

MICHIGAN ASSOCIATION OF PROFESSIONAL COURT REPORTERS
BOARD OF DIRECTORS MEETING AGENDA
Brighton, MI
Saturday, November 14, 2015

CALL TO ORDER:

Meeting called or order by President Elsa Jorgensen at 9:33 a.m.

ROLL CALL:

Cheryl Anne, Executive Director; Elsa Jorgensen, President; Sharon Kandt, President-Elect, Jessica Jaynes, Vice President; Melinda Dexter, Senior Advisor; Roberta Flick, Director; Robert Smith, Director; Kelli Werner, Director; Sarah Fite, Director (via phone)

ANTI-TRUST SIGNED:

Antitrust agreements signed by board members

PRESIDENT'S MESSAGE:

President Elsa Jorgensen thanked everyone for coming with holidays and everything.

ITEMS OF BUSINESS:

1. Reading and approval of the minutes of July 25, 2015: A discussion was held regarding the minutes not being presented in an appropriate style of notetaking. It was agreed that the recorded minutes should be concise and not contain certain remarks made in confidence. Elsa made a motion to edit the minutes from last session. Seconded by Sharon Kandt. Motion carried.

ACTION: Cheryl Anne will edit the minutes for proper formatting and will take out needless commentary.

CONSENT AGENDA:

The following reports were pulled for discussion:

Convention/Seminar
Membership
Student Testing & Education
Fundraising
Legislative
Caption & Cart

Elsa made a motion to approve consent agenda. Seconded by Jessica. Motion carried.

CONVENTION SEMINAR:

Cheryl Anne – Fall seminar is contingent on budget meeting. Plans for spring convention are ongoing.

Sharon Kandt informed the board there are several people secured for possible presenters. Amanda Herr – Presentation on Social Media for businesses. Was with CNN but has started the Herr Company. First proposal was \$500 but with a recommendation, she would reduce to \$250.

Name? CPA - Accounting for small business. Short of a degree in court reporting from CMU. She will present for \$200.

Thomas Brennen – Nutritionist that's \$100 an hour. Mind, body speaker. Roberta will reach out to Jennifer Zumbrink, Nutritionist, that previously spoke. She was \$500. Board thinks she would be better to present as she's been requested by membership. Idea would be to negotiate with her. Kelli proposed to get a sponsor for her. Mindy suggested maybe a health center. Roberta pointed out they could have standard products/supplements available to purchase. Kelly suggested to have them bring generic products for sale. Rob said to have her come early and make consultation appointments. Elsa proposed to raffle off appointments/consultations.

Sharon: Tami Keenan will be the NCRA speaker – 7 Marketing Strategies. The Varallos will speak Friday night/Saturday night. Mindy suggested having the big speaker for Friday to draw people in. Jessica: Great idea to have Ed on Friday. Rob said Jennifer is also a big draw.

Sharon suggested a speaker named Michael ? that would charge \$500 plus travel/hotel who could speak re: changes with online testing from Realtime Coach. Mary Everhart is booked and not available. People have questions re: testing as it's confusing. The speaker could bring hardware and demonstrate how to register, do practice, and show how to test. Tami could also possibly talk about testing. Jessica suggested to wait to do this in fall with tech/training session.

Cheryl Anne said Ed Varallo can do two sessions Friday Night. One hotel night. Then he'd fly out Sat. Jen Z could have ½ day to two sessions in the morning.

Elsa's idea for a theme: Back by popular demand. Our Greatest Hits!

Cheryl Anne asked about breakout sessions and student sessions. Kelli suggested a lunch round-table session for students or breakfast event for students. Sharon said the students love the panel. They could learn how to do captioning; the nuts and bolts. Sharon said the students love Ed Varallo. Macomb teaches from his book. A discussion ensued re: when to have student session. Ideas were 5:30 Friday. Kelli: Have student session at Tami's talk. Jessica, cocktail session/panel w/students. Kelli: Quiz for students. Student Social. Cheryl Anne: Cash bar and apps on Friday. Mindy: After strategic planning. Kelli: Breakfast. Mindy: Coffee with court reporters. Mindy/CA: Also work in Board 101. Cocktails and chat. I want to keep it fun and light. Elsa and Jessica suggested extending breaks ½ hour and ending at 6 instead of 5:30.

