



**FEDERATION OF BUSINESS DISCIPLINES
BOARD OF DIRECTORS' MEETING MINUTES
Wednesday, March 8, 2017
2:00 P.M.
Arkansas Ballroom, Little Rock Marriott**

Members in Attendance

Barbara Davis	FBD	President
Kimberly Merritt	FBD	Vice-President and Program Chair
Suzanne Clinton	FBD	Vice-President and Program Chair-Elect
Michelle McEacharn	FBD	Executive Director
Ann Wilson	FBD	Past President
Marshall Horton	FBD	Past Past President
Cheryl Prachyl	FBD	Secretary/Treasurer
Carla Barber	FBD	Placement Director
Sandy Edwards	FBD	Marketing
Kimberly Webb	FBD	Coordinator of Registration
Mary Fischer	FBD	FBD Journal Editor
Treba Marsh	FBD	FBD Historian
Derek Oler	AAA SW	President
Robert Cornell	AAA SW	Program Chair
Susan Jennings	ABC - SWUS	President
Laura Valenti	ABC- SWUS	Program Chair
Skip Ward	ABIS	President
Sherry Rodrigue	ABIS	Vice-President and Program Chair
Mohan Rao	DSI	President-Elect
Hong Qin	DSI	President
Irfan Ahmed	ACME	Program Chair
Renee Gravois	ACME	President
Kishore Kulkarni	SSE	Vice President/Program Chair
Ata Yesilyaprak	SSE	President
John N. Davis	SWAM	President
Robert Epstein	SWAM	Program Chair
Tim Wise	SWCRA	President-Elect
Lawrence Silver	SWCRA	President
Susan Crain	SWFA	President
Susana Yu	SWFA	Program Chair
Eugenie Ardoin	ASBE	Guest
Vivek Natarajan	ACME	Guest
M. Kabir Hassan	SWFA	Guest
Janie Gregg	SWAM	Guest

President Barbara Davis called the meeting to order at 2 p.m. and welcomed board members. Davis introduced FBD Executive Council Members and Officers. Each board member and guest then briefly spoke a word of introduction. President Davis quoted the FBD by-laws concerning elections and eligibility of voters.

Minutes

Prachyl distributed the minutes from the previous board meeting and gave members a few minutes to scan through them. Barber pointed out a spacing error and an extra letter in one section. Wilson noted that Susana Yu nominated Susan Crain for Site Selection Committee, not vice-versa, under Other Business. Gravois noted misspelling of Merritt's name in Program Chair Report section.

Rao moved to approve. Crain seconded. Motion passed unanimously on voice vote.

Reports

Vice President and Program Chair (Kimberly Merritt)

Vice President and Program Chair Merritt praised "Team Little Rock," this year's association program chairs, for their good work. The Boot Camp had taken place in September for the first time, had great attendance and was successful. The downside of the timing was that much of the marketing needs to be done before Boot Camp, so Merritt and others provided materials, including e-mail lists, to program chairs in advance of the Boot Camp. The Little Rock venue is more spread out than others, with three different locations and so FBD Executive Council (EC) has people to help with attendees in finding their meeting rooms.

For Little Rock, there were two plenary sessions, 165 presentation sessions, and 580 papers. In response to a question from Crain, Merritt noted that the program book had maps and keys to the abbreviations. Silver noted that Pinnacle did not have signage and Wise noted a member who did not have wheelchair access. McEacharn stated that it was the only room without access and that it was beyond FBD control.

Executive Director (Michelle McEacharn)

McEacharn noted that FBD is a different kind of conference with need for about 30 meeting rooms, but not a lot of need for hotel rooms. Since hotels get revenue from either hotel room nights or food and beverage (F&B), these two guarantees are what drive cost of coffee and other costs. Minimum room guarantee: 862 (with 690 attrition)

As of Saturday, one room night short of the maximum.

F&B: \$45,000 minimum. Right now, we are about \$1,400 short, so banquet, reception, board food, etc., are nicer than usual. We will eat well in Little Rock because of the challenge in meeting the F&B guarantee.

