

AGENDA

- Welcome & Chapter Presidents' introductions – Robert McBride, LAI International VP
- LAI Public Relations Presentation
Phil Adams reviewed the new KeyNotes webpage.

Discussion regarding what should be available under the News and Resources tab on the website and who should have access to KeyNotes.

Vicky Estrada (San Diego) – KeyNotes could be only for members but share certain articles.

Cecile Bedor (Minnesota) – Agrees that we should use the technology to share only specific items to the public.

Alan Nevin (San Diego) – KeyNotes has a low percentage of open rates.

Mary Bak (Ely) – Loves the option to post presentations online. Doesn't believe that the programs are secretive.

Richard Cook (Vancouver) - Supports making KeyNotes and presentations available to the public, however some of them are not shareable.

Anthony Forte (Philadelphia) – Keynotes should be able to be shared with colleagues, it is for members but intended for larger community.

Phil Adams – Please use the materials posted as a marketing piece for your profession or your friends.

Sheila Harris (Phoenix) – Phoenix Chapter is looking to work with interns from ASU journalism school. Someone actually needs to be posting the content.

Phil Adams – It will be to be easy to do, it's the content. Any journalism school would make a good partnership.

Nancy Park (Sacramento) - Presentations vs. articles posted. Articles are a way to spread value of LAI. Presentations are internal or focused on a smaller audience. Distinction between to two.

Jeff Beal (New York) – Could we leave it up to the author if they want it kept internal or external?

Jan Yokota (Aloha) – Should be easy for the reader, anything in the keynotes for the general public.

The chapter news page is members only.

Phil Adams – We will need to get permission to use articles and photos for copyright concerns.

- Chapter Support Grants (status update) – Robert McBride
Robert McBride provided a status of the Chapter Support Grants and reminded everyone to view the documents on the website under the chapter resources tab.
- New Member Nomination Form – Robert McBride
Robert McBride reported a generic new member nomination form is available on the website. Chapters can download the form and drop in their logo. There are also samples from other chapters under chapter examples.

Scott Burns (Simcoe) - The nomination form is great. CV's are hard to get.

Robert McBride uses LinkedIn to get CV's.

- Open Subject Matter Discussion – Robert McBride/Anthony Forte Philadelphia Chapter

Jan Yakota (Aloha) – The chapter is at 100 members and they are trying to keep that sustainable number. They hold quarterly meetings.

Ann Bouslog (Aloha) – As LAI International Assistant Vice President she has been working to revitalize the Tokyo Chapter.

John Mahoney (Zia) – The chapter has a need for new members. They have been primarily working on their LEF grant project.

Jim Musbach (Golden Gate) – The chapter is the second largest chapter and installed 22 new members and that was only half of the members nominated as they all did not qualify.

Millard Lee (Los Angeles)- The chapter is hosting a number of luncheon programs, they have a “venue” series of programs where they take tours. In August they took a long field trip to Seattle. They toured the Wide Body Boeing plant. 97 acres under one roof. 10 members participated. They get 10 to 15 people on a venue trip. A frustration is that LA is very dispersed. Having a lunch meeting in downtown LA is tough. They typically have 30 people at their luncheons. Attendance is an issue because of transportation. They also have a few mixers each year.

Nancy Park (Sacramento) – The chapter did a survey and 30% of members came to 80% of the meetings. The rest came to about two meetings a year. The quality of the program is what drives the attendance. The programs on the Sacramento Kings were the most popular.

Holly Elmore (Atlanta) - What makes a successful chapter? Those that are successful, please share what you are doing.

Cecile Bedor (Minnesota) – Chapter members don’t understand that they are part of an international organization. If a member attends a chapter in another state could they attend for free?

Anthony Forte (Philadelphia) – If a member were to contact the chapter president, perhaps they would get a complimentary registration.

Steven Gragg – Chapter Presidents should talk with their Regional Vice President and invite them to attend a meeting and board meeting. The website calendar of events has a list of upcoming chapter meetings.

Aurelio Ramirez-Zarzosa (RVP) – As RVP he collects the meeting information and shares it with the members of the other chapters.

Vicki Estrada (San Diego) – The pricing is different for each chapter. Some chapters charge for their meetings and some chapters include the meeting fee in their dues.

