



Board Meeting Minutes

Friday, January 21, 2005
9-11 am

Metro DC Chapter

ICFmetroDC.com

Board of Directors

President

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Vice President

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Professional Development

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Past President

Bill Pullen
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The meeting was called to order at 9:00 am. The meeting was held via conference call. NOTE: February 11, 2005 meeting will be held in person at the ICF office.

In attendance:

President:	Marshall Brown
Vice President:	Pris Nelson
Treasurer:	Brad Sterl
Secretary:	Jon Hockman
Prof Development:	Susan Braverman
Communications:	Chris Brookfield
Community:	Dianne Rankin
Membership:	Annette Hurley
Director:	Ed Modell
Past President:	Bill Pullen

I. Chapter Focus

It was agreed that the focus of the chapter for 2005 will be: Dues paying ICF members who are in the Metro DC area and who have between 3 and 5 years of coaching experience.

II. Chapter Goals for 2005

- Increase participation at monthly meetings by 10% (to be reviewed quarterly)
- Increase by five the opportunities/events for members to have a chapter experience
- Increase the number of ICF credentialed coaches in the chapter by ten

Annette will work on consideration/draft language that would introduce the topic of diversity to either the focus or goals. This will be discussed further in February.

Brad and Marshall will develop a financial goal and report back in February.

The Board agreed that any and all new ideas/projects will tie back to our chapter focus and goals.

III. Finance

No budget activity this month.

Reminder: please submit all check requests on the form provided by Brad

IV. Community Relations

Request that all Board members write their thoughts about 'what community relations' is and submit to Dianne. This will help drive new programs for 2005.

7 pairs and 19 coaching hours have been delivered through the Training Futures relationship.

V. Membership

11 new members since December 1, 2004

Annette will develop a new member 'packet' that will compliment the existing ICF materials to welcome our new members and connect them to our chapter offerings/priorities.

The concept of an online membership directory that would be updated/maintained by individual members.

It was agreed that the Membership committee will pick one of these two projects for focus in first quarter 2005, with the other project under consideration for the second quarter. Annette will report back on the direction chosen.

Summary of 2004 survey will be sent to all members under Marshall's signature, with a link to the website for complete detailed information.

The Board will revisit the survey results at each subsequent meeting.

VI. Coach Week

February 9 event in Maryland

Other options will be posted on the web site

VII. Programs

Sandy Brody is the speaker for the February chapter program.

The complete 2005 schedule will be circulated to the Board (see attachment A).

VIII. Legal

Still in the process of locating Articles of Incorporation. This is necessary to secure insurance quotes as well as monitoring ongoing chapter legal compliance.

IX. Website

The CD of the ROI presentation will be 'sold' via our website as a trial run to determine the popularity of marketing materials of this type to our members.

We will work with Dan Martinage to determine how/if this could be marketed to ICF members.

Cost involved are to buy the blank CDs plus the cost of shipping and handling, as well as a \$5 per CD royalty to the presenters.

X. Conference

Theme, logo are great (see attachment B).

Ed and Marshall will further discuss insurance coverage for the conference and report back in February.

Further clarification on the 3 focus areas is needed to understand what is intended.

Brad, Pris and Marshall will meet with Heather to readdress the budget.

XI. March 1 Partnership with Association of Career Professionals

Marcia Bench is founder of Career Coach Institute has asked us to co-sponsor this program with ACP.

This will be in addition to the regular ICF meeting that month.

Susan Braverman will coordinate her committee to work with Marshall and ACP to make this happen.

XII. Communication/PR

Chris will review options for software options to send chapter newsletters in a more graphics focused format.

Chris will reach out to chapter membership to see if someone who has talent/interest in design/graphics to offer input on look.

Chris will work with the Conference committee on publicity for the Capital Coaching Conference.

Promotion for the February chapter meeting will be sent January 24.

XIII. Next Meeting

February 11, 2005 at the ICF office. Plan for a 2 hour meeting.

Board members will think about ways to most efficiently run monthly meetings and report back to Marshall any thoughts.

On the months where board meetings are held face to face we will rotate between DC, MD, and VA.

XIV. Meeting Minutes

It was moved and seconded to approve the November 19, 2004 meeting minutes as presented.

Passed unanimously.

The meeting was adjourned at 11:05 am.

