



CAPCA BOARD OF DIRECTORS MEETING
17 October 2012
Hilton Hotel
Myrtle Beach, South Carolina

The CAPCA Board of Directors met at the Hilton in Myrtle Beach, South Carolina on Wednesday October 17, 2012. The Board Meeting was called to order by President Mark Hawes at 8:08 am and the meeting adjourned at 9:30 am. The following were present at the meeting.

| <u>Board Member:</u> | <u>Role:</u> | <u>Present</u> | <u>Absent</u> |
|----------------------|-------------------------------|----------------|---------------|
| Max Justice | Past President | X | |
| Mark Hawes | President | X | |
| Sheila Holman | Vice President/Program Chair | X | |
| Renee Shealy | Treasurer | X | |
| Randy Taylor | Secretary/Finance Director | X | |
| Beth Partlow | 2 nd Year Director | X | |
| Rich Weber | 2 nd Year Director | X | |
| Penny Mahoney | Past President | | X |
| Duane Mummert | 1 st Year Director | X | |
| Dale Overcash | 1 st Year Director | X | |

| <u>Staff Member</u> | <u>Role:</u> | <u>Present</u> | <u>Absent</u> |
|----------------------|------------------------|----------------|---------------|
| Ann Daniel | Executive Secretary | X | |
| Connie McElroy-Bacon | Conference Coordinator | X | |

CAPCA Committee Members Present

Carl Burrell

Committee Represented

Planning/Arrangements/Events



Guests attending Board Meeting

None

I. President's Comments

The agenda was distributed by Mark Hawes and summarized to the Board. Mark discussed the presentation of the President's Award on Thursday morning. The agenda was reviewed and approved by the Board as distributed.

II. Secretary's Report *(Randy Taylor)*

The Meeting Minutes from the August 25, 2012 board meeting was distributed for final review and approval by the Board. Randy Taylor, Secretary, summarized the meeting minutes for the board and addressed some of the action items from the last meeting. While discussing the minutes, the Board pointed out a few typos. A motion was made to approve both sets of meeting minutes, which was seconded, and was carried by unanimous approval by the Board.

III. Treasurer's Report *(Renee Shealy)*

a) Review of current financial status

The Treasurer reported that the organization is in good financial standing with 72 exhibitors for the Fall 2012 meeting. The bank balance is higher than the same time last year thus the increase in registration fees and cost cutting efforts are helping our balance sheet. A comparison of the 2012 and 2011 expenses and revenue were presented and discussed.

Accounting codes were discussed and Ann mentioned that there a few items that need to have codes identified for the system. A need for a 2013 CAPCA budget was discussed and would be addressed further at the Friday Board meeting.

IV. Fall 2012 Conference

a) Program update (Sheila Holman)

Sheila Holman, Vice President, discussed the Fall 2012 meeting program. All speakers are coming to the meeting and there were no last minute cancellations. The Conference Coordinator (Connie) indicated that we have obtained a bio from everyone but still have a few last minute presentations that need to be obtained. Brian Guisani will be at the meeting again to assist us with the audio and video. There will be plenty of water at the speaker table. Also, the speaker stage has been modified for safety reasons to make sure no one falls off the back. Announcements that need to be made at the meeting include: make sure everyone brings their name tag and guest brings a name tag to the evening symposium. Ann and Connie will be monitoring this at the events to make sure everyone has their name tag. The name tag will have a special symbol to identify this as a Fall 2012 CAPCA.

b) Contributors and exhibitors (Connie McElroy-Bacon and Randy Taylor)

There are 72 paid exhibitors of a total of 72 available spaces. We have a total of \$20,500 in CAPCA contributors for the year. We have a new break contributor for cookies as part of our new contributor program. We have some new exhibitors that have not exhibited in a while. We have 150 registered exhibitors which is higher than normal. We will be tracking the percent vendors, industry, state/local, and federal attendees. Parker Poe will be contributing cups and drinks during the evening social on Thursday night. We will present the details on the new contributor program at the December board meeting.

c) Registration (Connie McElroy-Bacon)

There are 390 preregistered for the conference. Exhibitors want to know space numbers so they can send emails to prospective customers. Ann wants to send booth acknowledgments out to vendors. Ann wants to start doing this again instead of Kristy sending the receipts to them. We will discuss at Friday board meeting.

Connie evaluated emailing vendors that can assist in sending large volumes of emails and tracking the emails. She signed up for Madmimi email service that sends large volumes of email. This service appears to be working well. Of the 4,000 members, there were 3,288 members that had emails that she sent as a first test. Of these, 1,200 bounced. Of those that got the emails, 400 opened the email. The system cleans the 1,200 emails from the database. The cost of Madmimi is \$24/month and will be going up to \$27/month. This service is saving Connie lots of time to use this service and Board agrees this is worth the investment. There is no contract and we can discontinue this service at any time.

All volunteers are in place and all is set for registration today.

d) Registration

Internet – Internet will remain free for vendors at Hilton and there will be no parking fees for attendees.

Surveys – Randy updated Survey Monkey and is ready to go.

Gifts / Other – Connie presented gift ideas. We selected CAPCA cup and sun glasses croakies. Hilton is giving two night stay (Survey Monkey), two night stay at GPI, and two nights at Ocean Creek, and two tickets at Alabama Theater and two SPA GPI tickets and two GPI valet parking. Also, it is Team night on Thursday night.

Mark would like the Board to observe attendees tonight to make sure everyone is wearing a name tag. The DJ will play tonight until 10:00 pm EDT.

V. Committee Updates

a) Governance (Max Justice)

Max reported that we wanted an industry representative from North Carolina and South Carolina. The proposed new first year directors were discussed. Max and Beth said it would be good to extract from database the members, years, company name, and last time they attended in identifying new Directors next year. Mark said we could have this discussion at the summer board meetings. Sheila will provide the “New Board Member/Directors Manual” to our new board members in Decembers. Ann mentioned that we always vote on President’s Award at Board meeting.

b) Finance Committee

Rich Weber will become the new Finance Committee Chairman beginning in 2013 and will participate in Board meetings during the year.

VI. Other Business

We will evaluate the Financial Budget at the Finance Committee meeting at the December 2012 Board meeting. We will postpone the 5 year planning until next year.

VII. Closed Board Meeting

The Closed Board meeting began at 9:30 am. The closed board meeting concluded at 10:30 am.

VIII. Future Board Meetings & Schedule

The next Board meeting will be 19 October 2012 at the Hilton in Myrtle Beach, SC at the conclusion of the Fall 2012 Conference.

IX. Adjourn

The open Board meeting adjourned at 9:30 am.

Respectfully Submitted,

Randall K. Taylor
Secretary