

## **SMPS CT - Board of Directors - Minutes**

**To:** Bernice Bako, Jim Bancroft, Pat Bilotto, Terry Casey, Wayne Cobleigh, Gillian Hodgen, Betty Horne, Rob MacDuff, Donna Maltzan, Betty Horne, Mary Beth Morris  
**From:** Cathy DeFrances  
**Date:** 2/2/05  
**Re:** SMPS CT Board Meeting 2/2/2005

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### **Attending:**

Pat Bilotto, Betty Horne, Cathy DeFrances, Rob MacDuff, Jim Bancroft, Gillian Hodgen.

### **Chapter Management – Pat Bilotto**

Meeting minutes for the January 4<sup>th</sup> Board Meeting tabled and not approved because there were changes that had not been printed and received by the board.

Pam Perry has retired from BL Companies and resigned from SMPS. Pat nominated Cathy DeFrances to take over her position on the board as Secretary and Betty Horne move into Cathy's position as Director. The nominations were voted on and approved unanimously.

### **Financial Update – Jim Bancroft**

Jim submitted updated financial statements. Pat was going to ask John Oliveto to find out if there were any profits from the joint December program with CBC. Receipts and expenses for the January program were not all submitted so that final program profit (loss) could not be determined. We are splitting that with IIDA. The program for February has already been paid to the Four Points Sheraton in Meriden. Financial statements are attached.

### **Membership – Betty Horne**

Betty provided an update which included the following:

- Betty announced a new member had been recruited by a non-member.
- Membership is in the process of going over all of the memberships that will “expire” soon and will personally contact them.
- They've also put together a list of “target companies” who are not members. These targeted companies will also be receiving personal calls.
- Cathy expressed concern that someone she recommended for membership has not shown up on national's list and as a result, not been added to Connecticut's database.
- The membership committee has challenged members to bring in a new member. If they refer a new member, they are entered into a drawing for a \$50 American Express gift certificate. This program has been extended until May.
- A membership notice will go out with the February program notice centered on a Valentine's Day theme.
- Betty brought up that the National SMPS Webinar series is a way to entice new members.

- Cathy asked how membership and programs could “meet and greet” new members. It was suggested that a “meet the President” or “meet the Board” event could be scheduled.

### **Programs – Cathy DeFrances**

Cathy provided an update which included the following information:

- Grace Waldvogel was originally chairing the SF330 program in February but has been extremely ill and could not complete her program duties. Karen Talamelli has taken over her role as coordinator and involved Bruce Bockstael in the program.
- February’s joint industry dinner with the AIA occurs on the 8<sup>th</sup>. We need to have membership packets and information for the front table. Enough SMPS members will attend so it won’t be a problem.
- March’s Mechanics of Marketing program has filled up pretty quickly. Carolyn Bligh and Maria Loitz are chairing and running that program. It will be held at BKM in East Hartford.
- April’s program for the Principal’s Roundtable is being coordinated by Dick Ostop and our topic is One Size Does Not Fit All – Cultural Indicators for Marketing Success. The speaker will be Suzanne Lowe of Expertise Marketing. It is scheduled for April 27 – location to be determined. BL Companies was sponsoring before Pam left. Cathy will contact her to see if they are still interested. Otherwise we are looking for more sponsors - \$500 with one free attendee.
- Marketing Communication Award notices were going out in the mail tonight. Reminders will be sent via email as well. The award cocktail party is scheduled for April 13<sup>th</sup> at Harbor Park in Middletown. Rob reported that he asked three very impressive judges to work on this year’s award panel. Judging is scheduled for March 10<sup>th</sup>. Vendors and photographers were suggested as possible sponsors of this cocktail party.
- May’s program is coordinated by Ruth Millward & Bernice Bako.
- June’s program does not have a coordinator but is scheduled for June 15, 2005 at the New Haven Lawn Club.

### **Communications – Gillian Hodgen**

Gillian provided an update which included the following information:

- The fall newsletter is ready to go to print and to mail.
- Gillian also reported that the Job Bank is really grown although most jobs are for marketing coordinators.
- The next newsletter will go out soon (February 15<sup>th</sup> is the deadline) and new members will be included.
- We will have a table at the ConstruCT trade show on March 30<sup>th</sup>. We need volunteers to man the booth.

### **Job Bank – Terry Casey**

Terry Casey was not in attendance but the job bank has quite a few positions listed.

## **Sponsorships – No Report**

### **New Business**

Donating to the ACE Mentor Program was discussed and tabled until the next meeting.

### **Next Board Meeting**

Our next Board meeting is scheduled for Wednesday, March 9, 2005 at 8:00 a.m. at the Neptune Diner in Wallingford.

Respectfully submitted:

A handwritten signature in cursive script that reads "Cathy DeFrances". The signature is written in black ink on a light-colored background.

Cathy DeFrances  
Secretary