Attachment A

Schedule of 2005 Monthly meetings:

<u>Date</u>	<u>Venue</u>	<u>Time</u>
2/16	Friendship Heights	6:30-8:30 (dinner)
3/15	Silver Spring Hilton	11 – 1 (lunch)
4/20	Alexandria, Nat'l Volunteer Pl.	6:30 – 8:30 (dinner)
5/18	DC (Sun Trust Bldg?) see Marshall	7:30 – 9:30 (breakfast)
6/16	Silver Spring Hilton	11 – 1 (lunch)
7/23	Virginia (picnic)	12 – 3
8/?	Maybe teleconference – Michael the Crayon Guy?	
9/21	Friendship Heights	6:30 – 8:30 (dinner)
10/20	Tyson's Corner, VA (Capitol One?)	11 – 1 (lunch)
11/16	Silver Spring Hilton	6:30 – 8:30 (dinner)
12/14	Friendship Heights	6:30 – 8:30 (dinner)

Attachment B



Report to the Board 1/20/05

Submitted by Heather Bradley

The 2005 conference team met on January 17 to review the progress on the conference to date. Below is a summary.

Conference Theme:

Leading with Authenticity: Using Our Full Selves To Evoke Change.

Conference Team:

Chair	Heather Bradley
Logistics	Heather Bradley
Programming	Peggy Linden
	Jennifer Whitcomb (absent)
Publicity	Kevin Nourse
Registration	Ed Modell
Volunteer Coordinator	TBD

Conference Date:

Friday June 3, 2005

Venue:

6 venues evaluated

Selected venue - George Washington University Conference Center

Status of the contract

- Initial contract reviewed and a couple of changes requested. With the two holidays this week, I have not yet heard from our account representative.
- As soon as a corrected contract is available, it will be presented to Marshall for his review and signature.

Items of note:

- A requirement of the agreement is liability insurance for the event. **Can the insurance coverage for the chapter meet this requirement?**
- Deposit required. Working with Marshall to make payment.



Format for the Day:

Replicate the 2004 format:	
7:30a – 8:30a	Registration & Continental Breakfast
8:30a - 9:00a	Welcome
9:00a – 10:30a	Opening Keynote Address
10:30a – 11:00a	Break
11:00a – 12:30p	Morning Breakouts (3 tracks)
12:30p – 2:00p	Lunch
2:00p – 3:30p	Afternoon Breakouts (3 tracks)
3:30p – 3:45p	Break
3:45p – 4:45p	Wrap Up Keynote Address
5:00p – 7:00p	Networking cocktail Reception

Web-based activities:

The team has connected with Jon Hockman and is working with him to understand the processes that are in place to support communications, proposal submissions and registration.

Breakout Tracks:

- The number of breakout sessions is increased from 4 to 6.
- The tracks will highlight the following:
 - Business Development
 - Coaching Skills
 - Your Personal Development
- The team is working on the branding names for each of these tracks.

Milestones & Target Dates:

- **Each of the team members has identified a preliminary list of milestone tasks and target dates in their respective areas.**

Proposed Budget:

- As directed, the 2005 conference is a break-even proposition financially
- Price points remain at 2004 levels

Early Bird	\$99 (ICF members)
(until 4/1/05)	\$129 (Non-ICF members)
Regular	\$129 (ICF members)
	\$159 (Non-ICF members)
- Working budget on the following page



2005 Coaching Conference	
Projected Revenue	
125 Attendees @\$99	\$12,375.00
Projected Expenses	
Pay Pal	-\$300.00
Facilities*	
Ballroom	-\$1,800.00
Breakout	-\$450.00
Breakout	-\$427.50
Breakout	-\$472.50
Liability Insurance	\$0.00
Speakers	
AM Keynote	-\$1,000.00
PM Keynote	-\$1,000.00
Audio Visual	
LCD Computer Projector	-\$600.00
Flip Charts	-\$60.00
Wireless Microphones	-\$240.00
Food and Beverage	
125 @ 10	-\$1,250.00
125 @ 20	-\$2,500.00
50 @ 10	-\$500.00
Admin	
Signs	-\$200.00
Copies	-\$200.00
Registration	-\$200.00
Publicity	-\$200.00
Programming	-\$200.00
	\$775.00

*Note – The facilities estimates do not yet include taxes.