



Society for Technical Communication

Board of Directors Teleconference Call
08 February 2011

Attendees

Board

- **Hillary Hart, President**
- **Aiessa Moyna, Treasurer**
- **Rachel Houghton, Secretary**
- **Cindy Currie-Clifford, Vice President and Immediate Past President**
- **Karen Baranich, Director**
- **Nicky Bleiel, Director**
- **Lori Corbett, Director**
- **Judith Herr, Director**
- **Rich Maggiani, Director**
- **Tricia Spayer, Director**
- **WC Wiese, Director**

Office

- **Kathryn Burton, CAE, CEO**
- **Greg Larsen, CFO**
- **Lloyd Tucker, Deputy Executive Director**

Call to Order

Ms. Hart called the meeting to order at 11:32 am/pm EST (GMT-5). A quorum was established and the Board approved the amended agenda.

Housekeeping

A motion was made and seconded to approve all minutes for the following dates:

- 10 August 2010
- 14 September 2010
- 12 October 2010
- 09 November 2010
- 16 November 2010
- 14 December 2010
- 15-16 January 2011

Motion carries.

President's Report

Ms. Hart thanked the board for their support during her succession to presidency upon Mike Hughes resignation as president on 28 January 2011. As pursuant to STC's Bylaws, the Vice President succeeds to the position of the President when the office is open.

Ms. Hart reviewed the Board outcomes document that was developed during f the 15-16 January 2011 Board meeting. She asked Board members to review this document and to indicate at Board meeting on 8 March 2011 which outcome they will volunteer to work on.

Discussion

It was mentioned that the Board should prioritize this outcomes list, making sure that the Board is not spread too thin and to determine what is already assigned, and what is actually "doable" in the next 3 months. A "have not renewed" list will be posted on the Yahoo Group weekly, so the Board members can contact members.

Executive Director's Report

Ms. Burton presented an update on Project Phoenix. Mr. Sellers was I not present for the update.

- iMIS bridge issues
- Other technical issues, including Joomla module

The Project Phoenix team is testing the configuration, and plans to introduce the public facing website as soon as possible. Renewal and membership areas that require iMIS will be directly linked to at the existing site. The sections that require integration with iMIS will be introduced as soon as possible. IMs. Hart described her experience working with the Project Phoenix team in very positive terms and asked for any questions on Project Phoenix.

Appointments

Ms. Hart asked the Board to consider approving Cindy Currie-Clifford as the interim Vice President. Ms. Currie-Clifford would continue to hold the Immediate Past President position simultaneously.

A motion was presented and seconded to approve Cindy Currie-Clifford as the Vice President. Motion carries.

A motion was presented and seconded to approve Nicky Bleiel to replace Cindy Currie-Clifford on the Audit Committee since Ms. Currie-Clifford will be on the Finance & Investment Committee in her role as Vice President. Motion carries.

Ms. Currie-Clifford joined the call.

Competitions Update

Ms. Baranich updated the Board about the competitions. Mr. Tucker reported that the entry system is online and at least 40 members have entered at least one entry, if not multiple entries. This system will cut down on entry errors.

Ms. Baranich advised that Best of Show competition winners will be presented at the Honors Banquet instead of at the Opening Keynote.

Certification Update

Ms. Burton reported that STC's attorney has advised that STC should create an independent subsidiary for certification as a separate 501(c)(6) organization. This is for two reasons: certification is considered to be a legitimate tax-exempt activity for 501(c)(6) organizations but not 501(c)(3) organizations, and STC's assets will be protected if there should be a lawsuit.

Recognitions Update

Ms. Bleiel presented the candidate for the Ken Rainey Award for Excellence in Research.

A motion was presented and seconded to approve Stephanie Rosenbaum as the awardee. Motion carries.

All Fellow nominees have been notified. There has been no official confirmation that all Associate Fellows have been contacted. Once all Fellows and Associate Fellows are confirmed as having been contacted, Ms. Bleiel will send out email with all names and email addresses for Board to individually contact with congratulations.

Pacesetter Award has a new rollout this year and will be presented at the Honors Banquet as a surprise award.

The Board went into Executive Session at 12:21 p.m. EST (GMT -5).

The Board came out of Executive Session at 12:33 p.m. EST (GMT -5).

Treasurer's Report

Ms. Moyna presented the Treasurer's report.

A motion was presented and seconded to approve the November 2010 financials. Motion carries.

Update on investments: The closing balance was \$767,624 as of (DATE: December or January?)

F&I committee will be meeting next week with Merrill Lynch to see if rebalancing of the portfolios is necessary to follow the board policy.

Chapter budget updates:

- 2 chapters, 1 SIG sent budgets to review
- 6 chapters made additional requests for funding

Initial payment for communities went out in January instead of December. All communities expecting funds have received them at this point.

Year-end audit update: the audit currently planned for the 3rd week of March.

Community Affairs Committee

Ms. Herr, Ms. Spayer, and Mr. Skojec presented the update on Community Affairs Committee activities and challenges.

Membership, Education, and Conference

Mr. Tucker presented membership renewal and new membership information.

Conference update:

- Speaker agreements will be sent out over the next two weeks. .
- Conference registration is slightly lower than this time last year.
- Tim O'Reilly has been announced as Keynote speaker and Honorary Fellow.
- Preliminary program with days and times will be in the next issue of Intercom.

Education update:

- There will be 2 live web seminars a week in February and March.
- The 2nd live web seminar is at alternate time to attract those in different time zones

Criticism has been received from international community regarding both times.

Communication to members

Mr. Skojec mentioned that Board members are active in social media. He encouraged board members to look for opportunities to engage members in various outside channels.

The Board discussed communications with members. It was agreed that topics from this meeting which can be discussed publicly at this time are:

- Pacesetter Award (guidelines coming)
- Ken Rainey Award voted on (not who)
- Announcement of Cindy Currie-Clifford as Vice President
- Competition Best of Show winners announced at Honors Banquet

Adjourn

The meeting was adjourned at 1:05 pm EST (GMT-5).