AV changes and cost were high this year. Unexpectedly high charges for AV prompted us to reach out and ask associations to provide projectors if possible. We started out with initial proposal (with same

equipment as last year) of \$56,000 (last year was \$37,000). McEacharn was able to get them down to \$43,000, which was still beyond FBD's budget. So EC decided to try to provide AV internally. Now it is between \$25,000 and \$27,000 because we are bringing in projectors. She will tell about cost control measures in future. Green initiative: we continue to collect old badge holders and recycle them. We are also looking into savings from sending out mass e-mails.

Coordinator of Registration (Kimberly Webb)

Coordination of materials requests have been forwarded by program chairs. Webb still needs some materials from associations to distribute to their members at registration. The number was 547 as of February 17 and 601 today before the board meeting. Onsite registration numbers will be available tomorrow and Friday at 10 a.m., 2 p.m., and 4 p.m. Prachyl added that she can e-mail names of actual participants to program chairs upon request.

Ward asked about 200-mile radius around city for marketing effort. It has been attempted.

Secretary/Treasurer (Cheryl Prachyl)

Prachyl distributed financial statements. With \$71,901 total revenue from last year, it was the lowest since New Orleans in 2012. AV last year (Oklahoma City) cost \$37,000 on \$71,000 in revenue. F&B cost about \$24,000. There was \$938 last year on temp registration staff. This year, we are handling it ourselves (Betty Kleen). Credit card fees add up (\$5,000 worth). We get charged anytime we have to refund or cancel so we have to pay 3% three times instead of once, so please do it right the first time. It adds up fast, because FBD pays all of that cost for member associations. Net income last year was a \$13,893 loss. The second page has more detail. Fischer pointed out that the loss was equal to the jump in AV cost. Hassan mentioned that some associations buy projectors and screens so a \$30,000 cost can purchase equipment for five years. Davis responded that EC had considered it and that it would be discussed later, but that FBD still had to pay just for an outlet and cord for each room. The issue would be discussed further in Saturday's board meeting. Storage and transport cost is an issue if we own the projectors. Epstein stated that projectors were available cheap on E-Bay (total of \$3,200!) Page three: net assets: Cash of \$74,249. Albuquerque has some prepaid costs. Accounts payable will go away (check that was never cashed). Page four reflects the flow-through of fees to associations (organization reimbursements of \$22,136 doesn't include F&B). Associations will receive payments after hotel bill is reconciled after conference. Last year was end of May. Timing depends on how long it takes the hotel to get us the final bill. Think about whom the check for the association goes to, so Cheryl can get it to the right person. Otherwise it will result in a delay in payment to association. Our FBD refund policy is no refunds after ten days before conference (comparatively generous, ten days before March 8 this year). FBD cannot take into account catastrophic events because it is already on the hook for costs, but if the association wants to refund fees, it can write a check and do it separately from FBD if the association decides to do so. Fischer noted that the policy needs to be more prominently featured in the registration materials and section of the website. Also, registration cannot be transferred to another person.

For next year, be thinking about whether or not you want to change your association fees and let us know. Should there be a late registration fee or different student fee? We need those changes so we can update website/registration materials. McEacharn: once we publish it, we cannot change it, so get the information to Cheryl as soon after Saturday's meeting as practical. This week is the week to plan for it if the association has to vote on it.

Prachyl does e-checks and can do Quick-pay if needed, but the association responsible party might easily overlook it since it is in a plain envelope for security purposes.

Director of Placement (Carla Barber)

In January, Barber sent announcement to Merritt to distribute to associations about placement service. McEacharn contacted deans. As of this morning, seven applications, including two finance, two management, one other, one information systems. Five employment posts from UHD (accounting, finance, others). Applicant pays nothing. Institution pays fee for employment listing lowered from \$100 to \$20. This is progress, but Barber needs members to be pro-active in getting institution and colleagues to get into process early. At this point of the year, it's too late to get someone for fall in Accounting or Finance. Placement service is open year-round.

