



## SMPS CT - Board of Directors - Minutes

To: Cathy DeFrances, Wayne Cobleigh, Jim Bancroft, Tom Beebe, Diane Kozel, Sara Ruggiero, Terry Casey, Mary Beth Morris  
From: Grace Waldvogel  
Date: January 4, 2007  
Re: SMPS CT Board Meeting 1/03/2007

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### Attending:

Board members: Cathy DeFrances, Jim Bancroft, Tom Beebe, Terry Casey, Wayne Cobleigh, Mary Beth Morris, Sara Ruggiero, Grace Waldvogel.

### Chapter Management - Cathy DeFrances

Meeting minutes for the December 2006 Board Meeting were approved as distributed. They will be posted on the Members Only portion of the Chapter website.

### Financial Update - Jim Bancroft

Jim distributed financial statements and a draft federal tax return.

The Board discussed the team discount available to up to five chapter members for the national conference next summer. The deadline for team registration is January 31.

### Committee Updates:

#### Membership - Diane Kozel

The committee has scheduled a conference call for January 4. Cathy asked that Ellen be advised that Sharon Roberts won the auction prize of two free programs.

#### Programs - Wayne Cobleigh

The registration trend is encouraging for the January 17 program. Wayne plans to call a committee meeting this month to finalize programs through June. Cathy agreed to demo her e-mail blast skills at the February Mechanics of Marketing program. Wayne will have a copy of *The Inside Scoop* for the January meeting. Jim will order several copies for SMPS.

#### Communications - Mary Beth Morris

Janine is working on the next newsletter. Cathy will ask Katherine MacCall, of New England Mercantile, to consider chairing the Communications Committee.

#### Job Bank - Terry Casey

Terry reported there is currently one position posted.

#### Education/CPSM - Terry Casey

SMPS national has agreed to add Wayne's name to the list of chapter study group contacts. The idea of a conference call format sponsored by national is under review.

#### Leadership - Mary Beth Morris

The Leadership Committee met via conference call in November. Their goal is to support the President.

Mary Beth will develop a spreadsheet of potential sponsors for SMPS programs. She distributed a draft survey about establishing a mentoring program for the Chapter for distribution to the membership via Zoomerang.

#### New Business

Cathy reminded the Board of upcoming deadlines: a call for Board nominations; appointment of a Marketing Communications Awards chair; and application for a national "Striving for Excellence" award.

Cathy and Grace will participate in a Boston chapter conference call regarding this year's regional conference.

The Construction Institute approached SMPS requesting a marketer representative for its "Young Professionals" series. The board agreed to recommend Melinda Milner

#### Next Board Meeting

Our next Board meeting will be February 7, 2007 at the Neptune Diner, Wallingford, at 8:00 a.m.

Respectfully submitted:

Grace M. Waldvogel  
Secretary