

## SCFIA BOARD MEETING MINUTES FOR FEBRUARY 11, 2010

The board members present were Sid Parsley, Keith Levin, Laura Gibbs, Skip Davidson, Jim Harbin, Stella Rheinhardt, Jon Colman, Flo Johnson, Wayne Zippi, Cecilia Lajia, Christine McGuffee and Shelly Jenkins. The meeting was called to order by Laura Gibbs at 9:17 a.m. The minutes from the last meeting were accepted with a motion by Sid and seconded by Skip. No one was opposed.

### SECRETARY'S REPORT

New member applications were approved and returned to Shelly to enter into website; Diane Meyerson, Kym Forester and Raul Saldana. Two of three members that paid \$900 for the 3-day conference needed their \$50 balance to be applied toward their membership dues (Ober and Nadeau). Those have been updated.

### TREASURER'S REPORT

a) Flo provided an **Account Balances Report** as of 2/10/10 with an overall total of \$43,145.49. Flo said there has not been a lot of activity. b) Flo has been taking \$500 a month from the **PayPal** fund and there is about \$900 left to retrieve. Flo said she received two client comments from Paypal and has had to reprocess these. She has been contacting them to discuss the issue but has not been able to talk to anyone. She'll keep an eye out for additional similar issues and report them to us if it becomes a problem. c) Flo will be making a request to Wells Fargo for Keith's **Credit Card Limit increase** to \$3000. A motion to approve was received from Skip with a second from Sid.

### SPONSORSHIP LEVELS

Jon provided a grid of SCFIA Sponsorship Opportunities to discuss. Jon said NCFIA ties their sponsors to their newsletter whereas CCC ties their sponsors to their conference.

- a) **Diamond \$1500** includes Logo on Main website page and directed link to firm + exhibitor booth @ 3-day conference, sponsor recognition, vendor hand-outs in all goody bags. Sid mentioned that we have a projector we could set-up at each meeting to advertise sponsored firms.
- b) **Platinum \$1000** includes a Logo on Sponsors Page of website w/direct link to firm, Recognition as a sponsor at the conference plus vendor hand-outs in all goody bags.
- c) **Gold \$750** includes a Logo on the Sponsors Page of website w/placard recognition at all SCFIA events.
- d) **Silver \$500** includes Logo on Sponsors Page of website and Recognition as a sponsor at conference.

Sid and Laura think that putting out a quarterly Newsletter would be beneficial; however, Keith said we should send an email out to the members for volunteers. Sid will send out an email asking for volunteers to maintain the newsletter. Sid volunteered to purchase the newsletter software and begin creating the template for the website. Keith/Sid and Jon will work to revise the exhibitor letter to include the sponsor levels and send out ASAP.

### MEMBERSHIP

Sid recommended we go to the Police Departments and talk to the training Officers to increase our membership. Wayne said it was a good idea. Sid also recommended we go to CALI meetings to see if we could take five minutes to promote our organization and drop off membership applications, but Skip mentioned that 90% is "defense". Sid thought it was worth going to see if the other 10% were interested.

## **CONFERENCE 2010**

Keith said each board member needed to find a speaker for the 3-day conference. We need fraud speakers for workers' compensation, law enforcement and insurance. It was discussed that we possibly see if Gordon Graham would be available as our keynote speaker, at the cost of \$10k; however, it may increase our attendance. Keith will check with Laura Clifford about paying a keynote speaker (cost vs. attendee analysis).

Some board members felt that the exhibitors needed different color badges so they don't attend the classes, meals or the SCFIA event like Casino Night. Some board members felt that the exhibitors should be allowed to come to the Casino Night event, as well as attend the class and the meals, which just needs to be included in the exhibitor booth cost. The current exhibitor booth cost is \$600 plus \$85 for each additional person. Shelly mentioned that exhibitors are there to network so they would want to be included in meals and the events. Sid said it would have to be adjusted by at least \$160.

Christine said the Save the Date postcards are ready and she will be mailing shortly. Keith asked that she bring 150 to the March Lunch & Learn Meeting.

## **WEBSITE**

Keith went onto our scfia.org website and found many outdated links. Keith will request the updates be made to the board members link, adding sponsorship, scholarship chair and entertainment chair contacts. He will have the "place an ad" portion deleted and make link adjustments to the conference sponsored events.

## **MISC.**

Diana Wogan retired so there is a new person handling the CE credits. Cecilia will check with Karen Fong to see why the CE credits have not been applied to the members from the November 2009 conference yet. It was discussed that we try to have someone from our organization attend her retirement party to present a plaque or letter of appreciation along with a \$100 gift card. No one was opposed. Sid/Keith and possibly Jon volunteered to go to Sacramento for this. Alice V. will still handle the MCLE credits.

The meeting was adjourned at 10:10 a.m.

(Note: after the meeting the sponsorship levels were "tweaked" for the conference to be Diamond (\$2000) (which will include a booth), Platinum (\$1000) and Gold (\$500). The final version with the perks involved should come around shortly ~ Jon Colman)