



Minutes of the Board Meeting
EWI of Memphis
April 8, 2010

Call to Order

The April EWI of Memphis Board meeting was called to order by President Martye Slayton (Kemmons Wilson) at 6:03 pm at the Kemmons Wilson Companies office.

Roll Call

Present:

Martye Slayton, President
Kristi Richardson, Vice President
Carol Whitfield, Secretary
Henri Vaskin, Treasurer
Jane Bratton, Sergeant-At-Arms
Paige Perkins, Membership Director
Sherry Fields, Program Director
Terrice Huggins, Ways & Means Director
Barbara Taylor, Publications Director
Martha Pallesen, Parliamentary Advisor
Anna Hough, Advisor
Peachie Bailey, Advisory Committee

Absent:

Deborah Vaughn, B/C/DP Director

Minutes

The March Board minutes were approved as distributed.

The March Chapter minutes will be posted on the website and will be presented to the membership at the April 23 Chapter meeting.

Vice President / Public Relations

- Press releases announcing the Spring Conference were emailed to our media contacts on April 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 Monday, April 26th.
- Our April trivia theme is “Things are Heating Up in EWI!” Potholders will be placed at each place setting at the Friday lunch meeting during Spring Conference.

Treasurer's Report

The cash balances at March 31, 2010 are as follows:

General Operating Account	\$ 12,522.35
Golf Account	21,133.91
Money Market Account	<u>12,254.15</u>
TOTAL	\$45,910.41

B/C/DP Account	\$ 7,763.72
Restricted funds:	
Peggy Quinn Fellows	\$ 5,384.00
Reading Rally	312.92

First quarter invoices will be emailed to members no later than Monday, April 12, 2010.

Sergeant-At-Arms

For the March Chapter meeting, there were

26 Member Firms present, with 28 Representatives present

(Note: 78% of reps attended, compared to 73% in March of prior year)

9 Executives present
7 Sustaining Members present
1 Life Member present
1 Honorary Member present
8 Guests present
3 Prospective members present
TOTAL: 57

Committee Reports:

Membership

Membership as of March 31, 2010:

Member firms: 34 Active reps: 37

Sustaining: 12 Life: 1 Honorary: 2

Membership Director Paige Perkins (Memphis Grizzlies) reported that two new member firms will be installed once all necessary paperwork is complete and registration checks are received: Jennifer Burns will represent Concorde Career Center, and Welby Stamps will represent Metropolitan Bank.

The “Five New Members” campaign will kick off in May. Each current member that successfully gets a new member to join will receive \$100 ... \$\$ = Motivation! We will forgo a membership reception and utilize this approach. The program will run through September. This “Five” campaign could be extended if successful. The new incoming Board will evaluate the program in October. A motion for this campaign was made by Director Perkins, and was voted on and approved by the Board.

Firms that did not renew in 2010 will be asked to fill out an exit interview. This will give the Board clarification on why the firm did not renew and allow us to redirect our focus if we could have done something to keep them as a member.

Beginning in April, potential members will wear a different color nametag. This will help the membership more easily recognize guests.

Program

Director Sherry Fields (Rhodes College) announced the following:

- 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 the 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 May **EWIConnect** is May 4, 2010, with the issue to be posted to the website on May 10, 2010.

Ways & Means

Director Terrice Huggins (BancorpSouth) reported the following:

- There will be no tickets sold for door prizes given away at the April Spring Conference; however, there will be a “Nose-to-Toes” cash pot fundraiser. The winning ticket will be drawn at the Saturday morning breakfast, with the winner receiving half the proceeds; the other half remains with Memphis Chapter.

- May door prizes will have a “Spring Fling” theme
- Another EWI Bowl-a-Thon is planned for the summer; details forthcoming
- The “No Dirty Dishes for a Month” fundraiser will kick off in May. Tickets will cost \$10.00 each and will give each purchaser the chance at \$500 worth of dining gift cards (10 cards @ \$50 each). The fundraiser will run until August 19, at which time the winning ticket will be drawn.
- September 18 – revised date for golf tournament at Stonebridge Golf Club
 - “Save the Date” cards have been sent out
 - the contract has been signed with Stonebridge
- October 21 – Annual Silent Auction

B/C/DP

In Deborah Vaughn’s absence, Henri Vaskin reported that this year’s Reading Rally, scheduled for May 1, 2010, will have a Hawaiian theme. Fun activities are planned for the children at Baptist Children’s Home.

Parliamentary Advisor

Advisor Martha Pallesen presented the board with a handout on “Motions” and let everyone know there would be a test next month!

Spring Conference

Chair Peachie Bailey reported that we currently have 113 EWI reps registered to attend the Spring Conference; 71 reps will be arriving from out-of-town, and 19 states will be represented. President Slayton reminded the Board to be visible at all times; be friendly and MINGLE!

Unfinished Business

None

New Business

President Slayton asked the Board if they have any interest in serving on a Corporate level. Form 3 (Nominee for Corporate Board) must be filled out and submitted to Peggy Quinn on or before May 7. All nominees must be a Past Chapter President.

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 scheduled Chapter activities.
- ✓ The May Board meeting will be held on Thursday, May 13, 2010, at 5:30 pm, at the Kemmons Wilson Co., hosted by Henri Vaskin (Deloitte Services LP).

Adjournment

The meeting was adjourned at 8:10 pm.

Approved by Martye Slayton
(President's signature)

Submitted by Carol Whitfield
(Secretary)