Anthony Forte (Philadelphia) – The chapter has breakfast meetings with a simple continental breakfast. Their approach is the members are free but the guests pay a fee to attend.

Sheila Harris (Phoenix) – The chapter used to do that, however they now charge members to attend at a lower rate than nonmembers.

Alan Nevin (San Diego) – The chapter dues include the lunch meeting. However, the more members that actually show to the meetings, they lose money if they get too many members showing up.

Jan Yakota (Aloha) – Aloha chapter does the same thing. Retired members and their dues are too low to cover the lunch and they always come.

Ann King (Memphis Chapter) – The chapter charges retired members to attend the meetings.

Jeff Beale (New York) – What is the magic number for the event fees?

Sheila Harris (Phoenix) – It is geographically driven.

Millard Lee (Los Angeles) – Their cost is \$65 per member. They haven’t heard a lot of complaints. Includes parking at California Club. Member’s companies typically pay for it.

Jim Musbach (Sacramento) – They charge members \$60 per monthly meeting. It is not part of their dues.

Bronwyn Krog (Simcoe) – They charge \$96 CAD per person but it is a sit down dinner.

Anthony Forte (Philadelphia) - The new chapter website is great for getting members to pay in advance and they keep their money if they don’t show up.

Mary Bak (Ely) – The chapter events typically sell out. \$35/40, guests are \$5/more. Solid core group of members that come to every program. They have a long term contract for venue to keep costs down.

They sell annual corporate sponsorships for the chapter. They are trying to do pop up events, smaller networking events at a \$20 per person cost.

Vicki Estrada (San Diego) – There isn't consistency. Each chapter has their own individual preferences.

Holly Elmore (Atlanta) – The quality of the programs is key. Having prestigious members. Inviting membership not recruiting membership.

Scott Burns (Simcoe) – They have an internal fight about honorary, exclusive, and being more public. It's the quality of the members that exist that help to gain new members, they use networking. Sent a targeted email to the older members asking for nominations of younger people.

Anthony Forte (Philadelphia) – The first year of membership they didn't charge a fee. Having consistent programming, having a strong board. A mix of substantive programs, tour, mixers. Follow up with the guests at the programs.

Mary Bak (Ely) – Ely chapter is not as secretive as Simcoe. You need to make sure they are interested in joining as an active participant. Members invite them to a program so the guest can see what it's all about. What is the public service component that's required? The public service component needs some clarification.

Anthony Forte (Philadelphia) – The chapter started the revitalization about 6 years ago.

Richard Cook (Vancouver) – The chapter tries to have a range of 90 – 100 members and it's a constant turnover and they have to actively keep recruiting. The programs are cost neutral. \$95/meeting fee (CAN). Exclusivity in the market makes a difference and depending on what other organizations are in your market. Attendees at the meeting are not allowed to discuss the knowledge learned at the meeting outside of the meeting room.

Holly Elmore (Atlanta) - Is there a lot of turnover at the chapters?

Anthony Forte - Yes, every year you need to rebuild. Low hanging fruit were members who have not paid dues in a few years. Free local dues the first year to those dormant members. There is a lot of materials available – brochure, etc.

Jeff Beale (New York) – Unique challenge with competing organizations. Competing for membership and time. Why is LAI more important than those others?

Anthony Forte (Philadelphia) – LAI is more collegiate, more intimate, high level intellects in the room. Interactive dialogue on a common interest.

Sheila Hamilton – We educate vs. advocate.

Anthony Forte (Philadelphia) – The chapter does not charge chapter dues for public agency members.

Scott Burns (Simcoe) – LAI provides access to senior leaders in the community. Access to opinion leaders.

Cecile Bedor (Minnesota) – The chapter holds 5 meetings per year so they don't compete on a monthly basis and they are very selective on who their speaker is.

Bronwyn Krog (Simcoe) – The quality of the programming is absolutely critical. Panels on issues, opinion makers and strategists. Look for people who come at an issue from different perspectives.

Anthony Forte (Philadelphia) - You have to have that core board of directors to make those phone calls to get the high level speakers.

Bronwyn Krog (Simcoe) – The chapter does an annual field trip.

Sheila Hamilton – Reminded everyone to go to the Chapter Resources link on the website for lots of examples and resources. The website will now allow members to complete their profile when they log into the website to pay their dues.

- Next Meeting - Teleconference TBA