



**THE WISCONSIN CHAPTER OF ASID
BOARD MEETING**

June 21, 2011

LOCATION	Design Within Reach – 167 North Broadway - Milwaukee, Wisconsin 53202
BOARD MEMBERS PRESENT	Bill Beaudreau, ASID – President Leah A. Knox, ASID – President-Elect Sally Theiler, ASID – Professional Development Director Tina Raasch-Prost, ASID – Membership Director Liz Allen, IP Member ASID – Communications Director Amy Sell, ASID – Director-at-Large Ashley Riederer, Student Member ASID – Student Representative to the Board
MEETING CALLED BY	Bill Beaudreau
CALLED TO ORDER	4:19 p.m.
MINUTES BY	Leah A. Knox

AGENDA TOPICS

APRIL 27, 2011 MEETING MINUTES

MOTION	Leah A. Knox
SECONDED	Ashley Riederer
DISCUSSION	None
VOTE	Approved

MEMBERSHIP DIRECTOR'S REPORT

MOTION	N/A
SECONDED	N/A
DISCUSSION	Bill B. showed the Board the Lifetime Membership Award certificates. The Awards are scheduled to be presented to the members at their respective homes, and will be showcased via video presentation at the Annual Meeting in September. Tina R. reported on the "Share the Love" activities scheduled for the July 28 th event in Madison, and an upcoming event on August 25 th . Activities of the New Member Committee were reported.
VOTE	N/A

COMMUNICATION DIRECTOR'S REPORT

MOTION	N/A
SECONDED	N/A
DISCUSSION	Leah K. reported on the new National branding that was rolled out at the ASID Chapter Leadership Conference in June.
PRESENT-ATION	Duff Tusing from DSA Publishing and Design presented the services of his company to the Board. His company's services tie in with the new branding and creates potential for revenue for the Chapter.

VOTE	N/A
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PROFESSIONAL DEVELOPMENT DIRECTOR'S REPORT

MOTION	N/A
SECONDED	N/A
DISCUSSION	Sally T. reported on the planning for a STEP class. The Board discussed timing relative to the NCIDQ exam, and coordinating the timing within the upper Midwest region for ease of accessibility for exam candidates.
DISCUSSION	Bill B. reported on the planning progress of the ASID/IIDA Joint Fashion Show – "STRUT". There are 15 teams and 25 manufacturers participating. The event is scheduled for September 23 rd at the InterContinental Hotel in Milwaukee. Ann Dillett from the committee spoke to the Board about the event and the committee's work to date.
VOTE	N/A

DIRECTOR-AT-LARGE REPORT

MOTION TO APPROVE SRB FOR 2011-2012	Amy Sell
SECONDED	Tina R.
DISCUSSION	Amy S. reported on the planning for Autumn Emporium. A discussion was held re: the allocation of the funds generated by the event. The nomination of Pam Mazza-Mueller, Student Member ASID, was discussed and a motion to approve the nomination was made.
VOTE	Approved
DISCUSSION	Amy S. announced that the ASID Student Chapter of U.W. Stevens Point won an ASID National award – Student Chapter Fundraiser of the Year. This will also be announced at the Annual Meeting in September.

2011 – 2014 STRATEGIC PLAN – 1ST READING

MOTION TO APPROVE 1 ST READING OF STRATEGIC PLAN	Sally T.
SECONDED	Amy S.
DISCUSSION	A discussion re: the Strategic Plan was held. Directives to Leah K. were to clarify the measureables and align the Chapter Strategic Plan with the National Strategic Plan.
VOTE	Approved

OTHER TOPICS/NEW BUSINESS

MOTION	N/A
SECONDED	N/A
DISCUSSION	Bill B. reported on the work of the Design Awards Committee Task Force. In order to align with our Strategic Plan and promote sustainable practices, the Task Force has advised that Design Award entries be submitted electronically, in a Power Point presentation templated format, that would eliminate the need for binders and other peripherals. This would also create cost savings for members entering projects. To align with this new procedure, a .6 CEU presentation by David Landy entitled "Shoot Yourself", wherein attendees learn how to photograph their projects is being scheduled.
DISCUSSION	Samantha Longshore reported on the Sustainability Advocate position. She and Shana LaFore have created a job description and are reviewing Chapter policies and practices with regard to

	sustainability. The goals include creating an online resource for Chapter members on the Chapter website for sustainable products and best practices.
DISCUSSION	The upcoming event and Chapter calendar was discussed by the Board.
VOTE	N/A

MEETING ADJOURNED	7:23 p.m.
MOTION TO ADJOURN	Ashley R. motioned to adjourn the meeting
SECONDED	Liz Allen