ACTION: Roberta will call Jennifer Zumbrink to ask her to speak on March 19 and the cost. Kelli will help with captioning session. Convention/Seminar Committee will finalize plans utilizing above ideas.

FUNDRAISING:

Elsa suggested photographer to take headshots at convention. Cheryl Anne would need to know pricing? Set fee? Charging the person? How to fundraise? Elsa said members will have to pay something. Cheryl Anne said it has to cover our cost. Should it be a value-added service or fundraiser? Elsa suggested booking him for an hour and a half. Tell membership to wear something nice. She advised other state charged \$20. Cheryl Anne figured 20 paying people would be a good fundraiser. Jessica/Roberta pointed out using the headshots would be a good transition for the social media/LinkedIn speaker. Elsa explained it's a digital file. It's a good marketing tool. Jessica said he might want to work on price to make it reasonable.

ACTION: Elsa will call him.

A discussion was had regarding doing a 50/50 and a silent auction. Board members in the past have paid more money providing the baskets than what they're profiting from the silent auction. Members are looking at a bargain instead of it being a fundraiser. A brief discussion was held regarding the possibility of having an auctioneer for a few big things. It was agreed instead to have board members give \$50. Sharon and Jessica would do Black Friday shopping and buy a few bigger items with collected money and hold "Chinese raffle" where one raffle ticket per "fish bowl." So members buy raffle tickets and chose which items they'd like to win. The price for tickets was discussed. Rob said people like the "get tickets as tall as I am." 5 for \$10 or 25 for \$25. Mindy suggested giving a small gift to members to renew at the convention (could be as simple as an 8g jump drive). Roberta thought of the theme Think Spring. Renewal table. Think Spring Renewal. Cheryl Anne brought up that a logo is needed for the Spring Convention. Sharon's niece is doing logo.

ACTION: An e-mail will be sent to board members to commit to \$50 apiece. Sharon and Jessica will receive funds from Fundraising Committee and shop for items to be "raffled." Sharon's niece doing logo.

MEMBERSHIP:

Jessica reached out to the court reporting associations of Wisconsin, Illinois, Indiana, and Ohio to see if they would be interested in forming the Great Lakes Association of Professional Court Reporters with Michigan since membership is going to continue to be an issue. Indiana was interested as their membership numbers are low. Wisconsin and OH are doing great on their membership numbers. Illinois is not interested now but maybe later. OH two years ago were in bad position. They increased their membership by only doing social events. OH's pres. is willing to share info and knowledge on how they increased their membership. Past NCRA president Sarah Nageotte is their new exec director. Jessica said OH has board representatives in each part of the state. Reps are required to put on social events. Kelli had an idea for DJ Trivia, to form court reporter team for trivia night in different locals. Jessica said with regional district directors, all of the social events are organized so that the association doesn't have to pay anything. Mindy suggested that the president could assign regional directors to hold a social event. Elsa would like to ask for volunteers to do that. Kelli said it will bring back networking. Kelli recommends using Facebook's MAPCR Page to create and share event.

ACTION: Jessica will provide info she gathers from OH on their social events. Elsa will

ask for volunteers. Cheryl Anne will put it on the strategic planning agenda to discuss having regional director social events.

CAPTION/CART: Kelli said “never mind.”

LEGISLATION:

Mindy advised continued contact with Senator Hertel’s office into getting the draft legislation passed. She advised that response is always “We’re gathering support.” CA suggested holding a Hill Day. Mindy advised with only 12 people showing up from an over 2,000 card mailing to court reporters/recorders, it’s unlikely we’ll have enough participants to make it successful. It may be something that MECRA will have to take over, as there is a majority of court recorders in the courts than court reporters. Rob doesn’t want to be a negative nelly, but feels there is no support.

ACTION: The legislative committee will decide by Spring Convention if we need to do a letter campaign to legislators, turn it over to MECRA, have a hill day, or stay the course.

