

Minutes of the Board Meeting
EWI of Memphis
March 11, 2010

Call to Order

The February EWI of Memphis Board meeting was called to order by Martye Slayton, President (Kemmons Wilson) at 5:58 pm at the Kemmons Wilson Companies office.

Roll Call

Present:

Martye Slayton, President
Kristi Richardson, Vice President
Jane Bratton, Sergeant-At-Arms
Paige Perkins, Membership Director
Sherry Fields, Program Director
Terrice Huggins, Ways & Means Director
Barbara Taylor, Publications Director
Deborah Vaughn, B/C/DP Director
Martha Pallesen, Parliamentary Advisor

Absent:

Carol Whitfield, Secretary
Henri Vaskin, Treasurer
Anna Hough, Advisor

Minutes

Terrice Huggins (BancorpSouth) made a motion to approve The February Board minutes as distributed. The motion carried by a voice vote.

The February Chapter minutes will be posted on the website on March 12 and presented to the membership at the March 18 chapter meeting.

Vice President / Public Relations

- Kristie Richardson (FedEx Worldwide Services) reported that notices of the March 18 Executives' Luncheon were emailed to media contacts on March 1.
- Fox 13 News is planning a segment on their "Good Morning Memphis" show to promote the Spring Conference. This is to be aired on April 19 at 8:45 am.
- Current EWI Roster will be emailed to the membership on Friday, March 12. Hard copies were provided at the board meeting and will be available at chapter meeting.
- Due to the tight agenda planned for the March 18 luncheon, there will be no EWI Trivia; this activity will resume at the Spring Conference luncheon on April 23.

Treasurer's Report

Note: Due to family illness, Treasurer Henri Vaskin (Deloitte Services) was unable to attend. Following the Board meeting, the following report was submitted.
The cash balances at February 28, 2010 are as follows:

General Operating Account	\$ 14,338.55
Golf Account	21,133.91
Money Market Account	12,254.15
B/C/DP Account	<u>7,763.27</u>
TOTAL	\$55,489.88

Sergeant-At-Arms

For the February Chapter meeting, there were
28 Member Firms present, with 30 Representatives present
(Note: 81% of reps attended, compared to 82% in February of prior year)
1 Sustaining Member present
1 Honorary Member present
3 Guests present
TOTAL: 35

Committee Reports:

Membership

Membership as of February 28, 2010:

Member firms: 34 Active reps: 37
Sustaining: 12 Life: 1 Transitional: 1 Honorary: 2

Three firms were posted in March newsletter:
River Inn / Belhaven College / Randstad US

Three more subsequently posted:
Metropolitan Bank / State Farm Insurance / Chico's

Grace Genzer will replace Ida Dixon as the second rep for Smith & Nephew.
Angel Halpern is looking for a second rep from Regions Bank.
Barbara Taylor is looking for a second rep from FedEx Express.

Program

Director Sherry Fields (Rhodes College) announced the following:

- The Hunt & Polo Club has been confirmed for the March Executives' Luncheon, and Dr. Robert Waller (former head of the Mayo Clinic and Foundation) will provide the program. The luncheon will begin at 11:00 am. Jackie Hicks (Hicks Convention Services) is responsible for table decorations.

- The April chapter meeting will be held on Friday, April 23, as a part of the Spring Conference, at Holiday Inn, University of Memphis. Members will be billed for this meeting.
- The May chapter meeting will be on Thursday, May 20, at the River Inn at Harbor Town. The speaker, Colonel Arthur Oliver, has been confirmed.
- June 17 location is yet to be determined. This will be the meeting to recognize scholarship winners.
- Details for July meeting are forthcoming – possibly a firm night hosted by BancorpSouth reps, Janice Toshach and Terrice Huggins.

Publications

The deadline to receive information for the April **EWIConnect** is March 30, 2010, with issue to be posted to the website on April 5, 2010. Board members were reminded to submit their quarterly reports (January – March) to Barbara Taylor (FedEx Express) by this same deadline, with a copy to President Slayton (Kemmons Wilson Companies).

