

Professional Women's Alliance

Minutes, September 24, 2018

Attendance:

X	Elaine Mahr	X	Kim Brandon
	Diana Ferner	X	Susan Conrad
	Sonya Tandy	X	Cathy Perry
X	Michele Hintz		Deb Smiley
X	Glenda Woolley	X	Lisa Oxenhandler
X	Debi Corrie		Shannon Hagrman
X	Michelle Yates		Vicky Gavrias
	Pam Reitz	X	Mary Kutheis
X	Nancy Nix-Rice	X	Leslie Garvin
X	Julie Hohe	X	Amy Weseloh Gray by phone

To Do List Review

The "to do" items from the previous meetings were reviewed.

Shannon volunteered to form a sub-committee to discuss various options regarding member marketing activities. The first meeting is to be held in August via conference call. Shannon was unable to attend the meeting to provide an update.

Board and Committee Reports:

Secretary: Minutes from the August meeting were approved without comment.

President-Elect: It was reported that Deb Smiley has resigned from the Board. Kim reported that she is working on Board positions; those needing filled are for Marketing, Social, and a co-chair for Mentoring. The slate of candidates will be reviewed and approved by the Board at the October meeting and by members by the end of November. It was noted that the terms of service for Board positions are divided between even and odd years, and that the desire for co-chairs to have staggered years can conflict with that. It was further noted that some individuals may want to pick the co-chair to work with them for a two-year terms. The most critical position for alternating years for the co-chairs is for the Fundraising Committee. **Kim and Julie will work on revising the by-laws in this regard and present the results at the October meeting.**

The retreat will be held on November 17 from 8 – 4. Outgoing board members are asked to attend, along with new and continuing members. As a reminder, the October meeting will be held on the 24th due to Halloween.

Treasurer: Elaine reported in Sonya's absence that the P&L for corporate membership shows \$3000 in income year-to-date, compared to \$9000 last year. It was noted that the numbers may be skewed based on the timing of payment, and reiterates the importance of last month's discussion about reviewing the value vs. cost of a corporate membership.

Operations: Julie followed up on an earlier communication as to whether we want to participate in the OWN IT event at Washington University on November 10. This event is targeted to students, and it was agreed that Julie will pass on the opportunity to the YPs.

President: Elaine reported that Fleming's has asked that we change the timing of the event to allow better accommodation of food service to meet our needed speaker time. As a result, they will now take orders at the table starting in November, although we will let the attendees know the food options in advance. The meeting will start at 11:15 rather than 11:30, reducing networking time to 15 minutes from 30.

We are averaging 70 attendees at the speaker series, with 80 at the September event, compared to 56 last year.

The September speaker received outstanding reviews, and it was suggested she be considered for the 2019 Leadership training.

Kim has reached out to the YPs regarding a seat on the Board, which they don't seem to want. Kim has asked them to attend once a quarter to present what they are doing, since they operate under the PWA name. It was noted that the YP attending can vary.

Marketing: Michelle presented the research and recommendations from the Marketing Surveys conducted with the Board and general membership. The SWOT analysis reported the following:

- Strengths: networking, speakers, administration
- Weaknesses: Board training, continuity, shorter board meetings
- Opportunities: Promoting PWA benefits, YPs, opportunity to co-host events
- Threats: free women's events, internal company events, lack of diversity, lack of time to get out for lunch

Reasons given for why members would join in the next 3 – 5 years: events and speakers, philanthropy, professional development, networking

The majority of respondents heard about PWA through a friend. Members also reported what they like best about PWA as being relationships, opportunities to connect, leads, helping each other, networking and speakers.

Ideas suggested included diversity of meeting times, social events, speed networking, multi-generational opportunities, provocative topics, learning what other members have to offer, clear takeaways from Women of Distinction presentations, how-to events, high-powered members, flexibility of corporate offerings, mentoring, leads.

Nancy Nix Rice noted the draw of skill events such as the recent Linked In how-to presentation over breakfast. Debi reported that corporate members want to know what their people will learn at our various events. More attention will be given to these ideas at the Retreat.

Facebook was the clear winner for social media platform. E-blast stats report that open rates are down, but click-thru is up.

Competing organizations that were noted include BNI, Chambers of Commrce, WIFS, Rise, Zonta, Brazen, CREW, and Black Dress Partners.

Mentoring: Amy reported via phone that survey results are back, and she and Vicky are finalizing the 2019 plan. She submitted the proposed budget for discussion. The proposed charge is \$100 per person, with \$50 in event tickets given for either the Leadership event or the Symposium, plus a Book Club meeting, resulting in a net cost of \$50. It was noted that mentors would not receive free tickets. It was noted that the mentees should be informed that the Board is subsidizing a portion of the expense for this program. The budget was approved. Applications will be taken at the November meeting, and potential mentees will be told that minimal slots are available.

The meeting adjourned at 6:45. The next meeting will be **Wednesday, October 24**, at 5:30.

Respectfully submitted,

Cathy Perry, Secretary