

**Board of Directors
Strategy Meeting
July 25, 2015**

Meeting began 8:57 am

Present: Anthony McCall, Jim Pullin, Chris St. Clair, Robin St. Clair, Phil Van Dusen

Propose that we invite the following to join the board

Scott Wagner – Went through Jim’s CPIM class with Anthony

Gladys Lopez – Attended several PDE

Chris Breener- Professor From Seminole State; Speaker at the May 2015 PDE

Need to recognize Scott’s accomplish at the Sept PDE and all others that receive the CPIM designation

- How do we get that information timely
- Need communication from APICS regarding who is certified
- Anthony to reach out to Tawana
- Jim to talk with Bob Collins

Finance Report - Phil

Revenue down \$26K

Less Revenue from Education Income

Expense up \$14K

Travel increase

Send max two people to conference to cut down expense

Have four dial in meetings

Propose Quote from Dubsdread

PDE – Typically Cost \$820.00

Buffet dinner at \$22 @ 25people - Can’t accommodate less than 25 p

Look at per plate \$15 at min 20 people

Heavy horderves

Want to lower overheads

Need compelling speakers

Suggestions

UCF – Doctor Jones

Tupperware Representative

Amway Representative –

UCF Night Spent \$4K

Suggestions/Idea – Heavy horderves instead of dinner

Joint Meetings

ISM – they share cost

MACF – paid for their head count

How can we maximize our association with MACF

Anthony to contact Sherry

Anthony to attend MACF meetings

Teaching Principles

5 modules set of boxes design at for the college

Overview of Operation Management

Students obtain a Certification of Completion

Orlando Sentinel - \$400 how effective from a

Shopper paper

Daytona beach News Journal

Park Press – Winter Park

Hometown News- Volusia County

UCF and Seminole State –

Contact UCF for article on Chris attending conference – Chris

UCF Student and his Board involvement

2nd year represent us at the International Conference

APICS board consist of ...

PDE are

Student membership is free

Anthony to contact

Hometown Deland, Debary, Orange City and Deltona

Deland Beacon

Megan will coordinate UCF night

Heavy discount because she is an alumni

Presentation

Sign in sheet

Voucher \$10 off

How do we attract more attendees?

ASTL – 900 members small organization (Warehousing, transportation, Logistics)

Supply Chain Council - meet once a quarter

Advance Technical College in Volusia – off of Williamson

FMA – Jane Pfeiffer (Anthony to reach out)

Anthony to talk about the changes in APIC at next PDE

Insurance

January renewal - \$884 was \$100

Marketing and Strategic Plan

Marketing Objectives

- Expand Company Coordinator Program to strengthen corporate partnership... (Need to update)
- Conduct annual analysis ... (need to update) change annual to periodic and Orlando to Central Florida
 - We should leverage Chamber of Commerce
 - Partner with MACF
 - Members are companies
 - We are a sponsorship
- Questionnaire at Sept PE
- Contact Information
- Who is your HR/Education
- Identify and prepare marketing materials (Need to reach out to Tawana for “free” marketing materials)

Project

- **Introduction of New Board** Change OBJ and Orlando to community papers and UCF and Seminole State by Nov 2015.
- **Mail post cards** by August 2015
- **Target UCF PDE for local meeting market for Student Top**
 - November 2015 and January 2016
- **Divide membership -> take out**
- Develop a process for the sending of information to the mass membership by Feb 2016
 - Anthony to reach out to Tampa Chapter - How do you do it?
 - EVITE
 - Constant contact
- Focus on growing members
 - Update Member On Board in the new member welcome letters

The Fountain – Need to create and keep to the x4/year publication

Marketing

There are many assume factors as to why there is a decrease to Ideas – Send a free PDM coupon/notification to new members and five-year members.

How do we put together a little blurb for employee of a company, so that employees can make a case to their employer?

This is useful for your performance review and why your company should support you as a member, going to PDE etc.

Jim- Online documents

Daytona
Anthony - Will update the Marketing Plan

Strategy Plan 2013- 2016

Need to have a voice vote at the next meeting
Officers must voted on
President, Finance and Secretary are the only ones need to voted on
Add Net Promoter Score and report on

Marketing Check List

Marketing Director
Draft of a marketing plan
Intro letter to send to industry –
Anthony has draft
Need Budgets
Market – \$750
Education - \$
Goal for PDE- Reduce cost by 20%
Module rewrites
CSCP anticipate no change
3 modules of CPIM (insert page Changes)
Target new customers – Anthony to tweak letter
Look at membership by companies
Select Company Coordinators (10)
Post education, PDE on the company board

Membership Checklist

Membership Recognition Night

ID all that will be recognized and get confirmation if attending
Robin to contact Katie for the above
Sort the membership list to ID members by companies
Look at companies to ID10 companies for attendance and education opportunities; Board will participate in contacting companies

Program

Phil Collins 2nd harvest
October - Sherry Reeves October
October - Plant Tour 10/20 - FedEx
November - NO PDE – November
December - No PDE – December
January - Jayne Fifer - President of Volusia Manufacturing
January – Volunteer for 2nd Harvest Date TBD by 2nd harvest
February - UCF – Chris working with Megan. Who is speaker? Anthony to contact.
Be sure to invite Steve Good
March – Mitsubishi Plant tour

March – Virtual Board Meeting
April - Joint Meeting with IMA
May –

Marketing to work with Program Director
Looking at Medical Industry – Anthony to reach out to contact

Reach out Publix, Wal-Mart and Costco

Education –

Prepared to offer open class
Work with companies to see if they will hold sessions and agree that employees from other companies can attend. (Need Katie to ID 5-10 companies)
Jim to reach out to Ann Gatewood (Regional Staff Officers)
Schedule Train the Trainer (

Anthony Reported on SE District Meeting – Chattooga May 29-30, 2015

Sharon VP of Strategy

Bob.TV

You can earn Certification Maintenance Points

Sessions are 50 -60 minutes

6-7 sessions posted

Can have PDM

Free month of Bob.TV to chapter Officers

Bob's TV Reaching out to University

The value proposition

The leading community for end-to-end supply chain prospect to help professional and org thrive

Student Affairs

Anthony and Robin St. Clair - Attending Seminole State Supply Chain Management Advisory Meeting - Friday, Aug 28

We want to build relationship with the college, their students and the administrators.

On Line Class starts August 24

District Meeting – Greenville, SC November

Meeting Adjourned at 3:04 pm

