



## Oregon Future Business Leaders of America Foundation, Inc. Board of Advisers Meeting

Friday, January 8, 2010, 9 a.m.  
Willamette Educational Service District, Salem, Polk Room

### **Call to Order:**

The meeting was called to order at 9 a.m. by Board Chair Dale Fisher.

### **Roll Call:**

Roll call indicated that the following members were present:

Dale Fisher, Board of Advisers Chair  
Adriann Spencer, Board of Advisers Immediate Past Chair  
Jacinda Sullivan, Secretary Pro Tem  
Jane Manning, FBLA Program Coordinator  
Josh Parosa  
Sheri Bartels  
Tonya Boustead  
Kelly Fields  
Mallory Bailey, State President  
Mike Oechsner, State Adviser

### **Recognition:**

Dale Fisher presented Immediate Past Chair Adriann Spencer with a plaque recognizing her efforts, contributions, and volunteerism with Oregon FBLA and the Board of Advisers.

### **Appointment of Secretary Pro Tem:**

#### Discussion:

Dale appointed Jacinda Sullivan as Secretary Pro Tem as the Secretary was not able to attend this meeting.

### **Approval of Minutes of Previous Meeting:**

#### Discussion:

Spelling corrections were needed on names. On page 5 correct Bonnie Grote. On page 7 correct spelling of Tonya's last name. Correct Josh's last name on the first page.

Discussion ensued about the final decisions on competitive event eligibility for the current year.

#### Decision:

Kelly Fields moved, it was seconded, and passed that the minutes of the previous meeting be approved as corrected.

#### Direction:

Mike Oechsner will make the spelling corrections needed on the previous minutes.

Dale will distribute the final version of the competitive event eligibility grid.



## Oregon Future Business Leaders of America Foundation, Inc. Board of Advisers Meeting

### **Oregon Department of Education Update:**

#### Discussion:

Ron Dodge was unable to be with us due to other Department of Education commitments.

### **Oregon CTSO Update:**

#### Discussion:

Jane Manning shared that she has moved to a new space at WESD. She has more functional room, but still not ideal.

Oregon CTSO has decided that they will use Oregon CTSO rather than OCTSO for the time being.

Jane asked what the Board of Advisers needed of her to assist the organization. Dale clarified that the top priority needs to be aligning of the Competitive Event Series with the CRLE's and the Essential Skills. Adriann shared that she has a previous copy of the grid when this process was originally completed that she can share.

Chris Rankin, Director of Oregon CTSO joined the meeting and shared that Oregon CTSO's have created some priorities that aren't specific to any organization. Trina Lee (DECA/HOSA Program Coordinator) is in charge of ongoing advocacy efforts for all CTSO's. Jane is in charge of developing vision for organizational growth for all organizations.

Chris shared that overall and across CTSO's, membership has remained somewhat flat over the course of 10 years. Dale asked what the student population is – has it gone up, down? What's our percentage? Chris shared that she didn't have those answers, but would regroup and get them.

#### Direction:

Jane will work with Chris to outline the numbers that were discussed.

Adriann Spencer will send the Matrix to Jane to aid in the beginning of the alignment process. Mike is available as a resource on competitive event details.

### **Management Update:**

#### Discussion:

Mike shared the Association Dashboard and status of association health. The most significant item in need of attention is insurance policy updates, and the Board of Trustees is working to complete this.

Chapter Leadership Tour evaluations and financials were reviewed. The event was nearly double in attendance of any previous event. Financials were managed very successfully and the net loss was much lower than budgeted.

Oregon Leadership Institute financials were not yet available for review, as cost sharing with DECA is not yet complete. Evaluations were reviewed and discussion ensued about the etiquette dinner. Evaluations were a strong indicator that the etiquette dinner needs to continue, as does the Ladies and Gentlemen session.



## Oregon Future Business Leaders of America Foundation, Inc. Board of Advisers Meeting

Region Skills Qualifier counts were distributed. Discussion was held about how the 1.5% plus 2 and round up was developed. It was originally developed 20 years ago to control attendance at SBLC so we could continue fitting in our venue. Gilchrist was listed incorrectly on the region outline.

Advisers who needed training on Tech Fluency (E-Sess) for pulling winners on site at Region Skills Conferences were trained during a recess.