Ways & Means

Director Terrice Huggins (BancorpSouth) reported the following:

- Proceeds from February door prizes: \$233 plus \$131 from wine sales
- Additionally, \$21 was raised from sales of “Go Red for Women” lapel pins; this money will go directly to The American Heart Association.
- There will be no door prizes at the March Executives’ Luncheon.
- There will be no tickets sold for the door prizes given away at April Spring Conference; however, there will be a “Nose-to-Toes” cash pot fundraiser. Winning ticket will be drawn at the Saturday morning breakfast, with winner receiving half the proceeds; the other half remains with Memphis Chapter.
- May door prizes will have a “Spring Fling” theme.
- The committee is looking for more opportunities for wine sales, but this is dependent on locations that will allow it.
- Another EWI Bowl-a-Thon is planned for the summer; details forthcoming.
- The committee recommended a new idea called “No Dirty Dishes for a Month” whereby tickets would be sold for \$20 each for the opportunity to win approximately \$600 worth of gift cards to local restaurants. Paige Perkins (Memphis Grizzlies) made the motion for the chapter to spend the initial \$600 to purchase the gift cards. Discussion centered primarily on incentive prizes to be awarded to top ticket sellers. The motion carried by a voice vote. The process will be fine-tuned prior to presenting to the membership. Suggested time frame for this initiative: June-July, with drawing in early August.
- September 18 – revised date for golf tournament at Stonebridge Golf Club
- October 21 – Annual Silent Auction

B/C/DP

Deborah Vaughn (Lonesource) confirmed the date and time for the Reading Rally: May 1, 2010, from 10 am – 12 noon at the Baptist Children's Home. Pizza Hut is providing food, compliments of the husband of Carol Whitfield (FedEx Corporation). Henri Vaskin (Deloitte Services) is organizing a skit and providing costumes. Paige Perkins (Memphis Grizzlies) is checking on the possibility of having one of the players to read a story to the children. Chapter members are asked to donate items for goodie bags for the 30 children expected to be in attendance.

Packets with applications for ASIST Scholarships have been mailed to 22 area colleges. Members of the B/C/DP committee will make follow-up calls (beginning March 15) to ensure the packets were received and to request they are distributed to students as quickly as possible.

Parliamentary Advisor

- Advisor Martha Pallesen (Pallesen Consulting Services LLC) distributed a list of suggested items to be kept at home in a backpack should an emergency arise (tornado, earthquake, etc.). This information was provided to her by Ron Childers, meteorologist at WMC-TV, who spoke at a recent IAAP meeting.
- Parliamentarian Pallesen also distributed handouts from Robert's Rules of Order regarding various kinds of motions and what to do in certain situations.

Spring Conference

Martye Slayton (Kemmons Wilson) reported that 39 registrations have been received from out-of-state attendees; 26 registrations from Memphis. One registration has been received from a local person who is not a chapter member; at least one more non-member is expected to attend. Attendees are expected from at least 12 states. President Slayton encouraged board members to spend at least one night at the host hotel as this will provide excellent opportunities for networking with out-of-state attendees. The next Spring Conference committee meeting will take place on Monday, March 22, at 5:30 pm at Kemmons Wilson Companies.

TN Forum

President Slayton reported chapter members who attended this conference in Nashville, in addition to herself, were Anna Hough (Captivating Interiors), Peggy Quinn (University of Memphis), and Peachie Bailey (B&L Embroidery). The interaction with the 16 -18 attendees (including some corporate Board members) was very beneficial with much sharing among the chapters represented. There is a good possibility that a similar conference will be held in the Fall and the location will again be in Nashville.

Announcements

- ✓ Applications for Fellows Scholarship are due to the Corporate office by May 30.

- ✓ A listing of important dates to remember was provided to all Board members. This includes Board, Chapter, Spring Conference, and Golf meetings, as well as other Chapter activities.
- ✓ The April board meeting will be held on Thursday, April 8, 2010, at 5:30 pm at the Kemmons Wilson Co., hosted by Carol Whitfield (FedEx Corporation).

Adjournment

The meeting was adjourned at 7:10 pm.

Approved by Martye Slayton
(President's signature)

Submitted by Jane Bratton
(in the absence of Secretary Whitfield)