Hassan pointed out that in the 1990s, the placement service was very active. Post-mortem? Clinton: there are a lot of alternatives. McEacharn: If students will post their resumes, then employers will start to post, so push your students, including Ph.D. students from University of New Orleans. Kulkarni requested Barber to send a reminder e-mail in October.

Director of Marketing (Sandy Edwards)

Edwards thanked those who sent suggestions for vendors. This year, there are thirteen, including three new ones, but we lost McGraw-Hill. They have changed personnel, so it's been a challenge to renew the relationship. Some of those last year who gave only \$800 have upped the ante. Please stop at vendors and encourage them. Stock-Trak last year did fifteen conventions. This year they narrowed it to four and kept us. Edwards said they still want ten minutes where each exhibitor can do a blurb. Interactive stuff is attractive to exhibitors. Stock-Trak will help in trying to find prospects. This year, 400 e-mails and 100 companies called did not yield what Edwards had hoped since it is so hard to get in touch with decision-makers. Bloomberg came because of a contact from board member. Please copy Edwards with any e-mail message from a vendor so she can contact. Wiley has accounting books, but FBD has eight other disciplines. Wiley: "we can send only one team." Edwards: "you can send other books." So the question is, since the discipline teams within publishers don't talk to each other, should she have four different booths for Wiley?

Davis: there are sessions tomorrow where exhibitors are presenting. We need warm bodies to go to those presentations. The Stock-Trak rep came from Canada, so we need to encourage them and ask them for drink tickets when we go to their booths and hang out with them. Edwards: The Student rep has been very proactive.

Historian (Treba Marsh)

Marsh reported on conferences that ended in "7."

In 1977, fourth annual meeting in New Orleans: 1280 registrations, 264 placement positions, and 120 applications.

1987 in Houston: 1636 registrants, 310 placement positions, and 194 applicants.

1997 in New Orleans: 1405 registrants, 158 placement position, and 142 applicants.

2007 in San Diego: there were 714 registrants, 17 placement positions, and 28 applicants

FBD Journal Editor (Mary Fischer)

Last year seven submissions of which three were published, about what we've had percentage-wise historically. There has been a total of 4 issues (1 per year). In the fifth year, 3 papers under review Fischer would happy for anyone to submit a paper, may call upon a submitter to review.

Submissions are ongoing with no deadline. Prachyl has been very helpful in determining eligibility of submissions. The eligibility criterion is that at least one author has attended an FBD meeting during the past 2 years, but the paper to be reviewed need not have been presented at FBD.

There is a \$40 review fee. Each paper is deferred from review until the fee is received. About the only expense is printer ink (about \$100 annually) for Fischer to have hard copies of paper.

Hassan: Is the journal indexed in Cabell's? Fischer: We have been trying for two years, will keep at it.

Webmaster (McEacharn for Conville who was unable to attend)

Some attendees are frustrated when they have trouble with website. We are processing credit card payments through the website. Some of the security procedures are cumbersome, but necessary. Ninety percent of the time it is related to each university's spam setting (ASU in particular). Jason has made some changes so we can respond almost immediately. Some applicants don't want to pay FBD fee so that slows things down. The biggest problem has been trying to verify the account and an e-mail confirmation message doesn't get back to the attendee. Jason will likely change that so that the member will not have to wait on the confirmation e-mail message.

Fischer noted that posting the publications in the journal is a snap, much easier than it used to be. If you e-mail Cheryl a report, she can get it in minutes, thanks to the efficiency of the website. Davis: This is the first year we have been able to open the site back up (with late fee) for those who wanted to register late but before conference. It has greatly reduced on-site registrations.

Nominating Committee Report/Elections (Ann Wilson)

Davis reported on the Nominating Committee's activity. The committee consists of Wilson, Horton, Tom Tolleson, Gravois, and Crain. Each board member should have received an e-mail message with bios from the eligible candidates who were nominated. Davis mentioned that FBD votes according to approval voting as stipulated in the organization's by-laws.

