

ITEA Board of Directors

Attachment 02.0

Meeting Minutes – 20 March 2013

Scientific Research Corporation (SRC) • Arlington, VA

The quarterly meeting of the 2013 Board was called to order by President Mark Brown at 6:35 p.m. ET on Wednesday, 20 March 2013.

The following individuals participated in the meeting:

Board Officers	
Brown, Mark – President	McKee, Chas – Vice President
Hudgins, Gene – Secretary	Christensen, Pete – Treasurer
Board Directors	
Bjorkman, Eileen (via Phone)	Moraca, Steve (via Phone)
Cannon, Pat (via Phone)	Nikoloff, Peter (via Phone)
Clewer, Stephanie – Senior Advisory Board Chair (via Phone)	Ryan, George
McFalls, Mike (via Phone)	Surch, Randy (via Phone)
Advisors to the Board	
Chalfant, Tim (via Phone)	Olinger, Jeff (via Phone)
Greco, Michael (via Phone)	
Board Committee Chairs	
Foulkes, John – Events Committee Chair (via Phone)	Scully, Tim – Corporate Development Committee Chair (via Phone)
Gordon, Steve – Publications Committee Chair (via Phone)	Wetzl, Mike – Chapter & Individual Membership Committee Chair (via Phone)
ITEA Staff	
Gaidry, James – ITEA Executive Director	

The following individuals were not able to participate in the meeting:

Garcia, Charlie – Director	Shelley, Rick – Elections Committee Chair
Kniskern, Rich – Corporate Development Committee Chair	Welshans, James – Historian
Markowich, Amy – Advisor	

1.0 OPENING REMARKS

- 1.1 President Brown established that a quorum was present and thanked all of the Board members for participating in the meeting.
- 1.2 President Brown noted that one of the key challenges that will dominate this meeting is the negative effect that the sequestration budget cuts, and the resulting travel restrictions, is having on attendance at ITEA events by government employees and government contractor personnel.
- 1.3 Review of the Agenda – President Brown then asked the Board if there were any comments regarding the agenda. There were none.

2.0 APPROVAL OF THE PREVIOUS BOARD MEETING MINUTES

President Brown asked the Board members to review the minutes from the previous Board meeting, and asked if there were any corrections. With no corrections noted a motion was made by Vice President Chas McKee and seconded by Director George Ryan to approve the minutes as submitted. With no further discussion the motion passed unanimously.

3.0 REVIEW OF CURRENT ACTION ITEMS

Secretary Gene Hudgins noted that all the current action items, with three exceptions, would be presented within the various Officer and Committee reports. Without objection discussion on the other action items was tabled until the appropriate report.

4.0 TREASURER'S REPORT

Treasurer Pete Christensen presented the Treasurer's Report, noting that the government sequestration was having significant impact on the Association's revenues, causing ITEA events to be postponed or rescheduled due to the travel restrictions. The Ways and Means Committee has reviewed the effect on the 2013 Budget and will be presenting some recommendations during their report. A motion was made by Director Mike McFalls and seconded by Director George Ryan to accept the Treasurer's Report. Without further discussion the motion carried unanimously.

5.0 CORPORATE DEVELOPMENT COMMITTEE REPORT

Mr. Rich Kniskern, Corporate Development Committee Chair, presented the Committee's report.

5.1 Corporate Membership

In the Committee's attempt to quantify the benefit of Corporate Membership we unanimously agree that the existing tangible value needs to be increased before soliciting new members. With the current budget situation, we believe that in 2013-2014 it will be difficult to renew existing Corporate Members and more difficult to entice new Corporate Members. By increasing this overall incentive, we believe it will change the corporate mindset from risk of avoidance to a value added network opportunity. Our discussion identified key areas to incentivize potential corporate members to see the benefit.

- Increase the number of individual memberships associated with each level of corporate membership. We recommend doubling the individual memberships per level. Clearly identify the value of Corporate Membership vs Individual Membership.
- Allow corporate membership to be transferred to someone within the company to attend ITEA events at the corporate membership discount rate. This would allow the corporation to utilize their full benefits for their membership.

ACTION 032013-01: Corporate Development Committee to work with Ways and Means Committee to estimate the potential budget impact (incremental revenue and expenses) associated with: 1) Increasing the number of individual memberships associated with each level of corporate membership (Corporate Development Committee recommends doubling the individual memberships per level); and 2) Allowing employees of a Corporate Member to attend ITEA events at the ITEA Member rate.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

5.2 Website

Our committee believes that it is a good idea to reach out to non-DOD T&E organizations. This effort would require a full-blown marketing strategy to identify the correct audiences and develop effective messaging. In addition to website marketing ITEA should consider other membership benefits that could impact a decision to join.

