



## Ventura County Professional Women's Network

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### Minutes

VENTURA COUNTY PROFESSIONAL  
WOMEN'S NETWORK  
LEADERSHIP TEAM MEETING,  
SEPTEMBER 27, 2011

**IN ATTENDANCE:** Gale Dyson, Mary Gabriels, Shirley Jones, Shirley Lorraine, Sheila Lowe, Jim Nicoll, Sue Osborn, and Darian Taylor. Alison Balter was present for the first part of the meeting.

**ABSENT:** Rita Frayer, Wendy Gayner, Gloria Miele

President Shirley Lorraine called the meeting to order at 6:20 p.m. at her home.

#### Networking – Alison Balter

We are almost sold out of tables for the Biz Expo. The committee will meet on October 4th to assign vendors to specific tables.

Darian T is making a vendor listing to be placed in each expo bag.

Alison B will follow up with the PR team to ensure that all details have been accounted for.

Alison still needs about seven volunteers for the expo. Gale D has resources we can tap if we come up short from the membership.

It is the committee's recommendation that if we cannot get a TV donated, we should buy one at a maximum price agreed to and approved by the leadership team. Jim N said Fry's will likely donate, but worst case provide one at wholesale.

Motion to authorize the purchase of a TV up to a maximum price of \$500: Sheila Lowe.

2nd: Mary Gabriels

All were in favor = motion carried

Jim N will make the purchase, and hopefully Fry's will provide an invoice that can be paid directly by VCPWN.

The expo bags will be printed on only one side. This will save us \$109.

It was decided that table vendors should be given a stack of expo cards to send or give out.

Mary G has ordered the food for the event - same mix as last year - for 100 people. We had 125 attendees so Mary will get a price break from Wedgewood for the higher quantity.

Shirley J has 2 cash boxes for use at the event, and if needed, Gale D has one as well.

#### President-Elect – Mary Gabriels

Our sponsor for the November meeting is Talia Wunder; our speaker is Joe Martin of Bergin's Automotive and his topic is automotive "Knowledge is Power".

Our sponsor for January is Martha Jaffe; our speaker will be our own Julianne Black of Blackfire Studios, whose topic is Social Networking.

#### Finance – Shirley Jones

Shirley is in the process of refining our chart of accounts.

She and Sue O are working out how we can use the Members feature in Quickbooks for membership renewals. The invoice details have been worked out - Shirley had a sample. There is a glitch in the functionality - the system is double billing, so this has to be worked out before we can roll it out.

Shirley J is working on developing a budget for the group. Sheila L sent her the 2005 budget to have a look at, but it doesn't apply. She asked for

help so there will be a committee consisting of Shirley L and Sue O.

Shirley J gave the group a reminder heads up that our revenue may be low this year due to the 2-year membership offer, and Sheila L mentioned this topic would be addressed in her report.

Shirley J is looking into a new insurance policy for the group - looking at policies for non-profits only. Looking at general liability policies and asked if we should also get officers and directors coverage. There was some discussion about whether to get specific coverage or look at riders, so she will get quotes for us to consider.

Logo Contest. Shirley J circulated the submissions we've received to date for the leadership team to review and vote on.

#### **Membership – Sheila Lowe**

The membership committee has met twice now, and Sheila had a number of suggestions for the leadership team to consider. A quick list:

- A \$10 discount toward your first dinner if you join.[for first-time attendees only]
- One free e-blast if you join.
- The 2-yr membership should apply only to new membership applications.
- End the 2-yr membership promotion in November, and only bring it back as a special from time to time.
- If you pay for a year's worth of dinners up front, get 10 for the price of 9 = 1 free dinner (no reimbursement for absences).
- Leadership team memberships should be 1/2 price rather than complimentary.
- When VCPWN does a charity event, we should have a team of members assigned.
- Need rules for our Facebook page, because some posters are simply advertising their competing groups.
- Extend the buddy system to 3 months to give new members more time to learn about the group.
- Greeters need to introduce guests to another member who can then take the guest around and get them a seat.

- Begin including a member coupon sheet in the new member packet.
- At the January meeting have a membership discussion open to all.
- Approach founders to sponsor new members or to buy 1 year's worth of dinners for a needy or qualifying new member.
- Allowing members to ask questions during a meeting that are not necessarily business or personal development related, but are specific, targeted questions new members may not know who to ask. To be answered outside the meeting.

After some discussion the following were adopted.

Motion to provide \$10 toward the first dinner for new members: Sheila Lowe  
2nd: Darian Taylor  
All were in favor = motion carried

One free e-blast for new members is adopted.

Motion for directors to pay 1/2 price of membership if still on the board at their next anniversary: Sheila  
2nd: Mary  
All were in favor = motion carried

The 2-year membership effective immediately applies only to new members and the program will conclude at the end of November.

Motion to adopt a "10 for the price of 9" program, beginning January 2012, allowing members to purchase all dinners for the year up front and get one free, with the understanding that if they skip a meeting they forfeit the cost of dinner: Sheila Lowe  
2nd: Darian Taylor  
All were in favor = motion carried

#### **Hospitality– Gale Dyson**

Gale had no issues or topics needing attention from the leadership at this time.

#### **Special Events – Darian Taylor**

Darian pointed out that we need items for the silent auction.

She will be planning a fluff party.

Jim mentioned that we have boxes, stands, ribbons, and other items for the auction in storage.

**Member at Large – Jim Nicoll**

Jim went through the inventory in storage including folders, 9”x12” envelopes, membership directories, filler pages for the old directories, and various other material.

**President Report – Shirley Lorraine**

We discussed the logos submitted, and there was a preference among the submissions, but some additional changes were suggested, so Shirley will get another round and we’ll revisit and re-vote.

The meeting adjourned at 7:35 p.m. The next meeting will be held on October 20th at 5:45pm at Shirley Lorraine’s home.

Respectfully submitted,  
Sue Osborn, Recording Secretary