### Decision:

Jacinda Sullivan moved, it was seconded, and passed that starting with SBLC 2010; each region will qualify 10 members in each event for SBLC, rather than working with the previously developed formulas. It was clarified that the bumping process will continue.

### Direction:

Mike will move Gilchrist to the Cascade Region.

### **State Business Leadership Conference 2011-2013:**

#### Discussion:

The Board reviewed the two viable options for the next three years of the State Business Leadership Conference. As requested by the Board of Advisers, we have transitioned to a Thursday/Friday/Saturday pattern.

Regardless of which option is selected, the Oregon Convention Center will house General Sessions.

Option 1 is the Hilton Downtown Portland. The Hilton is competitive in rates for the first year, offers all housing at one location, and all meetings/workshops/competitive events would be housed in one place. Concerns shared by the Board of Advisers included distance to bus parking, effectiveness of loading/unloading, the rapid escalation of room rates, and the distance to the Oregon Convention Center.

Option 2 is the DoubleTree Lloyd Center/Red Lion Convention Center/Courtyard by Marriott Lloyd Center. Benefits to this option include convenience to Convention Center, Bus Parking, and cost. The only concern shared was that we continue with multiple lodging options.

### Decision:

Kelly Fields moved, it was seconded, and passed that the Board of Advisers recommend the DoubleTree Lloyd Center Complex for the State Business Leadership Conference for 2011-2013.

### **State Business Leadership Conference 2010 Agenda:**

#### Discussion:

The recommended agenda for the 2010 State Business Leadership Conference was presented. The management team is recommending a collection of dynamic changes this year, including:

- Starting 30 minutes earlier on day 1.
- Offering three separate Adviser Orientations (all advisers are required to attend one).
- Competitive Events will run from 11-3 and 3:30-7, with opening session moving to just prior to curfew. This alleviates the challenge of finding judges for a late shift.



## Oregon Future Business Leaders of America Foundation, Inc. Board of Advisers Meeting

- A Judges Round Table has been added between the evening events and the opening session. This will be the opportunity for students who competed in preliminary performance events to hear big picture feedback from the actual judges on how those who qualify for finals can improve.
- Region Meetings have been moved to Thursday morning prior to competitive event start.
- Opportunities have been added for new adviser orientation, mid conference check in, and buddy system development to aid our new advisers in their first experience.
- A Business & Friends reception has been added to Thursday evening. The focus this year will be our 60<sup>th</sup> Anniversary Celebration with efforts to also include appreciation of sponsors and increased advocacy.
- The “First Awards of Excellence Session” will be Thursday evening. At this session, we’ll announce winners in all online tests, membership awards, and other recognition awards. We’ll also announce election results. The transition meeting for new officers will be prior to the Second Awards of Excellence Session on Friday, rather than after.
- We will be incorporating a “Leadership Village” into the Exhibit area. We’ll have a Rock Band Tournament as part of this, with the Rock Band finals at the First Awards of Excellence Session.

PDU’s were discussed. It was recommended that the certificates come from WESD.

Mike shared that the SBLC Guide would be distributed on approximately January 25. There will be a second publication in mid March that will specifically outline the Professional Development options and workshops.

### Decision:

Josh Parosa moved, it was seconded, and passed to approve the 2010 SBLC Agenda as presented.

### Direction:

Region Meetings will be reviewed as a “mandatory” event for all attendees in the opening session script.

Leadership Village and the Rock Band Tournament need to be highlighted in the SBLC packet.

Mike is to send the link for Judge Sign Up to Board of Advisers Members.

In the SBLC Professional Development Guide, it was requested that workshops indicate if they’re for students, advisers, or both.

Mike will work with Jane on PDU Certificates.

### Candidate Guide:

#### Discussion:

As requested by the Board of Advisers, the Management Team refined the candidate guide to develop guidelines for specific questions developed at the previous SBLC. The updates included:

- Impromptu Questions for President and Executive Vice President have moved from the Opening Session to the Annual Business Meeting.