When information is in place and the website ready to launch, we recommend the addition of social media to include, Facebook, LinkedIn, Twitter and a possible series of humorous video clips.

We agreed unanimously that it was premature to come up with talking points and web design that would focus on non-DOD T & E organizations.

ACTION 032013-02: Corporate Development Committee to identify marketing resources that can develop a video to be used on the ITEA Web site to define and promote the test and evaluation profession.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

5.3 Vendor Briefings

The final discussion item concerned vendor innovation briefings at the Instrumentation and Annual conferences. There has been discussion about charging for the opportunity to take advantage of this offering. This program was put in place as an incentive for major sponsors and has only been offered once. If we begin to charge companies to take advantage of the opportunity it is no longer an incentive and the purpose for beginning it no longer exists. The committee discussed this and we feel that Platinum and potentially Gold sponsors should be offered this incentive as part of their sponsorship package. Any spots still open after Platinum and Gold spots are filled can be offered to exhibitors or sponsors for an additional fee. This still incentivizes the major sponsors and gives other companies the opportunity to share their innovative offerings while ITEA would receive compensation for making the venue available.

ACTION 032013-03: Events Committee to work with the Executive Office to develop a program to offer “vendor briefing session” during ITEA events.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

5.4 Committee Membership

Without objection the following action item was continued.

ACTION 091612-04: Board of Directors to provide Rich Kniskern possible candidates for membership on the Corporate Development Committee.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

Closed: _____ Modified and Continued: _____ Continued: X _____

6.0 EVENTS COMMITTEE REPORT

Dr. John Foulkes, Events Committee Chair, presented the Committee's Report.

6.1 Current Action Items

Without objection the following action items were closed.

ACTION 112812-05: Vice President McKee to work with Committee Chairs to develop actions and metrics for the 2016 Strategic Plan.

STATUS: The Events Committee believes that at the local level, chapters should explore alternatives to having monthly meetings; instead of inviting a featured speaker, the chapter is looking at establish panels based on current, hot topics of interest. Chapters could also arrange luncheons (or breakfast meetings) connected to business development. The creation of "hot topics" to be used as themes for workshops should be explored. Examples are "How testing can save money", "Preserving the Ranges", and "How Much Testing is Enough?" which was the theme of a workshop held by ITEA at the request of OSD leadership in the early 1990's.

Closed: Modified and Continued: _____ Continued: _____

ACTION 112812-06: Events Committee to work with the Test Instrumentation Workshop and Directed Energy T&E Conference Program Chairs to develop discrete budgets for those co-located events.

STATUS: Eileen Redd stated that she would work this off-line with DE and TIW chairs, believing that the discrete budget development would be fairly easy to accomplish. She will get a verbal OK, and report back to the Committee.

Closed: Modified and Continued: _____ Continued: _____

ACTION 112812-07: Events Committee to solicit bids from any Chapter (i.e. Francis Scott Key, Emerald Coast, Rocket City) that may be interested in hosting the 2013 Cyber Conference.

STATUS: Based on the success of last November's workshop, the Events Committee recommends that the workshop for 2013 be done in the same greater Baltimore, MD location. The new FSK chapter president has indicated a strong desire to host it. Committee member John Schab will coordinate with the chapter president to work the details.

Closed: Modified and Continued: _____ Continued: _____

Without objection the following action item was continued.

ACTION 072512-09: The Events Committee to look at alternative cost-effective models for conducting co-located/combined/alternating events beginning in 2014, *including moving future Annual Symposia to dates earlier in the calendar year.*

STATUS: *The Events Committee believes ITEA should look for opportunities to engage government agencies such as FAA, FDA, and DoT, as well as commercial entities such as Boeing and academic centers (such as Central Florida). This effort is ONGOING.*

SUSPENSE: Update to be provided at the March 2012 BOD meeting.

Closed: _____ Modified and Continued: _____ Continued:

6.2 New Action Items

ACTION 032013-04: Events Committee to look at the potential to relocate the 2013 Annual Symposium to the DC Metro area.

ACTION 032013-05: Board of Directors to engage DoD leadership to help identify a “problem” that the Events Committee can structure an event around to solve.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

ACTION 032013-06: Events Committee to recommend to the Executive Committee for approval ASAP the dates (April 7-11, July 28 – August 1, August 25-29, or September 22-26) for the 2014 Annual Symposium, which will be held at the Marriott Hotel in Norfolk, Virginia.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

ACTION 032013-07: Board to conduct a brainstorming session to discuss growth ideas, including identify non-DoD organizations that can be approached for participation in ITEA.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

7.0 EXECUTIVE OFFICE REPORT

ED Gaidry presented the Executive Office’s Report.

