

**ASQ 1313 Quarterly Business Meeting  
Agenda – Tuesday Oct 9, 2007**

Expected Attendance: Mike Ferraro, Guy Harris, Janet Mutthersbough, Gerry Naugle, Ewald Schelert, Ron Sedlock, Melody Sands

Chair – Mike Ferraro

Vice-Chair – Janet Mutthersbough

Treasurer – Ewald Schelert

- Annual Financial Audit in (audit committee, due Aug 15)

Publicity – Ewald Schelert

Recertification – Larry Derouin

Programs – Guy Harris

Newsletter – Gerry Naugle

New Member - Open

SMP – Joan Fiore

- Set up 07/08

Secretary – Melody Sands

Education – Bruce Netherton trade w/ Ron?

- So far only one registrant for a fall class
- Does this need to be a separate position?

Certification – Wells Lange

Auditing - Michael Chapman

**NB**

Elle Members Rate is \$50/Hr (Normal Rate is \$60/Hr) - This is for 1 Hour Per Week on a Month-to-Month Agreement. I will honor the \$50/Hour rate for your professional society.

We offer discounts based on:

1. The number of hours you need in a week (which we will determine once we know how many businesses you need us to contact)
2. If you sign a 3, 6, 9 or 12 month contract.

We average 40 calls per hour, if we are actually talking to the decision maker we will spend more time on the call, but as you know in today's world you will hit voicemail 75% of the time. We are really good at finding your 'viable prospects' and keeping your pipeline full. We have assisted other organizations with membership drives and have had great success, in fact we just finished 1 month of calls at 1 hour a week and found 30+ interested businesses for a local networking group.

To get started, I will just need you to sign our agreement and send me a call list of businesses. If you would jot down a few things you want us to mention, I'll rough out a script and send it to you for approval prior to making any calls.

Take a look at our website [www.LynxMarketingLLC.com](http://www.LynxMarketingLLC.com), we will custom build your campaign to fit your needs.

Thanks,

Hi all,

Below is the notes I took at Oct's business meeting, or at least the ones I could hear.

## Notes from ASQ 1313 Business Meeting Tue, Oct 9, 2007

Attendance: Gerry Naugle, Ron Sedlock, Mike Ferraro, Ewald Schelert, Guy Harris, Janet Mutthersbough

**Next Business Meeting: Thursday, Jan 10, 6:00 p.m.** Original Pizza in Broomfield  
**November's General Meeting on Thursday Nov 29<sup>th</sup>** at Days Inn

### Holiday Party

We have \$600 budgeted. Interest was expressed in possibly doing something different this year.

- **Action:** Mike will contact Joan to see about Boulder Dinner Theatre.
- **Action:** Mike will find out about wine tasting. Mike's response: West End Wine Shop Wine Shop 303-245-7077 westendwineshop.com, leads a tasting at your location. We would need to book by end of Oct and find a place to hold it. We would also need to suggest a theme (i.e. wines in a particular region, or a particular grape). The cost of wines would be \$10 to \$50+ (but we can limit price), about ½ bottle per person. I've pasted 2 of the tastings that they offer.

**The Sweet but Brief Wine Lesson** \$80 for up to 15 people, plus \$30 for another 15 people. Professional wine expert presents information about the wines while serving them (for beginners or aficionados). Price includes 30 minutes of lecture during initial pouring.

**The Full Monty** \$125 up to 15 people. Wine expert presents each wine, with info on the vintner, grape, region, and wine. Tasting sheets with maps or other relevant information included (can include "how to" taste wine). Price includes two hours of prep/presentation time, tasting notes and materials for all guests. Format can be formal sit-down or casual walk-around style.

- **Action:** Ron will check into a tasting/tour at Coors.
- **Action:** Janet will check into attending some other type of cultural event (i.e. different theatre, ice skating show)

### Paying for Phone Calls to Members

LynxMarketingLLC.com will call people at \$50-\$60/hour and they average 40 calls per hour. We could possibly use them to invite people to general meeting in Jan. Most of those present preferred to do our own calling because we could answer specific questions if they arise. However, we will keep it on the table for now.

### Education:

- Ron is willing to take over the Education Chair position from Bruce. We will contact Bruce to see if he agrees.
- Ron received 9 responses from the survey Arnold e-mailed out. He asked Arnold to send out again.
- Would section be willing to offset cost of course for someone unemployed? We decided that the Section would be willing to set aside \$1,000 this year for scholarships for those unemployed. No real formal guidelines right now except for the applicant must pay at least 25% of the course cost, but we'll ask them how much they can pay first. **Action:** Ron will write a brief blurb for the newsletter saying options are available for those unemployed. If he gets a request he will e-mail the committee. **Action:** Ewald will check with our bank and/or HQ to see if people decide to donate to the Section in to the Scholarship fund, would that be tax deductible.

### Programs:

- Perhaps we could try a breakfast meeting. The section would offset each meal by \$5. **Action:** Mike will check into places that have a room we could use. This would probably be from 7 to 8 am with just a 30-40 minute presentation. **Action:** Arnold send out e-mail asking membership if we should try this.
- **Action:** Gerry will be attending the all Sections meeting at the Software Conference on Tuesday. He will request that the RMQC be officially disbanded and the monies be split amongst the Colorado Sections.
- **Action:** Gerry will call Habitat for Humanity and arrange for a date in the spring that the Section can help in building a house.

### Newsletter:

- Going out on Thursday.

**Certification:**

- October exams hosted by Software Conference. We'll have to hold December's.

**Treasurer:**

- Deposited \$5,000 in to a second CD, bringing CD totals to \$17,963. \$7,386 in the checking account.
- We decide to give \$100 to Habitat for Humanity in the fall, and \$100 Melody's charity bike race for the spring.

**Internet:**

- When Arnold sends out bi-weekly newsletter, can insert hyperlinks so that there is an index at the top of the e-mail that hyperlinks to appropriate section? Mike will ask.

**Publicity/Recert:**

- **Action:** Ewald to ask Larry to send meeting notices to Louisville and Broomfield papers.
- Only one recert over the summer.