

**The Richmond Chapter of the International Society of Certified Employee Benefit Specialists, Inc.
Minutes of the Board of Directors Meeting Held on February 5, 2015
VML Insurance Programs (VMLIP)**

The regular monthly meeting of the Board of Directors of the Richmond Chapter of the International Society of Certified Employee Benefit Specialists, Inc. was held on February 5, 2015.

<u>Board Member</u>	<u>Present</u>	<u>Absent</u>
Debbie Foster – President	X	
Mary Riley – Vice President	X	
Rebecca Felts – Secretary/Publicity Chair	X	
Jean Robinson – Treasurer	X	
Aimee McAfee – At Large/Sponsorship Chair	X	
Hillary Keeton – At Large/Education Chair	X	
Sharon Jahn – At Large/Membership Chair	X	
Tina Stevens – Past President	X	
Craig Rupert – Webmaster		X

Call to Order

Debbie Foster presided and called the meeting to order at 8:25 a.m.

Secretary’s Report

The minutes from the January 2015 meeting were submitted. A motion was made to approve contingent upon changes being made to the section related to the Treasurer’s Report. The motion was seconded and carried.

Treasurer’s Report

The Treasurer’s Report was submitted. A motion was made to approve, it was seconded, and the motion carried.

Education Chair Report

Hillary Keeton reported that she had received 15 RSVPs so far for the February educational session. There was discussion about Rebecca sending out a brief email reminding guests and members of the upcoming event and that there is still time to register. Jean Robinson agreed to bring her laptop to our February 12 educational session. Tina Stevens will forward the speakers’ presentations to Jean and Hillary. There was further discussion of speakers for upcoming educational sessions. Tina Stevens made the suggestion that at future breakfast and lunch meetings, where there is generally one speaker, that we ask the staff at the Westwood Club to serve the meals at least 10 to 15 minutes before they are scheduled to speak to give them adequate time to eat the provided meals. She also suggested that we include information on our future invitations to events listing the time that registration will begin, the time that meals (if any) will be served, and the time the speaker will begin. Jean will buy several gift cards of \$25 each for the Chapter to provide to speakers at upcoming events.

Membership Report

Membership was discussed in a separate meeting following the regular business meeting.

Publicity Report

The invitation to our February 12 event was emailed to members and guests on January 26. The newsletter for February was emailed on January 30.

Sponsorship Report

Aimee McAfee reported that the Chapter had received \$1,250 in sponsorship contributions to date, and based upon recent correspondence, expects up to \$3,000.

Old Business

- Richmond Times Dispatch Announcement and Pictures for 2015 Board
 - Board members should send pictures to Debbie Foster to submit to the newspaper with the announcement
- Leadership Conference (Brookfield, WI – March 5 and 6, 2015)
 - Jean Robinson will attend

New Business

- A group photo of the 2015 Board was taken by Hollie Cammarasana, VMLIP's Director of Communications to be posted on the Chapter's website.
- Jean Robinson updated the Board about her ongoing training with Craig Rupert regarding the Chapter's website.

Special Discussion – Ways to Increase Chapter Membership

A “brainstorming” session on ways to increase chapter membership included the possibility of a Corporate Membership that could include up to 5 individuals but there is a question of the impact that might have on sponsorship. Other suggestions included:

- Find ways to beef up the Guest membership list, perhaps have everyone bring a name of someone they think would be interested.
- Flyer – benefits of Chapter membership
- Student memberships for local college students
- Vendor booth at SHRM conference
- Host seminar/workshop aimed at those just starting a benefits career
- Richmond Times Dispatch – post our meetings on the business calendar; possible article on CEBS
- Target employers – how CEBS employees can benefit their company
- Reward new members (or timely renewals) – drawing at next meeting?
- Facebook? Jean to talk to Craig about adding Facebook and/or Twitter, we are currently on LinkedIn
- Mailing – what topics are you interested in, are you interested in speaking, are you a member – why or why not?
- Richmond Chamber of Commerce – Tina

Adjournment

Debbie Foster adjourned the meeting at 9:30 a.m.

Next Meeting of the Board

The next Board meeting is scheduled for Thursday, March 5th at 8:15 a.m. at the offices of VML Insurance Programs.

Respectfully submitted,

Debbie Foster, CEBS
Rebecca Felts, CEBS