



Board of Director's Strategic Planning Meeting  
 Date: Saturday August 8, 2014  
 Time: 8:30 am to 5:00 pm  
 Sheraton Orlando North

**Roll Call Attendance:**

Present	9	Absent	2	Guest	1
Jean Krupinski	√	Bob Jalio	X	Tim Bissen	√
Denise Gillespie	√	Fred Griffith	X		
Katie Smith	√				
Jim Pullin	√				
Robin St Clair	√				
Anthony McCall	√				
Jeff Schofield	√				
Megan Crook	√				
Phil Van Dusen	√				

Meeting started at 8:40 am.

Rules of the Day

- Try stick to the schedule.

Chapter's membership in affiliated organizations

- MACF membership renewal required. Benefits of membership include assistance with advertisement and marketing. Motion was made to renew the membership. Motion passed.
- By 8/11, Denise will send MACF an email announcing that we will be renewing our membership and provide them our logo to be included on the MACF's executive sponsor page.
- By 8/16, Phil will send the check.
- Are there other organizations with which we should be affiliated? There is a Volusia Manufacturer's Association. It was determined by the internet that there is not a lot of redundancy in the membership list.
- Motion was made to approve membership with VMA so long as the dues are no more than they are for MACF. Motion was passed.
- By 8/15, Anthony will send an email to VMA to inquire about membership, costs, and potential benefits, and will take action as appropriate. Anthony will provide an update at the next board meeting.

- Anthony noted that it would be nice to have one meeting this year in Volusia county. It was noted that we have a contract with Dubsdread, but perhaps we can get out of one of the days.

### National Manufacturing Day

- October 4<sup>th</sup>. Anthony was inquiring whether the chapter should do something.
- Florida's theme is "Made in Florida." Central Florida's primary even is at Correct Craft Nautique Boat Company.
- They are working with regional businesses and organizations to match students with companies.
- We need to determine whether we should participate and how so. Perhaps we can offer t-shirts or have our logo added to someone elses. Correct Craft Nautique Boat Company.
- Denise contacted Sherry Reeves at MACF to inquire whether there are any ways we can participate.

### Board leadership transition

- Denise showed us several areas on the corporate APICS site, APICS Partner Resources (including C-Box)
  - Getting to C-Box (Online tools for marketing the chapter)
  - [www.apics.org](http://www.apics.org), log in using your APICS username and password, My APICS, APICS Partner Resources: (Partner connect, and Access C-Box
  - Partner connect – where we can see and edit chapter roster info etc, chapter's order history, chapter profile information, real-time reports, We can add calendar events to the partner profile
  - Megan to ensure Calendar of Events in Partner Connect are updated when scheduling chapter events.
  - Jim to do the same for education events.
  - By 8/15, Anthony will add Chris to the Student Chapter board member on the APICS corporate site.
  - C-BOX – has marketing collateral. (in Marketing and Sales)
- Denise showed tools on our own local chapter site.
  - By Laws on our site  
By the end of August, Denise will update the By Laws on the public website.
  - By 8/30, Anthony will come up with a job description for the Student Board Member.
  - By 9/30, Jeff will merge the two Secretary checklists together.
  - Expense reports – We were shown where to get the expense report form and where the procedure documents are showing how to get reimbursed.

### Sponsorship of a student for the New Orleans conference

- We were able to get an extension allowing the Chapter to sponsor Chris St. Clair's attendance to the APICS conference in New Orleans in October as a student scholar.
- Chris will be required to participate in the poster presentation.

- Lisa Ross's student won the poster contest last year, and so she is a resource to whom we can reach out for advice. It looks likely he would choose the Chapter Involvement poster. Robin will put Lisa in touch with Chris so he can prepare his poster and will ensure that he gets his application in before the deadline (8/9 through 5pm Central time today).

