

Federation of Business Disciplines
Board of Directors' Meeting
March 3, 2010

Sheraton Dallas Hotel (Lone Star Ballroom A1, 2:00 P.M.)

Attendees:

Michelle McEacharn	FBD Vice-President and General Program Chair
Marsha Bayless	FBD Program Chair-Elect
Tom Tolleson	FBD Secretary/Treasurer
Betty Kleen	Executive Director and FBD Past-President (2007-2008)
Leonard Love	FBD Director of Marketing
Carla Barber	Director of Placement
Ashish Chandra	FBD Immediate Past President (2008-2009)
Fazlul Miah	Academy of International Business, Southwest
Anisul Islam	Academy of International Business, Southwest
Treba Marsh	American Accounting Association, Southwest
Dennis Togo	American Accounting Association, Southwest
Marcel Robles	Association for Business Communications, Southwestern U.S.
Faridah Awang	Association for Business Communications, Southwestern U.S.
Daniel Friesen	Association for Business Information Systems
Carla Barber	Association for Business Information Systems
Kishwar Joonas	Association of Collegiate Marketing Educators
Pat Fountain	Association of Collegiate Marketing Educators
Sharon Thach*	Association of Collegiate Marketing Educators
Kai Koong	Decision Sciences Institute, Southwest
Paul Cronan	Decision Sciences Institute, Southwest
Roderick Posey *	Decision Sciences Institute, Southwest
“Scotty” Douglas	Southwest Academy of Management
Suzanne Clinton	Southwest Academy of Management
Steve Vitucci	Southwest Case Research Association
Rodney Vandever	Southwest Case Research Association
Lalatendu Misra	Southwestern Finance Association
James Philpot	Southwestern Finance Association
Shari Lawrence	Southwestern Society of Economists
Geungu Yu	Southwestern Society of Economists

** If applicable, indicates participation at board meeting as an observer who does not have voting privilege.*

Special Note: The FBD Executive Director, Director of Marketing, Director of Placement, Historian and Webmaster are non-voting board positions.

- I. General Program Chair and Vice President Michelle McEacharn called the meeting to order at 2:12 p.m. McEacharn explained to the Board that President Paul was not present because of a medical condition. She presided over the meeting on his behalf. McEacharn introduced members of the FBD Executive Council. She then asked for other members of the Board of Directors to introduce themselves. McEacharn then briefly reviewed the voting rights for Board attendees.

- II. Secretary/Treasurer Tolleson provided copies of the minutes of the 2-28-2009 Board meeting. Steve Vitucci moved and Pat Fountain seconded for approval of the minutes. The Board approved the minutes as read.
- III. McEacharn provided the Board with an overview of the 2009 Boot Camp. McEacharn reported that eight of the ten associations were represented at the Boot Camp. She stated that she believes that Boot Camp is very beneficial to the overall FBD Program. She requested that each association encourage their in-coming Program Chair to attend. She stated that Boot Camp improves the overall effectiveness of the FBD annual meeting. McEacharn recognized the hard work of the 2010 Program Chairs and complimented them on an outstanding job.

McEacharn noted that the 2010 program has about 200 sessions. This number is fairly consistent with prior years. The Program Books are within a couple of pages of the length of previous years. Given the cutbacks in higher education, she is very pleased with the program. She noted that the “blue” brochure is new this year and is designed to address some of the logistics of helping attendees find their way around the hotel and to know “what is going on” at a glance.

- IV. Leonard Love, Director of Marketing, noted that we lost two exhibitors from last year, but we gained two exhibitors this year. The net result is that we have the same number of exhibitors as last year--14. Thirteen exhibitors paid for their spaces; we have one “ad” purchase. The exhibitor and ad revenue was approximately \$15,000.
- V. McEacharn asked for Tolleson to provide the report normally given by the Coordinator of Registration. Before giving the report, Tolleson explained why the position of Coordinator of Registration is unfilled for the current year. The major issue is the long-term commitment on the part of the individual to become, ideally, the new Secretary-Treasurer. The position of Secretary/Treasurer also requires resources/support from the individual’s dean/school. McEacharn and Tolleson noted that they have approached individuals to consider the position, but so far no one has been either willing to commit to the long-term commitment or those that are willing have not received support from their dean/school.

Tolleson shared with the Board why registration was late coming online this year (new PayPal platform and new webmaster). Tolleson reviewed the final pre-conference Registration Numbers Report with Board members and also provided a Comparative Conference Overview for this year’s pre-conference numbers versus prior year registrations. Preregistration numbers for this year are approximately 60 above this time last year. He also gave additional stats on the number of new attendees, attendees from the Southwest region, other states drawing a large number of attendees, and international participants were provided. Tolleson noted that the number of international attendees this year is about half of last year’s number. The global recession may be a major factor in the decline. Tolleson stated that he would provide registration updates at approximately 10:00 a.m., 2:00 p.m., and 4:00 p.m. on Thursday and Friday.

