meeting and they made good contacts. Entertainment and games were a hit and chairs and tables were a good idea. Good comments on food. During exhibitor meeting - the Marketing

Committee passed out approximately 1000 CAPCA business cards. Every exhibitor thought this was a great idea and will be sharing with potential CAPCA members. Sponsorship concept was discussed. There was no immediate feedback but vendors were asked to follow up with Marketing Committee. Board members were reminded to provide email distribution lists to Marketing Committee. The Marketing Committee will follow-up on the suggestion for a message board as a part of the review of the CAPCA webpage. Facebook and Twitter were suggested as a possible option. For future meetings, if exhibitors need a certain size table they will need to make a note that on Convention Maker's form.

- Arrangements - Overall everything ran very smoothly. Hotel recognized that keeping up with the water stations were a challenge.
- Program - Positive comments on the conference room arrangements
  - Surveys - A quick look at surveys indicate overall very positive responses on the program and speakers. A few negative comments on issues with the hotel were noted. While attendees should follow up directly with the hotel, the hotel will be made aware of the concerns.

### **III. Planning for 2011 Spring Conference**

- Arrangements & Contract - A request was made for an open microphone during the exhibitors' social in Asheville.
- Program - Good program committee meeting with many good topics and suggestions for the Spring Conference.

### **IV. Other Business**

- The need for additional Governance Meetings was discussed.

### **V. Future Board Meetings & Schedule**

The next board meeting will be December 11, 2010 at the Grove Park Inn in Asheville, NC. The Program Committee will meet at 10:00 a.m. and the Board will convene immediately following lunch. Spring CAPCA is April 13 - 15, 2011.

### **Adjourn**

The meeting adjourned at approximately 1:51 p.m.

Respectfully Submitted,  
Renee Shealy  
CAPCA Secretary