

## Professional Women's Alliance

Minutes, July 25, 2018

### Attendance:

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

### To Do List Review

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

**Michelle Yates is to insert the PWA logos on the marketing piece for Young Professionals and slide deck for corporate presentations.** After the branding is done, Julie will make them accessible on Google Docs.

**Debi agreed to follow up with our corporate members on potential space for Derby Days and the Holiday Party in 2019.** Thus far, no one has space sufficient for Derby Days. Discussions have not yet happened with Kaplan and UMB, but it is doubtful that sufficiently large space will be available.

**Elaine will reach out to Elizabeth to discuss her ideas about increased involvement of past presidents and other alumnae.** Elaine and Elizabeth will work on this in 2019.

**Survey the Golf League to assess their interest in participating in a joint tournament in 2019.** Results of the survey will be presented to the Board at the August meeting.

**Shannon and Michelle Yates will work on an upcoming release to members to note our success at the event.** This item is carried forward until a further determination is made on the amount to be donated to Lydia's House.

**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.

**Board members are to send Elaine mid-year feedback on how the organization is doing, and she will report on the results at the July meeting.** Elaine reported receiving five responses; see the President report below for response details.

### **Board and Committee Reports:**

**Secretary:** Minutes from the June meeting were approved without comment.

**Treasurer:** Net income year-to-date is over twice what it was last year at this time, and it was reported that it is not just due to our success at the Derby Days fundraiser. Meeting income year-to-date is up \$1600, ahead of meeting expenses. Our cash balance is also up from last year.

**Operations:** Julie reported that we are currently at 88 members. She also noted that Edward Jones would like a financial advisor to speak on the basics of investing at the November meeting. The board agreed that they could do a five-minute member spotlight as an alternative.

**Vice President:** Diane reported that she is talking with the Tuohill Center and the Swingley Ridge Doubletree in Chesterfield (only available on 5/2), and has some other places to contact. She has reserved dates at every place she is looking at and reviewing sample contracts. **She will narrow it down to three choices and have Julie and the Fundraising Committee review those options.**

**President:** Elaine reported on mid-year responses:

- excitement about the new ideas coming to the board
- appreciation of the new format for Google Docs and board meetings (and a reminder to include thoughts in Committee Reports for placement on the agenda to remain on track); need a process for use of Google drive; reminder to Board members to read the reports prior to the meeting and avoid rehashing items
- positive comments on the decreased number of events
- positive comments on the focus on the Young Professionals segment
- need to balance corporate and entrepreneurial member needs
- bringing back past leadership (perhaps Jean Evens, past president and Missouri State Rep, could speak about how women can be more involved in politics)
- miss the annual meeting with discussion questions at the table
- make social media more member-driven

**Philanthropy:** Pam reported that everything is set for the social networking / philanthropy event at The Vault on August 9 to benefit Dress for Success and the Weinman Shelter. Eleven women have volunteered to help with paint and assembly at the Weinman Shelter on July 28.

**Programming:** It was agreed by all that the annual Leadership Training event on generational diversity in the workplace was outstanding. 96 people registered, including 59 regular members, 24 corporate members, and 13 guests, and 88 attended.

**Fundraising:** By the retreat, the committee will put together procedures and lists of whom to call for future committee members.

**Young Professionals:** A report was given from the recent meeting at Susan Conrad's home. Guest passes are important, as the YPs would like to invite friends, and a tiered membership structure could be considered. They like TED talks and podcasts compared to books, something that could potentially be re-introduced to the Book Club. They are open to mentoring, needing the mentor to be engaged and a good match; some were OK with having some skin in the game. They would like the mentor to take the initiative in the relationship, and it was suggested that a monthly meeting with all mentors and mentees would be valuable along with additional one-to-one meetings. There is an opportunity for members to host YP events. It was noted that a Board position would be valuable, which segued into a discussion about potential presentation topics, including how to get on a Board and the value of being on one, how men and women approach a new workplace role differently, and how to increase the comfort level in "occupying a space at the table."

Debi raised a discussion on how to make our organization more inclusive, citing a Deloitte article about the elimination of special women's groups in the workplace. It was noted that this will be an ongoing conversation within the Board as to what the next generation of PWA will look like, and how we will get there.

The meeting adjourned at 6:45. The next meeting will be Wednesday, August 29, at 5:30.

Respectfully submitted,

Cathy Perry, Secretary