

MINUTES

Regional Association Council Delegate Assembly Meeting

**January 11, 2011
Mandalay Bay Convention Center
Las Vegas, NV**

CALL TO ORDER: RAC President Kendra Kirks McDougal, MAS, called the meeting to order at 8:00 am.

OPENING REMARKS: McDougal welcomed the group to Las Vegas and thanked OPPA Executive Director LaDonna Belcher for the balloon sculpture decorating the room. McDougal introduced the 2010 RAC Board, 2011 RAC Board, Past Presidents, PPAI Board members, senior PPAI staff, 2010 and 2011 RAC Delegates and Regional Relations staff.

APPROVAL OF January 12, 2010 MINUTES: Minutes of the January 12, 2010, Delegate Assembly meeting were reviewed. It was moved by Ted Dennison, CAS and seconded by George Jackson and unanimously

VOTED: TO APPROVE THE MINUTES OF THE JANUARY 12, 2010 RAC DELEGATE ASSEMBLY MEETING AS SUBMITTED.

TREASURER'S REPORT: Ted Dennison, CAS, presented the 2010 Year-end Statement of Activity, 2011 Budget Review and the 2011 payment of RAC dues. Dennison mentioned these new line items— \$1,500 for a MAS/CAS Challenge, \$5,000 for the RAC Volunteer of the Year and \$1,000 for the Business Recovery Plan. The council did not have questions regarding the Treasurer's Report.

RECAP 2010:

Regional Relations—

Laura McKinney, CAE, related that the Regional Affiliate Program is celebrating its 5th anniversary. McKinney gave an update on the MAS/CAS Grab & Go Binder and asked all MAS/CAS designees in the room to stand and be recognized. McKinney then reviewed Speaker Source. McKinney announced the launch of Regional Central later this year. While giving a summary of the June 2010 Leadership Development Workshop (LDW) and Executive Directors Learning Forum (EDLF) in Grapevine, TX, photo slides of those events were shown.

Marketing Support—

Cassandra Johnson reported on the marketing hours used (626) and types of projects she produced for the regionals while a video played showcasing those projects, the new marketing idea sharing website and the Idea Source flipbook.

District Meeting Recaps—

District 1 by Michele Jennrich, MAS—Jennrich said attendees at the meeting discussed reciprocal event prices for members within the district, using URMA (the Universal Regional Membership

Application Cvent website) and hiring speakers to do package deals for various regional education sessions. District 1 plans to put together an education week in April, 2011.

District 4 by Ted Dennison, CAS—Dennison lauded the URMA product saying that it had its roots in the desire expressed by multi-line reps for one place to join all the regionals to District 4. This district's regional Presidents hold quarterly conference calls and both RAC Board District Reps communicate regularly with one point person at each regional.

District 5 by Jeff Thomas, MAS—This group met while at the SAAC Show; they discussed URMA, Regional Volunteer of the Year (RVOTY) nominations, the RAC Guru concept (presented by Bruce Perryman, MAS), member list sharing for cross attendance at District 5 tradeshow and possible inclusion of Nevada into the district. The district's Executive Directors are in regular touch (by conference call) as are the RAC Delegates.

RAC Year-end Report—

Laura McKinney, CAE, explained the RAC Guru concept, touched on RVOTY and URMA and reported that PPAChicago became the 28th Regional Affiliate in 2010.

2011 RAC BOARD GOALS: Dan Jenne outlined the RAC Board's goals—1) Impact (develop more cool tools/services for the regionals like URMA and promote those products), 2) Leadership (identify volunteers to be our new leaders, recruit and retain them and then market RAC to them), 3) Idea Sharing (develop new revenue-generating programs and products for the regionals and share ideas that enhance their tradeshow, professional development events and networking avenues) and 4) Community (enhance communications between RAC, PPAI and the regionals).

Jenne then announced that the RAC Board will manage the Business Recovery Program and gave a brief outline of the MAS/CAS contest rolling out in March, 2011, celebrating the CAS Program's 50th birthday in 2011.

PROPOSED BYLAW AMENDMENTS: Jeff Thomas, MAS and Michele Packard-Milam, CAE, counted the delegates (27 present); Thomas confirmed a quorum.

APPROVAL OF AMENDMENTS TO THE BYLAWS: It was moved by Michele Jennrich, MAS and seconded by Ted Fuehr, MAS and unanimously

VOTED: TO APPROVE THE AMENDMENTS TO THE BYLAWS AS PROPOSED.

LEGISLATIVE OUTLOOK: Anne Lardner-Stone spoke on the tremendous need for PPAI legislative activity in just the last few years: PPAI responded to the COMPETES bill and 1099 reporting changes, held the first LEAD event in March and formed the Government Relations Action Committee (GRAC) which is working with RAC. She announced the second LEAD event would be March 30–31, 2011, outlined the Legislative Booth in a Box program and spoke of becoming pro-active, not reactive by enhancing communications with every legislator.

BREAK: McKinney announced a 20-minute break.

IDEA-SHARING ROUNDTABLES: After the break, the group broke up into groups—every table was labeled with a topic and each person picked the topic that most interested him/her. Each table had approximately 40 minutes to come up with three challenges regarding that topic and three solutions. Each table then reported to the entire group.

AWARDS PRESENTATIONS:

ADvocate Challenge—

Cassandra Johnson announced the winners: individual winners (all from UMAPP) were David Hawes, MAS (28 presentations given); Hillary Feder, MAS; and Joseph Scott, MAS and the Association winner was UMAPP (63 presentations given).

Pyramid Award for Regional Creative Achievement and RAC Volunteer of the Year—

Jenne explained that the Pyramid Award for Regional Creative Achievement is a new award designed to acknowledge the incredible inventiveness and resourcefulness of the regional associations and Jenne said that the RAC Volunteer of the Year, another new award, is being kicked off here at Expo, but future RAC Volunteers of the Year will be announced at LDW in June.

Karie Cowden, MAS, a former RAC President and current member of the PPAI Board of Directors, announced the three finalists for the PPAI Pyramid Award for Regional Creative Achievement: NEPPA, OPPA and PPAMS.

Cowden then announced first two inaugural winners of the RAC Volunteer of the Year award: Teri Ray, MAS and Michele Jennrich, MAS. Both were given a few moments to address the group.

Outgoing RAC Board Members—

McDougal recognized outgoing RAC Board members and presented service awards to each: Ted Dennison, CAS; Paul Gualtieri, CAS; and Steve Meyer, MAS. She then commended 2010 Immediate Past President Garth Huettl, MAS, for guiding the RAC Board through its first full year of knowledge-based management, his masterful job of overseeing the district elections for the incoming Board directors (a record-breaking 10 RAC Delegates ran for Board seats) and for mentoring her and providing support whenever and wherever she needed it.

Jenne presented McDougal with her 2010 RAC President award.

Incoming RAC Board Members—

Jenne asked the 2011 Incoming RAC Officers to stand and be recognized: Donna Vorce, CAS, Vice President; Roger Burnett, Secretary; Bruce Perryman, MAS, Treasurer; Jeff Thomas, MAS, RAC Liaison to the PPAI Board; and Kendra Kirks McDougal, MAS, Immediate Past President.

NEW BUSINESS / ANNOUNCEMENTS: There was no new business, or announcements from the floor.

ADJOURNMENT: There being no further business to discuss, or act upon, Jenne adjourned the meeting at 11:44 am.