



Board Meeting Minutes

Monday, April 18, 2005
4 pm

Metro DC Chapter

ICFmetroDC.com

Board of Directors

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Past President

Bill Pullen
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The meeting was called to order at 4:05 pm. The meeting was held via conference call.

In attendance:

President:	Marshall Brown
Vice President:	Pris Nelson
Secretary:	Jon Hockman
Communication:	Chris Brookfield
Prof Development:	Susan Braverman
Membership:	Ed Modell

I. Approval of Minutes

Moved and seconded to approve the March, 2005 meeting minutes as presented.

Pass, unanimously

II. Board Membership

It was moved and seconded to accept the President's appointment of Ed Modell as Director of Membership on the Board of Directors for the balance of the 2005 term.

Pass, unanimously

III. Professional Development update

There are roughly 70 registrants attending the April 20 event. Susan raised the concern that the Georgetown registrants are paying \$25 but the per person cost is \$31 per. We need to pay attention to these ongoing discounts to ensure they are not financial detractors for the chapter.

Susan will adjust the registration count for the April 20 event so that we are 'under estimating' the number of dinners that will be served.

Pris will have 200 copies of the Capital Coaching Conference flyer prepared to have at the April 20 and 22 meetings as well as the CBODN Conference.

IV. Membership Update

75 of the 150 Virginia members have been called to date. 10-15 of them said they would try to attend an event in the next few months.

The remaining 75 have been e-mailed directly by Ed. 5 have acknowledged the e-mail.

We'll track the response in coming months and study the impact of this.

The same process will be followed in Maryland in the future.

Membership Update (continued)

Jon and Ed will coordinate to identify new members of the chapter in 2005 and Ed will follow up with them directly.

Ed will meet with Annette Hurley to determine what work she's done to date on a new member packet.

Ron Charnock has offered to host a Virginia coffee house event like the Mayorga events in MD. The proposal is to rotate locations for these informal gatherings.

V. Budget Update

Brad's reports were submitted separately and no further questions were raised.

VI. Conference Update

More marketing is needed.

All speakers are confirmed.

Jon will have the breakout speaker information added to the website today.

Chris will send an email update to all chapter members.

Marshall will work with the Conference Committee to determine ways to more fully engage the Board in the promotion and marketing of the conference.

VII. Credentialing

ICF continues to work on a process and plan for credentialing requirements

ICF is encouraging all chapter leadership to get credentialed as soon as possible.

Marshall reminded us that we had made a Board commitment around credentialing—where does that stand?

VIII. Board Check Up

July 8 will be a special board meeting to evaluate our Board goals at mid year. PLEASE confirm that you can attend this important face to face meeting (9 am to noon).

IX. Marketing

Jon and Chris will coordinate to further investigate the Constant Contact email newsletter service.

X. Next Meeting

Friday, May 13 at 9am via phone.

The meeting was adjourned at 5:18 pm.