#### Education Update (given by Jim)

- Status of program – we have offerings out through the next calendar year and the first half of 2016. Jim will put those on the website.
- The classes have been spread out a little bit. We start with a series of supply chain professional classes to meet the fall test cycle. He is taking every other Saturday starting the 6<sup>th</sup> of September.
- We also have one module to complete in the current Lockheed Martin class, the Strategic Management of Resources, starting on the 12<sup>th</sup> of September, and will carry through October on the off Friday's. Jim has no official word whether there will be another session. It appears that they will, but so far this is unofficial.
- Our last class had 27 students. We don't yet know how many people will be in the SMR class.
- We also have started a discussion with FARO for some classes to assist them in the educational aspects of introducing SAP. We are at the very introductory phase. We had a short meeting last month. Materials for two of the principal modules were set to them so they can select the parts of the modules that make sense for what they need.
- Jim has information on budgeting that he can provide Phil. There will likely be two updates and one or more rewrites. It will probably cost us \$500-600 to update our instructor manuals for CPIM.
- The two open classes that we have starting in September, Jim has sent emails to everyone that has expressed interest. No interest in the CSPC, and two for CPIM. The two for CPIM are not in state and won't be available. Collecting payment has been a challenge. Can we arrange for payment using corporate credit cards? If the students can get to the PDM before the class, Phil could swipe their card.
- Where are we going to have our classes? The motel that we use has told us that there is a person who wants to buy the motel would require a change with the city commission. This means for September and October, we may have a problem. We are OK through November. We need to find another venue. Renting temporary office space would cost us about \$150 per day during the week, but \$375 if we had those classes on Friday. Today we pay \$95 plus tax per day. With 6 students, we can put a class into the black today with that cost. Student fee is \$425 for a two meeting module, \$525 for a three meeting module. Before the next board meeting, Jeff will check to see if FARO will make its customer training area available for this. Phil suggested that churches may be willing to rent out some spaces for this. Before the next board meeting nAnthony will contact Parkway Management company to search for some leads for sites we can use for training.
- Jim needs an updated phone list for the board members. By 8/10, Anthony will send Jim an email with this information.
- By 8/15, Robin will contact Florida Hospital 7<sup>th</sup> day Adventist church for meeting space information.
- Before the next board meeting, Jim will put together education checklist.

### Student Advisor Role

- Our UCF student chapter is not active. A faculty sponsor is required for the student chapter, and we don't have one at UCF
- Robin is trying to engage in the Seminole State College get a student chapter going. Since most students move to UCF, the SSC chapter can serve as a feeder chapter. Rob's contact at SCC is Lisette Guillen-Dolby. She is the assistant director of career development center. She helped us get published in their newsletter. School starts there is August 25<sup>th</sup>. SSC is eager with to learn how they can partner with us, especially with student memberships. Robin will make an initial visit to meet with their leaders. Plan is in September to get to SSC to meet with them and map out a plan. Ideas include giving them a schedule of what we will be doing, talk to them about
- Robin needs an idea of what funding we can put in the budget to get this going.

### Marketing Plan

- How do we want to contact inactive members?
- How do we maintain our email distribution list and methods for delivering communications.
- We have not developed Chapter-specific marketing materials, and so we rely on the corporate documents.
- The marketing plan for this year needs to be as slim as possible, focusing on the most critical things we need to do this year to prepare us for future success.
- We rewrote the Marketing Plan for 2014-2015.
- By 8/13, Tim will circulate to the board a draft of an advertisement announcing the new chapter BoD, and will check to see if the Sentinel still has a place we can publish this announcement without any costs to the chapter. The board approved a spend up to \$500 for a paid advertisement if necessary.
- By 8/25, Megan and Anthony will ensure postcards are sent containing the 2014-2015 PDM schedule.
- By 8/25, Katie will have a list of which chapter member will be contacted by each board member, and she will provide a script of what to say.
- For a later discussion we need to consider a few things about our education programs:
  - How do we communicate / market our education program?
  - How do we design our education program to adapt to changing social conditions?
- Katie will research what kind of give aways we might use to encourage people to join our social media memberships.

### Strategic Plan Review and Revision

- The Strategic Plan was carefully reviewed and edited for 2014.
- Each board member owes Phil some budget estimates.

The meeting finished at 5:10pm