7.1 Current Action Items

Without objection the following action item were continued.

ACTION 112812-10: President Brown to distribute a letter to ITEA members at “Inactive” Chapters informing them of their “inactive” status and the steps required to become “Active.”

STATUS: Chapter leadership was contact and letters distributed.

Closed: X **Modified and Continued:** _____ **Continued:** _____

Without objection the following action item was continued.

ACTION 072512-07: The New Chair of the Chapter and Individual Membership Committee to work with the Board to develop a recovery plan for “Chapters in Need.”

SUSPENSE: Recovery plan is being developed. Update to be provided at the June 2013 BOD meeting.

Closed: _____ **Modified and Continued:** _____ **Continued:** X

ACTION 112812-01: Professional Development Committee to work with Ways and Means Committee to develop a plan for offering online courses in 2014 and estimating the potential revenue and expenses.

SUSPENSE: Plan is being developed. Update to be provided at the June 2013 BOD meeting.

Closed: _____ **Modified and Continued:** _____ **Continued:** X

ACTION 112812-02: Professional Development Committee to work with Executive Office to canvass Chapter for training point of contacts at local organizations.

SUSPENSE: Plan is being developed. Update to be provided at the June 2013 BOD meeting.

Closed: _____ **Modified and Continued:** _____ **Continued:** X

ACTION 112812-03: Executive Director to contact Debbie Cox at DHS to determine that organization's training requirements that could be fulfilled by ITEA courses.

SUSPENSE: Attempts to contact Deb have been unsuccessful. Update to be provided at the June 2013 BOD meeting.

Closed: _____ Modified and Continued: _____ Continued: X

ACTION 112812-04: Executive Director to present results of 2012 Strategic Plan actions and metrics.

SUSPENSE: Updating actions and metrics based on Committee inputs in process. Update to be provided at the June 2013 BOD meeting.

Closed: _____ Modified and Continued: _____ Continued: X

7.2 New Action Items

The Board assigned the following action items:

ACTION 032013-08: President Brown to participate in the next Chapter and Individual Membership Committee conference call to emphasize the importance of the Association's requirement to have the Executive Director listed as a signer on Chapter accounts.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

ACTION 032013-09: Mr. Mike Wetzl to develop a "Chapter President's Duties and Responsibilities" one-pager.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

ACTION 032013-10: Events and Ways and Means Committees to re-evaluate event fee structure, including one-day and Expo Only passes, to ensure they are fair and reasonable.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

ACTION 032013-11: Chapter and Individual Membership Committee to develop a plan and recommendation for the establishment of a "virtual" ITEA Chapter for members that are not located near an existing Chapter.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

8.0 WAYS AND MEANS COMMITTEE

Committee Chair Mike McFalls presented the Committee's Report, which included a proposed revised 2013 budget that captured various scenarios the government sequestration would have on the revenue generated by the remaining planned 2013 events.

- Budgeted Revenue adjusted down to \$734,500 from originally budgeted \$1,189,700.
- Budgeted Expenses adjusted down to \$761,358 from originally budgeted \$1,189,700.
- Budgeted Net Income adjusted down to (\$26,858) from originally budgeted \$0.

After discussion regarding the viability of conducting the 2013 Annual Symposium in Denver, the following action item was assigned to the Events Committee.

A motion was made by Treasurer Pete Christensen and seconded by Director George Ryan to approve the revised 2013 budget. Without further discussion the motion carried unanimously.

9.0 PUBLICATIONS REPORT

Mr. Steve Gordon, Committee Chair, presented the Publications Committee Report.

9.1 New Action Item

ACTION 032013-12: Board to provide creative support from their individual organizations to produce covers for future issues of The ITEA Journal. Executive Director to provide the Board with the specifications for the covers and upcoming Journal themes.

SUSPENSE: Update to be provided at the June 2013 BOD meeting.

10.0 NEW BUSINESS

- 10.1** President Brown reminded the Board that their annual meeting will be in State College in conjunction with the Underwater Acoustics Workshop 6:30 pm on Wednesday, 19 June 2013.
- 10.2** There being no more business to be brought before the Board, a motion was made by Vice President McKee and seconded by Secretary Gene Hudgins to adjourn the meeting. The motion was approved unanimously. The meeting was adjourned by President Brown at 8:44 p.m.

Date Approved

Mr. Gene Hudgins
ITEA Board Secretary