



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

Call to Order

The November EWI of Memphis Board meeting was called to order by President Kristi Richardson (FedEx Services) at 6 pm at the offices of Medtronic, Inc.

Roll Call

Present:

Kristi Richardson, President
Jackie Hicks, Vice President/President-elect
Deborah Vaughn, Sergeant-At-Arms
Paige Perkins, Membership Director
Jane Bratton, Program Director
Cindy Lynch, Communications Director
Sybil Sides, Fundraising Director
Barbara Taylor, B/C/DP Director
Martye Slayton, Advisor
Peachie Bailey, Parliamentary Advisor

Absent was:

Henri Vaskin, Treasurer

Secretary – position is currently open

Minutes

Paige Perkins (Memphis Grizzlies) made a motion to approve the October Board minutes as distributed. The motion was seconded and approved. There were no changes to the October Chapter minutes. The minutes have been posted to the website, and will be presented for approval at the November Chapter meeting.

Vice President/President-elect

- Jackie Hicks (Hicks Convention Services) announced that notices of the November 18 meeting were emailed to media contacts on October 29.
- A current EWI Member Roster will be made available at the Chapter meeting if there are any changes/additions.
- Due to her recent death, Frances Jones, Sustaining member, will be removed from the roster.

Communications

- President Richardson read a letter from Harold Byrd, Bank of Bartlett, stating it was a pleasure to be at our October Chapter meeting, thanking her for making him feel so welcome, and asking that he please be invited again soon.

Treasurer's Report – Henri Vaskin (Deloitte Services, LP)

Cash balances as of October 31, 2010, are as follows:

General Operating Account	\$ 10,747.72
Golf Account	20,968.76
Money Market Account	<u>0</u>
TOTAL	\$31,536.84
B/C/DP Account	\$ 5,797.25

Note: The Peggy Quinn Fellows restricted funds of \$5,434.00 is included in the B/C/DP account balance as stated above.

Peachie Bailey presented the proposed 2011 Budget on behalf of Henri Vaskin for discussion with the Board. The proposed 2011 Budget will be presented to the Chapter and voted on at the December Chapter meeting.

Sergeant-At-Arms – Deborah Vaughn (Lonesource)

For the October Chapter meeting, there were
30 Member Firms present, with 34 Representatives present
(Note: 87% of reps attended, compared to 76% in October of prior year)
6 Sustaining Members present
1 Honorary Member present
1 Prospective Member present
59 Guests present, including the speaker
TOTAL: 102

Membership

Membership as of October 31, 2010:

Member firms: 36 Active reps: 38

Sustaining: 12 Life: 1 Honorary: 2 Transitional: 0

There are two firms whose dues are paid through year-end, but have no current rep.

The prospective member/representative from Rodan and Fields attended the October Chapter meeting and membership looks promising. The prospective member/representative from Pugh's Flowers and Hunt Phelan will attend the November Chapter meeting. A membership packet has been sent to Husch Blackwell Sanders law firm and the prospective member/representative will attend the December Chapter meeting. Other firms being pursued that have been posted are Data Facts (Sybil Sides) and Memphis Airport Authority (Peachie Bailey.)

Program

Director Jane Bratton (Smith & Nephew, Inc.) reported the following:

- On November 18, the meeting will be held at TPC Southwind. Guest speaker will be Kimberly Medlock of Productive Matters. Topic: “Organize Yourself for the Holidays.” TPC has agreed to allow a Bake Sale/Auction so long as none of the items are consumed on site.
- The December 9 Chapter meeting will be held at Sheffield’s Antique Mall. This will be a firm night for Captivating Interiors-Chapter Representative Anna Hough. Topic: Business models for consigned businesses from Dana Voorhees, Mall Owner’s perspective, and from Booth Vendor’s perspective – Anna Hough and Peggy Quinn, followed by shopping with 10% discount. There will be wine sales at this event.
- The January 20 Chapter meeting will be held at Bartlett Banquet Hall. This will be a firm night for Healthy Lifestyle Choices-Chapter Representative Melinda Edwards. Topic: Kick-start your New Year with a good plan for healthy living.” Speaker to be confirmed.

