



**AMERICAN ACADEMY OF CERTIFIED PUBLIC MANAGERS®  
BOARD OF DIRECTORS MEETING**

March 6, 2012

10:00 a.m. PST, 11:00 a.m. MST, Noon CST, 1:00 p.m. EST

Call in number: 877-216-1555 Pass-code: xxxxxx

**I. Welcome and Call to Order (Heaton)**

A. Review agenda for possible changes/additions

Heaton called the teleconference meeting to order at 12:01 All members present.

**II. Accept Meeting Minutes of Feb. Board Meeting (Smith) - Table**

**III. Treasurer's Report (Tisdale)**

Tisdale reported a \$52,158.75 balance and the calendar year 2011 tax return was completed and cost \$500.00 as anticipated. Tisdale then discussed the pre-order flyer for shirts/apparel followed with additional information regarding other possible promotional resale items and giveaway items like ink pens. Heaton entertained a motion to proceed with the pre-order flyer describing the shirts/apparel. Bourbeau motioned to move forward with distributing the flyer describing the shirts/apparel for preorder. Kramer seconded. No additional discussion. Vote called. No opposed. Motion passed.

Tisdale discussed the giveaway items – 500 pens, 250 per conference. Number is high to cover both the South Carolina and Idaho conferences. Lip balm, stress balls, (giveaways) luggage grippers, and waterstone coasters (resale) were offered as possibilities. Total estimate was \$1300.00 plus shipping and a portion of this would be recovered for the items promoted as resale. Budget for merchandise was planned at \$1000 and \$950 for marketing. A sufficient budget exists for securing these items. There would be appx.\$900 of expenditure for items that are giveaways versus resale. Heaton expressed the amount may be excessive and requested additional input from others. Tisdale explained that for a 250 registration conference the costs were in line. Heaton indicated the number of 250 for the items offered for resale may be high. Coasters and luggage grippers would be sold at near costs. Totten indicated that quantities acquired realistically should not exceed the amount needed for SC and ID. Tisdale will review the resale quantities and compare against cost breaks and discuss these items at the next meeting.

Totten motioned to acquire the pens, giveaway & resale items. Kramer seconded. No additional discussion. Vote called. No opposed. Motion passed.

#### IV. Committee Reports

- A. Conference Committee - Columbia South Carolina update (Totten) Baskets? Totten discussed conference agenda. Response from call for speakers was light, several speakers were chosen via other selection options. Conference committee meeting this Thursday and additional information will be available. Heaton indicated the agenda looked good.

The length of time for the Sunday Orientation and the President's meeting was discussed and compared to the 2011 conference schedule. Board recommended 1.5 hours each be relayed back to the 2012 conference team.

Kramer explained that the Orientation session had evolved over time to become a duty under the Conference Committee when the Orientation Committee was dissolved. Information shared at the session was the same agenda as it has been for the last several years. Totten shared the awards reception and banquet has approximately 30 minutes planned for entertainment. Board agreed to keep the presentations succinct and allow more time for the recipients' and the entertainment. Additional information was discussed regarding how the Askew and the Henning presentations may be handled. Tisdale shared information regarding hotel insurance and that the originating question has been resolved with Chase. Tisdale also discussed issues with baskets: shipping and late arrivals and participation from societies and whether the tradition should be continued plus confusion regarding ticket sales and placement of tickets in appropriate containers along with the efforts to market the ticket sales during the conference. It was easy to determine that costs invested by the societies to provide and ship the baskets surpassed the amount of ticket sales and gift to the 2012 conference. Totten indicated the board should work harder to promote ticket sales at the 2012 conference, plus find a better location for them. A limit has always been recommended for the baskets (\$75) and if states exceed the recommendation, there is little for us to do about it. Tisdale recommended early delivery for the baskets so all would arrive on time. Board agreed to continue the basket event for the 2012 conference. Totten will ask Chase regarding storage charges.

- B. Communications - Newsletter & Social Media update (Shoemaker) Shoemaker reported the newsletter will go to the printer this Friday, March 11 and made available online March 23. Eleven articles and five society updates were received by the due date. A nice variety of articles were received. The committee is lightning fast in their review efforts. In talking with Kramer regarding social media a message was distributed in early March and another is planned for mid – to late March. Additional posts and articles were requested and Tisdale indicated the shirt/apparel preorder form could be posted.
- C. Membership – Update (Bourbeau) Bourbeau reported two roster updates have been received from Tisdale. Questions about the teleconference process were discussed. Tisdale explained the conference service we current use where AACPM pays a few cents per minute for attending participants and another type were the participants pay for their usage. Shoemaker offered a service where he acts as a moderator for the service and provides the service.

