



Society for Technical Communication

Board of Directors Teleconference Call
10 August 2010

Attendees

Board

- **Mike Hughes, President**
- **Hillary Hart, Vice President**
- **Aiessa Moyna, Treasurer**
- **Rachel Houghton, Secretary**
- **Cindy Currie, 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**
- **Diana Buttram, COO**
- **Lloyd Tucker, Deputy Executive Director**
- **Kevin Cuddihy, Assistant Editor**

Call to Order

Mr. Hughes called the meeting to order at 11:35am EST (GMT-4). A quorum was established and the Board approved the agenda.

Staff update and progress on Project Phoenix

Ms. Burton reported that the P3 has recommended that Project Phoenix is the official name for the staff augmentation approach to revitalize STC with new technology and website. This will permit STC to have a professional, high-level team working for on this for a fraction of the cost.

Financial report

Ms. Moyna presented the financial report. As of July 31, STC's total portfolio is valued at \$702,877, up 3.74% from the previous month. Year-to-date, the return on STC's total portfolio is 2.11%, following a dip in June. The total portfolio is a mix of equities, fixed-income funds and cash. So far this year, there continues to be a lot of volatility in the market; month to month, which result in gains and losses that are averaging for a relatively flat performance on the investments.

Mr. Tucker explained the term "attrition" refers to the charge that hotels make relative to the number of room nights sold.

Mr. Wiese joined the call.

Ms. Hart joined the call.

There was a motion and second to approve the May financials. Motion carries.

Norby Scholarship applicant

The Board reviewed an application for the Marion Norby scholarship.

Discussion

There was a motion and second to approve the application. Motion carries.

Committee members

There was a motion and a second to the new members on the most recent version of the Google committee charges document. Motion carries.

Budget scenarios

The Board reviewed the budget scenario Excel spreadsheet. Mr. Tucker explained 2010 conference registration income by income type.

Ms. Corbett joined the call.

Discussion

Most discussion centered on the early early bird registration and room nights tied to registration. Some discussion also occurred on progression quality and abuse of the progression speaker discount in previous years.

Membership committee

Mr. Maggiani talked about the new membership committee.

Discussion

The discussion centered on the calculation on the cost to serve a member. Nothing that a member pays for separately from dues is included in the cost to serve a member.

Adjourn

The meeting was adjourned at 1:00 pm EST (GMT-4).