- VI. Carla Barber, Director of Placement, gave her report. Barber noted that placement had an issue with PayPay, particularly while online registration was open. She stated that she would work with Chris Carpenter, FBD webmaster, to resolve the issue. Barber reported that as of today (March 3) we have 11 positions and 13 applicants. Many schools are facing cutbacks in funding and hiring freezes. Some schools have eliminated faculty lines.
- VII. McEacharn asked Tolleson to share the financials for the 2009 fiscal year with the Board. He provided an Annual Financial Report to each Board member that included a report on the 2009 conference, a detailed Statement of Activities for the 2009 conference, including comparative

activity, financial position, and cash flow statements. He reviewed the report with Board members and pointed out several key financial figures (e.g., revenues, conference expenses, total liabilities, etc.) He provided the reasons for the large cash balance at the end of the fiscal year as well as the payables to the conference hotel and the individual associations. A few specific questions were asked and he responded to those questions.

Tolleson requested that the Board consider a refund “window” policy for individual association payments. Tom Jones noted that since 1995 FBD has stated that no refunds will be given after the cancelation date (ten days before the conference start).

Discussion followed about such policy. Fountain put forth a motion, seconded by Vitucci, but later withdrew it. Cronan motioned (Lawrence second) that once the conference begins the FBD Secretary/Treasurer will refer all requests for refunds of association fees back to the individual associations for their consideration. Motion passed.

- VIII. Historian Tom Jones gave a review of key conference statistics for the past several years. The first FBD conference was in Dallas with 838 participants and 10 exhibitors. By the mid 1980s 35 companies purchased exhibit space. In 1990, we had 57 exhibitor spaces; in 1982, 2076 registered for the meeting in Dallas. Publishers were given the right to vote in 1998.
- IX. Executive Director Kleen shared that during Easter break (2009) she visited Houston to talk with Sam Bruno and various firms with which FBD has maintained long-term relationships (MI printing and our mailing service. She also talked with Chris Carpenter, our webmaster. Kleen got boxes and boxes of files from Bruno. She stated that she realized that many details were in Sam’s head rather than in the files. She noted that we were fortunate that we had some other experienced FBD officers in place during this first year of transition following the many years of Bruno’s leadership. This collected wisdom was a big plus in the transition.

Kleen stated that Sam had used more mailings in the past. Kleen attempted to edit the mail files. She reported that she did not send out the traditional mailing (January/February). Kleen estimates that her actions saved several thousand dollars.

Kleen shared that we had more competition for our business in Dallas; this translated into savings for the program. We are using LCD panels and screens in all the rooms; AV will be about \$15,000 (Plus tax and hotel service charge) for this year. Our contract called for \$30,000 of F&B; FBD had about \$19,000 of F&B this year and a \$2,000 charge for Exhibit Hall. We had a room block of 1,055 room nights. We have met our room guarantee. We also incurred a slight increase in Website costs. Kleen observed that mass mailouts to Exhibitors do not appear to be working. Kleen suggested that a one-on-one relationship is best in attracting Exhibitors.

Kleen cautioned that associations must e-mail important information to all participants, not just officers. We have a cyber café thanks to the University of Arkansas. Connection for this café is “free” via our contract negotiations.

- X. McEacharn, on behalf of President Paul, updated the Board on the Executive Council’s meetings for the past year. The council always meets twice, once at the annual conference and again in January. At the January 2010 meeting, Paul was not able to attend due to health concerns. At the January meeting, we spent a lot of time looking at the outlay of the hotel and reviewing the logistics of the planned activities. We also discussed several strategic initiatives. The Executive Council has asked for volunteers to form a working committee for the 2010 meeting to examine the possibility of an FB D journal.

- XI. Before McEacharn brought officer nominations to the floor, she asked Chandra to give an update on David Paul. Chandra related to the Board that Paul has had health issues and was told that he needed another disk surgery. Because McEacharn was one of the nominees for an open position, Kleen presided over the nominating process for president. McEacharn was elected by acclamation as the new FBD President; Larry Garner was elected by acclamation as the incoming VP and Program Chair-elect. No other officer positions expired during the year.
- XII. Kleen led a discussion of strategic issues. After a visit to New Orleans, the site selection committee (Betty Kleen, Michelle McEacharn and Roderick Posey) recommended to the Board that they consider New Orleans for the 2012 conference. Douglas questioned if site selection decisions must be taken to the associations. Robles stated that in the interest of shared governance the site selection recommendations should be taken to the associations for their input. Jones noted that FBD policy does not require the Executive Council or the Board to go to the associations with site selection decisions. Douglas motioned to accept New Orleans as the 2012 meeting; Vitucci second. Fountain called question. Motion carried, 19 to 2 with 2 abstentions. Kleen also shared with the Board that she had an initial proposal from Albuquerque for the 2013 meeting. She noted that Albuquerque is willing to work with us for a meeting 3 years out.
- Kleen listed the names of the journal committee: Dennis Togo, Ann Wilson, Sharon Thatch, Nick Twigg and Alex Sharland (chair).
- Kleen reminded the group that she would only serve for two more years as Executive Director. In previous discussions related to the position of Executive Director, the Board of Directors stated that they would like to have an Executive Director in training; McEacharn has expressed an interest in serving in this capacity. Kleen noted that the appointment of an Executive Director is made by the Executive Council.
- XIII. McEacharn noted that Barber was working with our webmaster to secure year round placement services. She made announcements regarding the Awards Banquet/Reception, the President's Reception, the Meet and Greet Social, the new program chair meeting and the Saturday Board meeting.
- XIV. Meeting was adjourned at 5:15 p.m.