

NFRBMEA Fall Board Meeting Minutes

Omaha, NE • September 18, 2017

1. Call to order at 8:30 AM by President Bruce Fowler
 - a. In attendance, Deb P, Betsy J, Myron O, Tina L, Lori H, Bruce F, David G, Brad S, Barry K, Maria G, and Sarah C.
2. Additions or corrections to the agenda
 - a. None
3. Review of Board Responsibilities, current responsibilities are posted on the web
 - a. President
 - b. Past President
 - c. President Elect
 - d. Secretary
 - e. Treasurer
 - f. Communications Director (non voting)- Since we don't have advertisers in Nuts and Bolts, there is no longer vendor advertising responsibilities. There is no longer a Yahoo group for NFRBMEA
 - g. National Council for Agriculture Education Representative
4. Secretary's report, Betsy and Brad: Amendments were made to the post-conference board meeting, adding Sarah and Maria as conference planners to the official NFRBMEA board. Report was approved.
5. Treasurer's Report, Myron: There have been delays in finalizing the 2017 conference finances with NAFBAS. We are still in the process of moving dues from the conference registration into the NFRBMEA account.
6. 2017 Conference review: speaker costs have been not finalized from 2017 and it appears the profit for the conference is around \$7500 and we will split that with NAFBAS. Myron prepared a spreadsheet with conference expenses from 2007 thru 2017 to help show variability from year to year. Expenses for credit card transactions and meal expenses were discussed. A/V expenses vary greatly depending on whether the hotel allows us to use our own equipment. The 2018 planners have seen the reviews from 2017, and have been using them to select speakers.
7. Communication Director Report: Membership as of 9/17/17 is 51 members (47 regular, 3 affiliates and 1 honorary). Last year we had 76 (70 regular, 8 affiliate and 1 honorary). A letter will be sent by Brad and Deb to those who were paid members last year, but have not paid this year. Most former members are just not aware that they haven't paid their dues. Is there anything we can do to add value to members? Add webinars? Be looking for ideas.
8. National Council Report: From Josh, discussed by Lori. Josh is our current representative and Lori will take over Jan 1. There is restructuring at the national level. The council met Sept 12-14 at National FFA center in Indianapolis. Additional discussion will take place at the NAAE conference, and a full webinar board meeting will take place after that.
9. Sponsorship Policy: We will once again be reaching out to CHS and filling out an application. They did not support the conference in 2017. The 2018 committee is ahead of the game with 2018 sponsors to approach. If there is anyone we should reach out for a national level, please let Tina know. We should look at past sponsorships for ideas such as POET or ADM. The 2018 conference planners are looking at newer software companies as vendors or sponsors.

10. CHS Funds: Tina will be applying for \$10,000 for conference scholarships for first time attendees. We usually find out in November or December, and we need to find quality candidates. Once we find out if the funds are received, we will spread the word about finding candidates. A common thread from past scholarship recipients is that the conference can be overwhelming and advanced so the group was pulled aside during a session to work together. It's important not to overwhelm them. The 2018 conference could have its own "beginning instructor" track. The new instructors could have a seasoned "conference buddy" to help them navigate.
11. 2018 Conference:
 - a. Looked at the possibility of selling a 1 day ticket, targeting agribusinesses and banks who want to send employees for a day. They may not be members of NFRBMEA but are still interested in listening to our speakers. This could also be an incentive for sponsors (give \$1,000, get 2 day 1 day registrations)
 - b. For the 2018 speakers, they are focusing on non profits, extension and education instead of business speakers.
 - c. With major sponsors backing out of the conference, looking at smaller sponsors. Instead of a \$5,000 sponsor, get 5 \$1,000 sponsors.
 - d. Hotel is \$129 per night, maximum conference fee will be \$450, looking at \$430 right now. Meals will be more expensive which is why the cost is higher than a year ago. The committee is trying to negotiate meals expenses.
 - e. First night evening reception will be socializing instead of a program.
 - f. Make sure the family event is organized for Monday morning so everyone can meet each other, and perhaps make plans for the rest of the week on their own. Lots of ideas about Gettysburg and Hershey.
12. 2019 Conference
 - a. We're going to Wisconsin
 - b. Looking at Sheboygan Bay Resort and Hotel in Lake Michigan. You're an hour away from Milwaukee and Green Bay.
13. Nuts and Bolts Ideas: Deb needs articles. It is difficult to get people to contribute. Start an "Ag in my Area" article. Perhaps switch to Adobe Flipbook or some other interactive newsletter. Deb would like articles by Oct 15. We encourage all members to submit articles.
14. Items for NAFBAS-conference reviews
15. Other Business:
 - a. From David, think of nominations for new officers for summer conference.
 - b. From Deb: Distinguished Service Award-Member (DSA) and Distinguished Service Award- Friend
16. Meeting adjourned 11:45 am by Lori, seconded by Myron.

Submitted by Betsy Jensen