Communications

- The November ***EWIConnect*** was posted to the website on November 8.
- The deadline for submitting information for the December ***EWIConnect*** is November 22; newsletter will be posted to the website on November 29. Submissions should be sent to Cindy Lynch-Medtronic, Inc.
- An updated 2010-2011 print/publications schedule was distributed for reference.

Fundraising

Director Sybil Sides (Holiday Inn & Suites-Wolfchase) reported the following:

- October Silent Auction income was \$4,523.60.
- Kroger Delta Neighborhood Reward Program: The Chapter received a check for \$313.00 (5% of \$6,260.) Kroger cards are available from Paulette McMillin or Terrice Huggins.
- Nut Sales/Orders have been filled and orders continue for the remaining inventory. A refund check was received for \$72.73 from Terry Lynn (Nut Company.)
- Bake Sale planned for November Chapter meeting. To date 15 items committed, goal is for 30 items.
- Wine will be sold at the December Chapter meeting along with Nose-to-Toes.

B/C/DP

Director Barbara Taylor (FedEx Express) reported on the following:

- Philanthropy: Cards, letters, and care packages will be collected at the November Chapter meeting to be sent to Major Alexander (Sander) Snowden who is with a company of 200 Marines in Afghanistan. Maj. Snowden is nephew to Krissie Heuer (Business Equipment Company) and is a former employee of member firm, Smith & Nephew.
- Reading Rally: Chair, Jennifer Thornton (FedEx Corporation) will give an update on her progress towards planning our Reading Rally in December.

- ASIST Scholarship: Funds for this year will be \$4,000 for scholarships, with no number of scholarships specified. The Corporate Board has formed an ad-hoc committee chaired by Darlene Banogan to review the scholarships and criteria for each, focusing on needs-based and merit as well as the participation at the Chapter levels for each and will be reallocating their contributions for these two scholarships at the Corporate level for 2011 to exemplify member initiatives. The allocations will be determined during the Corporate Board Meeting in December and will be communicated at that time.
- Race for the Cure: The EWI of Memphis Race for the Cure team included Barbara Taylor (FedEx Express), Kristi Richardson (FedEx Services), Jackie Hicks (Hicks Convention Services), Anna Hough (Captivating Interiors), Sybil Sides (Holiday Inn & Suites-Wolfchase), and Melinda Edwards (Healthy Lifestyle Consultants.) They joined a record breaking 19,000 participants for 2010 Memphis-MidSouth Race for the Cure on Saturday, October 30. This was the 18th year the event has been held and to date funds raised have been over \$1.1 million dollars.
- Applause Award Update: As of October, 7 representatives have been identified as attending 10 meetings and eligible for this award. Thirteen representatives have attended 9 meetings, and 3 representatives have attended 8 meetings and could be eligible by attending November and December meetings. The drawing for the awards will be held at the December Chapter meeting.

Parliamentary Advisor

Peachie Bailey will be available to assist the President and the Board in any way needed during the year.

Technology

The website will be reviewed to identify changes that need to be made in order to bring current.

Bylaws

The Chapter Standing Rules will be reviewed for recommendations/changes based on Corporate/Chapter Bylaws that were adopted at LCAM.

Unfinished Business

- President Richardson confirmed that donations of \$25/each will be made as communicated to B/C/DP on behalf of Kevin Kane (guest speaker at September Chapter meeting) and Josh Pastner (guest speaker at October Chapter meeting).

New Business

- There will be a Tennessee Board Forum to be hosted by Chattanooga Chapter or Nashville Chapter. Host chapter and date has not yet been determined.
- President Richardson encouraged everyone to register and participate in the "Presentation Skills" Webinar presented by Lori Giovannoni at 2pm on November 17. President Richardson will send a reminder to the membership encouraging them to print the flyer and share with their executives as well.

Announcements

The December Board meeting will be held on Thursday, December 2, at 5:30 pm at Kemmons Wilson. Hostess Kristi Richardson will provide refreshments.

Adjournment

The meeting adjourned at 8:25 pm.

**Approved by Kristi Richardson
Chapter President**

**Submitted by Cindy Lynch
Communications Director
(in the absence of a Secretary)**