For President: Kimberly Merritt (there were no nominations from the floor)

Merritt was excused and Gravois and Crain distributed ballots. Wilson explained that each voting member should write "Yes" next to each candidate who was acceptable and "No" next to each candidate who was not acceptable. Wilson, Gravois, and Crain collected the ballots and left the room to count the ballots. The result was a unanimous "Yes." Merritt was invited back into the room to the acclamation of the group.

Vice President and Program-Chair elect (there were no nominations from the floor):

Janie Gregg from University of West Alabama

Kabir Hassan from University of New Orleans

Vivek Natarajan from Lamar University

Hassan, Natarajan and all guests were asked to leave the room so Gregg could address the board as to why she would be a good Vice President and Program-Chair elect. Then Gregg was asked to leave the room so Hassan could return and address the board about his candidacy. Then Hassan was asked to leave the room so Natarajan could return and address the board about his candidacy. Then Natarajan was asked to leave the room so voting board members could cast their ballots. Davis asked the board if there was any discussion. Crain asked if the conference that the new Program Chair-elect would be involved in the Albuquerque conference or in the Houston conference. Davis and Merritt responded that the Program Chair elect would be involved with both conferences. Davis further explained that each candidate was also provided with a copy of the Officer Handbook that clearly outlines the duties of all officers including the one under consideration. Wilson asked members to place a check mark next to each acceptable candidate. Davis mentioned that approval voting means that members can vote for any or all candidates. The candidate with the highest number of votes wins. If there is a tie, then the top two vote-getters are subjected to the board for a second ballot. Wilson, Gravois, and Crain distributed ballots and members voted without comment. Wilson, Gravois, and Crain left to count ballots and all candidates and visitors were invited to return.

After the votes had been counted, Davis announced that Natarajan had won election as the new Vice President and Program Chair elect and thanked the candidates and committee members.

Davis stated that Marsh was finishing her term as historian and invited board members to consider appropriate candidates and forward them to Davis or McEacharn.

President (Barbara Davis)

Davis mentioned that the FBD Executive Council met in January in Little Rock. She asked if any member had a question about what the Executive Council does or what it has done. There were none.

Strategic Issues (Michelle McEacharn)

Concerning the Association for Small Business and Entrepreneurship (ASBE): Eugenie Ardoin is the Secretary/Treasurer officer from ASBE who is attending the Board meeting as a guest (she is a current member of SWDSI. She mentioned that ASBE had been affiliated with SWFAD but later left. ASBE's numbers have declined and the organization sees FBD as an excellent opportunity for entrepreneurship education. Several of the members are members of other associations that are currently affiliated with FBD. ASBE's leadership is in agreement that the group wants to rejoin FBD and proposed that ASBE join with FBD in Albuquerque as a guest association prior to seeking official board membership starting in 2019. McEacharn explained that FBD's by-laws provide a process for guest status for Albuquerque and will require board approval at the Saturday morning March 11 board meeting.

In response to a question from Kulkanri, Ardoin responded that there were 40 members at the last meeting (October, 2016, in New Orleans) and the association's journal (*Journal of Business Entrepreneurship*) is Cabell's listed. Epstein asked Ardoin if ASBE had considered the fact that SWAM has tracks in entrepreneurship and whether or not that was a better way to be involved in FBD. Ardoin responded in the affirmative. Epstein asked if the group would consider a merger with SWAM and she asked him to "make an offer." Marty Bressler (SWCRA) will be at Saturday's board meeting.

Financial Stability Proposal

Davis referred the board to a document entitled “FBD Financial Stability Proposal” that proposes three options for financial stability for the organization:

- Option A: Increase Revenue by raising FBD registration fee by \$25
- Option B: Reduce Costs by several possible paths:
 - B1 – Eliminate most AV by using DropBox and other methods (est. savings: \$35,000)
 - B2 – Reduce FBD- provided AV in meeting room space (est. savings: \$25,000)
 - B3 – Pursue reduction in F&B guarantee by reducing meeting room space for associations (est. savings: variable)
 - B4 – Reduce other expenditures such as room-night coverage for officers, book printing, boot camp, credit card fees, etc. (est. savings: \$10,000 to \$12,000)
 - B5 – Reduce meeting room allocation based on association’s meeting F&B guarantee (est. savings: variable)
- Option C: Combination of Revenue Increase and Cost Reduction Options