- D. Bylaws and Ethics - Update (Kramer)  
Kramer had nothing to report at this time.
- E. ASPA Affiliation – Meeting and Conference Updates (Kramer)  
Kramer sent a report to board on Monday regarding his attendance to the ASPA national meeting in Nevada. The ASPA Conference held in Nevada, in general, was very impressive. Scanned materials from the conference were sent to the board for review; nearly 1300 registrants attended; every breakout was presented three times daily; mornings were reserved for committee, section and special group meetings plus major breakouts; and there were another 10-12 breakouts offered on a wide array of topics. The conference was very large. There were many sessions geared towards practitioners; many presenters were professors, showing data and theory etc. There is a need for more practitioners' element in the conference. The keynote speakers were very impressive and the materials were very nice; estimated conference cost of \$200,000; but the venue itself was not well suited. ASPA could learn from AACPM and AACPM could learn from ASPA. There were 30 booths in trade show and several sections had booths of their own. Overall the tradeshow nicely done.

The CPM Section had a ½ day session containing 3 breakouts and the business meeting. The business meeting was brief with 17 attending. A membership meeting with an election of 14 positions was completed. All positions were filled during the election process. Howard Balanoff provided an overview of CPM section with reports of accomplishments; the current financial position; described the website and that TSU hosts it for free and recommended TSU logo be added to the site. This section is viewed as the CPM practitioner's hotspot in ASPA and seeks to do an outreach to AACPM and securing additional members to the CPM section by making multiyear plans with other ASPA sections to perform joint initiatives, publications, websites, conferences, etc. Kramer attended two interesting sessions - one on fraud prevention and protection and two, an international exchange programs in advanced degrees in countries around the world. Saturday at the National Consortium meeting was found to be a bit less structured than the AACPM HOD where we demonstrate more format and structure. Their business meeting contained a brief consent agenda a 5 strategic initiatives, ( of those 1 was a new governance committee – new element. This is where AACPM was discussed. Eric Bergrud presented a brief overview of last year's activities at a high level and that planned committee work should be done within one year. Kramer was introduced and presented AACPM comments. Bergrud then requested a motion to continue work for the affiliation under the next ASPA CPM section president. Vote was unanimously to continue committee work. There was not a discussion on framework at the conference. After the session was complete, Kramer spoke with Matt Rankin regarding current CPM Section goals versus the current AACPM goals.

Bergrud indicated additional internal work within APSA would continue to aid in the final proposal for the negotiations and affiliation and as always in matters of complexity sharing and timing of information sharing is a key issue.

Heaton ask what the action plan is at this point. Kramer responded contact would be made with Matt Rankin, Deputy Director of ASPA after the conference is complete and discuss our concerns and we are unlikely to secure a positive affiliation vote unless we can share information. We want to get information to 2011 HOD by the end of this month. For a communication plan, a Wiki is recommended so that all emails and discussions can see and share information uniformly to the group. Plus documentation of the conversations will all be in one place.

Totten agrees this is a good way to communicate and wants the HOD members to understand what did and did not happen at the ASPA national meeting and what the next steps are. Rankin affirmed to Kramer that ASPA wants to make this work and in the event that the affiliation does not happen a second option is to enter into a Memorandum of Understanding where AACPM pays ASPA a fee to manage our members and allow access to PAR & GovManagement Daily, and access to the electronic website and ASPA Journal. They would be responsible for invoicing and dues collection and roster development. And even conference activities. Shoemaker expressed concerned about time frames and tracking the path to accomplish this. Kramer expressed the desire is still there to accomplish this and the committee members should get together to iron out the issues and concerns. Totten expressed overall concerns about timeline and getting information out to the 2011 HOD.

F. Other committee business

**V. Old Business**

A. Long-term Consortium Chair Representative. Totten recommended that the board should prepare a discussion to take the to the Annual Consortium meeting on April/May and learn more regarding their thoughts regarding this possibility. Further discussion was tabled to a future meeting date

**VI. New Business**

A. Other new business

**VII. Open Discussion**

None – meeting out of time.

**VIII. Adjournment**

- A. Next Meeting – April 3, 2012
- B. Meeting adjourned at 1:03 CST

For Distribution:  
Original Signature on File:

Respectfully submitted by:

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Debbie J. Smith, CPM, Secretary, AACPM

For Distribution:  
Original Signature on File:

Respectfully submitted by:

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Keith L. Heaton, CPM, President, AACPM