STUDENT/EDUCATION:

Sharon reported that she will be retiring from Macomb Community College. April 28 MCC will be starting to transition into having a four-credit college program. There has been no financial aid in the past, which deters students from entering the program (along with parental concern that this isn’t a degree program), and this will create the ability to get financial aid and college credit. Sharon will be working with MCC on this transition. They will continue non-credit for existing students. They will not be accepting new students until September 2016, which is the goal for when the four-college credit program will begin. MCC is not filling Sharon’s vacancy with reporter. Post teaching full-time faculty gets first pick. There’s currently 32 people in program. Sharon has thought about this for a long time and made the decision to retire, but she agreed to stay until April and will help with curriculum for credit and will try and convince Macomb that they need reporters as instructors. Mindy asked what can MAPCR do? Sharon suggested contacting other colleges and inquiring about developing a program to teach theory; having one to two semesters to learn theory only. Cheryl Anne suggests deferring this to strategic meeting. Sharon said the provost at Macomb would like it to become a huge program. If you repeat a class, you don’t get financial aid. With four credits, you could do a class of 100 to 120 in hopefully a semester and do smaller classes like that and move the students along faster. Elsa thanked Sharon for all the time she’s put into it. Sharon says that the students need to move through the program quicker. They are procrastinators. Kelli suggested we put this on the strategic planning agenda.

ACTION: Cheryl Anne will put this on the strategic planning agenda to discuss what MAPCR can do.

(Whereupon a break was taken from 11:25 a.m., to 11:38 a.m.)

REPORTS OF STANDING COMMITTEE:

AWARDS:

Elsa will give a name for pro bono and Sharon will nominate someone.

ACTION: Elsa/Sharon will give names to Awards Committee for awards to be given in spring.

AUDIT/FINANCE:

Cheryl Anne said the golf outing didn't quite make budget but was outstanding for first time out for Roberta. Fall seminar was literally (figuratively) a miracle. Not looking good but turned around in last eight or nine days where we made \$1500+ in profit. Kelli suggested that membership could opt in for text-based communication; notifications/seminar/renewal. Remind app.

Membership report: Today, we have 211 active, 236 with renewals, and last year at this time we were at 244 and 227 active members. At the fall seminar, five or six people did pay the join-and-seminar fee. Jessica suggested we keep offering the deal for join and seminar based on talking to a person in ProCat's seminar that said she would only renew if that was the deal.

BYLAWS:

No need to switch bylaws. *UPDATE*: After the meeting, an email discussion was held re: difficulty to get membership to accept board positions. The consensus of existing board members was to propose to eliminate the President-Elect or Vice President position and just have the President and President-Elect or Vice President.

ACTION: Mindy/CA to check bylaws and submit, if necessary, change to membership at next annual meeting.

GOLF COMMITTEE:

Roberta is willing to plan this next year. Her fear was the unknown. She will not be doing it the same way next year, and she can't do it without CA. There needs to be an apprentice on the Golf Committee to take over in the future. Roberta has made calls to inquire on course and a date. Law firms' budgets are set early on. She contacted 250 people for sponsorships. Need 36 sponsorships. Two for each hole. Need board members to contact law firms and companies that you have relationships with. Roberta in January will go to the car dealerships. Need personal contact and then follow up phone calls. Husband is vetting courses. Going to the golf show and will get prizes. Date is a problem. Coyote is way too difficult. No. 2 is Devils Ridge Oxford between 24 and – Lake Orion. Not available in June. Clubhouse nice. Called Cherry Creek. Greystone. Devils Ridge Friday. 10th and 24th of June and August 19th and August 26th. Golf, dinner buffet. \$65 per person. Still charge \$100 and make twice as much. Greystone – nicer dinner. \$125. \$85 per person.

ACTION: Golf Committee will make decisions on date and location. Roberta not doing this without Cheryl Anne. Seek apprentice to take over in the future.

MEDIA/SOCIAL:

Kelli suggested having a Facebook MAPCR Captioning group.

ACTION: Kelli will head that up and take care of it.

WEBSITE:

Cheryl Anne was praised on the new site, which looks great!

UNFINISHED BUSINESS:

Nothing

NEW BUSINESS:

Nothing

OTHER ITEMS OF BUSINESS:

Nothing

ADJOURNMENT:

Kelli made a motion to adjourn. Seconded by Robert. Motion carried.

Next meeting: March 18, 2016 at 10 a.m.