The last fee increase was from \$75 to \$100 in 2012. This likely did not affect registration, but it is hard to tell since many other factors were involved, such as distance to Albuquerque, added student registration status, etc. Next year F&B guarantee in Albuquerque is \$35,000, which we may have trouble in meeting since food in Albuquerque is so much cheaper than elsewhere. Jennings asked if associations had been made aware of their relative contributions to meeting the F&B guarantee. McEacharn said that could be done. Ward said he thought that charging students more was unfair. Valenti agreed with Jennings but asked if the associations had explanations for why they were not contributing as much to the F&B guarantees. Davis and McEacharn responded that there was a variety of reasons, such as stability of membership, etc. Epstein said that each association should be expected to provide a number for each attendee of how much the association needed to spend on F&B. Natarajan said that going by the number of room nights by association was problematic since so many members belong to multiple associations, but allocation by F&B events since each person could attend only one meal at a time. For example, SWCRA had to buy an extra lunch last time we were in Albuquerque to satisfy F&B. Rodrigue mentioned that target numbers had been mentioned in Boot Camp. Merritt responded that ratios of AV to F&B could be computed and reported. It costs FBD about \$1,000 per room slot. Does each association pay for its percentage of F&B? AV is another matter. McEacharn stated that FBD could buy projectors for each conference and dispose of them afterward and come out ahead, but screens also cost and it costs to secure those devices during the conference itself. She noted that AV doesn’t have to be provided in-house, but the hotels have it set up so that if we don’t use their AV vendor, then we have to pay service charges for their electricity and pay their personnel to set it up so we probably won’t come out ahead using outside AV vendors. Perhaps a better option than buying would have been renting, but we still would have to have paid for electricity and been responsible for the equipment. Ward could not imagine a conference without slide presentations, but laptops could be employed to access externally-stored files as an alternative. Rao said that SWDSI is in a difficult position because DSI has announced a fee increase for its members so he favors cost-cutting rather than a fee increase. Ward: what are the first three cost cuts? He was referred to Option B. Wise: How many of you object to the idea of bringing your own AV? McEacharn: we are saving \$550 to \$600 per room per day in AV and incurring about \$150 per room per day. Ahmed: projector prices will come down, so that may be preferable.

Davis: How many associations think you would be able to provide projectors for your rooms? Ward: I'm assuming that hotels have FedEx, so that's the answer. SWAAA: we can provide our own; ABC: Jennings: yes, Valenti: no; ABIS: our own; ACME: our own; SWCRA: our own; SWAM: our own; SSE: our own; SWDSI: our own; SWFA: we're not sure.

Potentially raising revenue: AAA: no; ABIS: no; ABC: SWAM: no; SWCRA: no; SWFA: yes; SSE: we'll discuss, but would prefer not to.

Requiring associations to provide so much F&B per meeting room: For: SWAAA, ABIS, AAA, ACME, SWDSI, SWAM, SWCRA, SWFA, SSE. Against: None.

Davis: please go back to your associations and report this so we can vote on specific motions on Saturday.

Future Conference Sites

2018 – Albuquerque

2019 – Houston

Site Selection – 2020

At Saturday's board meeting, we will be nominating site selection committee

Conference Venue Logistics

Contact Information: Text, not call, Michelle at 318-816-3619 and identify yourself

Announcements (Barbara Davis)

Reminder of New Program Chair Meeting and Saturday Board Meeting: please tell your responsible party in your association. Clinton: please do not assume your Program Chair knows – personally tell them. Meeting is in Riverview.

Awards Banquet/Reception – if you are an association president, your name will not be called out but you will be asked to stand and be recognized; if you are an Association Program Chair, you will be called to the front for Merritt to shake your hand; if you are an FBD officer, you will be asked to come to the front and stand

Reception on second floor in the Foyer that overlooks the hotel lobby.

Thursday night Reception in Exhibit Hall

Adjournment at 5:05 p.m.