## Oregon Future Business Leaders of America Foundation, Inc. Board of Advisers Meeting

- 30 Second Commercials for candidates at the Annual Business Meeting have been eliminated.
- It has been clarified that buttons, signs, and banners are allowed outside the campaign area, but nothing may be posted or attached to walls outside of the campaigning area.
- Small music players and/or laptops are allowed in the campaign area, but they must have their own electricity. They may not be plugged into wall outlets.
- Campaigning is allowed at the opening session provided that no materials are placed on seats, nothing obstructs views of the stage, and active campaigning is restricted to before and after the session, not during.
- Legal language and forms have been updated.

Adriann shared that there was a Bylaw Amendment that the Board of Advisers approved last year, but Casey did not send out notice and it has not been acted on. No vote was required, as this decision was already made by the Board of Advisers to propose this Bylaw Amendment.

### Decision:

Sheri Bartels moved, it was seconded, and passed that the candidate guide be approved as presented.

### Direction:

The candidate guide will be published, to include meeting dates, on January 15.

Adriann will send Mike the proposed Bylaw Amendment from last year. Mike will distribute and include with SBLC Materials.

### **Dress Code Monitoring at SBLC:**

#### Discussion:

It was the clear consensus of the Board of Advisers that they do not want to be charged with Dress Code monitoring at SBLC. This will be a task for alumni/staff.

### **NLC State Day:**

#### Discussion:

It was confirmed that the Board of Advisers wishes for the NLC State Day are plantation tours at Bellemead, Hermitage, and Horse Place. They'd like a lunch stop and a grocery store stop. The evening will conclude with the General Jackson Cruise.

It was also discussed as to whether the State Day is required or optional. The consensus was that Mike will work with special needs on a case by case basis, but the packet as published would identify it as a required element of the travel package.

### **State Officer Update:**

#### Discussion:

Mallory Bailey shared her highlights and successes from the Oregon Leadership Institute. The officer team was very pleased with their workshops and sessions.

Mallory shared that the Mission LIFT Grant is completed. Grant funding has been requested for the development of a service learning curriculum.



## Oregon Future Business Leaders of America Foundation, Inc. Board of Advisers Meeting

Mallory requested that anyone with past pictures please send them to her as the team develops the 60<sup>th</sup> Anniversary slide show.

The Board of Advisers requested that more notice be provided for future Presidents' Council Conference Calls. The final request was that the team schedules their remaining calls for the year and publish dates both to advisers and to the organization calendar.

Tonya Boustead asked if the Presidents Council Scholarship was going to be used this year. Mallory shared that it will not.

### Direction:

Mallory will work with the officer coach and the officer team to schedule Presidents Council Calls for the remainder of the year and publish the dates/times to the website.

### **Region Skills Conference:**

#### Discussion:

Dale shared that it's important for us to have an open discussion about the future of Region Skills Conferences. Currently we have complete regional autonomy which leads to inconsistency with conference operations, and in some cases, inconsistency on whether or not conferences even happen. We also have inconsistency relating to who runs each RSC.

Dale asked for models in neighboring states. Mike shared that in Nevada, regions have complete autonomy on if/what they offer, and the State Association does offer a small amount of seed money for conference development.

In California, each Section has a director who receives an annual stipend. One of their responsibilities is implementation of the Section Conference.

In Washington, each region has a Regional Adviser who receives a stipend. Region Advisers are part of their version of a Board of Advisers and they do receive stipends for their work.

Several ideas were discussed including eliminating RSC's in the future, increasing the fee and having the state manage them, increasing the fee and providing a stipend to the advisers who manage them.

Dale ultimately asked two questions. The first was: is there value in Region Skills Conferences? The answer was resoundingly yes; the concern is operating them and delivering them.

The second question was: do we need to work on a stronger structure or continue with regional autonomy? There were mixed feelings – primarily stemming from the current practice of "adviser of the VP runs the conference". Dale challenged all BOA Members to come to the March BOA Meeting with ideas to improve Region Skills conferences for the future, where this conversation will be continued.



## Oregon Future Business Leaders of America Foundation, Inc. Board of Advisers Meeting

### **Issues Committee:**

#### Decision:

Jacinda Sullivan moved, it was seconded, and passed that the issues committee be appointed as Sheri Bartels, Josh Parosa, Dale Fisher, and Mike Oechsner.

### **Adjournment:**

The meeting was adjourned at 2:15 p.m.