

**Attending:** Lisa Privett-Wood, Larry Kravitz, Melda Yildiz, Stephanie Burke, Melissa Trifoli, Sheri Lyons, Sayeed Islam

## Discussed

---

### President Items (Larry)

- **Website:** Scheduling issues prevented committee from meeting in March to ensure new format before finalizing changes
  - **ACTION:** Larry to schedule 2 hours working session and invite LPW, Sheri (Fri), Stephanie, Lisa G (after hours), Melissa (after hours)
- **Incorporation:** We have an attorney who is proceeding at no cost; progress is slow but steady

### SHRM Conference - May 3 (Larry)

- Location: Crest Hollow Country Club
- Larry and Sheri all day
  - Michele will be there AM; Melda offered for afternoon
  - Larry to confirm timing with everyone
- Handouts to include:
  - 2-sided postcard: Lisa shared draft. Larry and Lisa to finalize and order Friday 4/5
    - 500 @ <\$100
  - ATD National Conference promo
  - Call for presenters
- Conference giveaways received
  - No more shoeshines ☹️
- Gift Basket: bottle of wine, some books, wine glasses (Sheri)
- Stephanie has banners
  - Will bring to next week's meeting and hand off to either Sheri or Michele OR Larry can pick up from Stephanie's office
- Ensure we promote corporate sponsors and/or sponsorships
  - Melda has offered to print posters

### Board 2019 – 2020

- **Open Positions**
  - President-Elect
  - Programming

### Finance Update (Larry)

- Current Funds
  - March 2019: \$9700 (July 2018 was \$8800)
    - Expecting similar balance fiscal year-end
- Wild Apricot (WA) Pending charge of \$1800
  - WA 2020 upcharge of 20% if we don't move our payment processing to WA vs. Paypal
  - We can maintain PayPal account for on-site \$\$ collections
    - Larry has asked Karen to research PayPal to secure organization account

## Discussed

### Membership

- Current state: 64 active members with 9 lapsed
  - Melissa to connect with Stephanie re list of lapsed members
- A number of students are not renewing
  - Secure personal email addresses as well as school address during sign-up
  - Board approved offering students 50% off 1 year and 2 year professional memberships
- Lisa G working on lists for potential Student SIGs at other schools
- Stephanie to advise if/when we reach out to National ATD members
- Stephanie to follow up with Lisa G re: email to SHRM 2018 conference attendees
- Larry and Stephanie with speak with Kylie (Chapter Relations) about ways to increase percentage of Power Members
  - Ratio of Power Members was the only unsatisfactory item from 2018 CARE Submission

### Corporate Outreach (Sheri)

- Melda and Sheri meeting with NYIT this week
  - Larry suggests providing info about Hofstra SIG for comparison and motivation
- Continuing interactions with DisruptHR
- Someone has volunteered to help with outreach
- Reaching out to Ken Blanchard contacts for possible presentations

### Programming

- Meeting venues:
  - April: Lloyd
  - May: Henry Schein
  - June: pending Lloyd or Molloy
- Lisa G. mentioned alternate venue: Radisson on Motor Parkway, Hauppauge (\$150 for room rental)
  - Media package, F&B optional
- May event: Open Mic – Share your Career Stories
  - May find some possible future presenters
- Plan to solicit presentations by members for next fiscal year
- Lisa PW suggested offering classroom training sessions at a per person fee
  - Agreed to table at this time; will socialize at in-person meetings to gauge interest

### Marketing & Communications (LPW)

- Agenda topic for last week's Regional Chapter Leader call was marketing
  - Developing Elevator pitch
    - Used Buzzuka.com to develop ideas for SHRM Conference flyer
    - Encouraged everyone to visit the Buzzuka website
  - Recommend each meeting start reinforces chapter's mission
- Submit joint ICF/ATDLI meeting for ATD Champion award
- Identify other potential submissions for ATD Champion
- Larry has volunteered to lead Social Media 2019-2020 fiscal year

### Next Meeting – In person

- Thursday, May 9, immediately following monthly chapter meeting at Henry Schein