



Society of  
North American  
Goldsmiths

SNAG  
Fall Board of Directors Meeting  
Touchstone Center for Crafts  
Friday October 3 - 5, 2014

## **AGENDA**

### **Friday, October 3rd, 4:00 - 9:00pm**

1. Greetings Zettle Sterling/Rukenbrod 4:00pm
2. Announcements 4:05pm
  - a. Confidentiality
  - b. Approval of September minutes - Becky
  - c. Revisions, additions, inserts, etc to agenda
3. Consent Calendar 4:10pm
  - a. Online Presence - Townsend
  - b. Social Media - Townsend
  - c. Exhibition Planning Committee - Bove
  - d. Metalsmith - Ramljak
  - e. Community Liaison - Martin
  - f. LAA - B.McDonah
4. Catchafire Vote needed - Rukenbrod 4:15pm
5. Guilds Discussion Item - McAdams-Seldon 4:45pm
6. Educational Endowment Scholarships Vote needed - Massey 5:30pm  
*6:00 - 7:00pm Dinner in Dining Hall*
7. Fundraising Efforts Discussion Item - Martin 7:00pm  
*Bonfire at Fire Circle or Lodge Hearth weather permitting 9:00 pm*

### **Saturday, October 4, 9:00 am - 9:00 pm**

- 8:00 am - 9:00 am Breakfast in Dining Hall*
8. 2017 Conference Cities Vote Needed - Robinson 9:00 am
  9. Strategic Planning Part 1 Defining Strategies and Objectives 9:45 am

*12:00 - 1:00 pm Lunch in Dining Hall*

10. Volunteer Achievement Award Discussion Item - Brown 1:00 pm
11. Advisory Council/Emeritus Board Discussion Item - Lorene 1:30 pm
12. Conference Student ScholarshipsVote needed - Massey 2:30 pm
13. NECDiscussion Item, ZettleSterling/Wood 3:00 pm

*Break for attendance at Jazzed About Art IX*

Touchstone is hosting its annual fall benefit. This afternoon of art, music, and food will feature the work of dozens of regional and national artists. Art lovers will find myriad original artworks for bid during the event's live and silent auctions. Hors d'oeuvres and complimentary wine and beer will be served. This substitutes for Sat dinner. We will have snacks available at all times.

14. Board Governing Structure Discussion Item - ZettleSterling/Rukenbrod 6:30 pm  
*Bonfire at Fire Circle or Lodge Hearth weather permitting 9:00 pm*

**Sunday October 5, 2014**

*8 – 9 am Breakfast in Dining Hall*

15. SymposiumsVote needed - Brown 9:00 am
16. Education/R2S Committee discussion - deBeixedon 9:30 am
17. Strategic Planning Part 2 What is it that we do? 10:30 am

Adjourn 1:00 pm

*The Society of North American Goldsmiths advances jewelry and metalsmithing by inspiring creativity, encouraging education,*

*and fostering community.*

**SNAG Board of Directors Meeting Minutes October 3, 2014 page 3**

**Friday 4:00 pm – 9:00 pm**

**GREETINGS:**

The Board of Directors meeting of the Society of North American Goldsmiths held at Touchstone Center for Crafts in Farmington, PA was called to order at 5:11 pm on October 3, 2014 by Renee Zettle-Sterling, President.

**PRESENT:**

Gwynne Rukenbrod –Executive Director  
Renee Zettle-Sterling - President  
Nicole Jacquard - President Elect

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out  
Sydney Brown (E) - Volunteer Liaison, Symposiums Liaison  
\*Angela Bubash (E) – Metalsmith Editorial Advisory Committee  
Dianne Debeixedon (E) - Education: R2S Liaison, Tech Articles Liaison  
Karen Lorene (E) – External Fundraising/Outreach  
Brigitte Martin (E) - Community Liaison, Fundraising Chair, PDS Liaison  
\*Sharon Massey (A) - Student Programs and Services Liaison  
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison  
Tedd McDonah (A) - Conferences  
\*Lauren McAdams Selden (E) - Guild Liaison, Archiving  
Pam Robinson (A) – Conferences  
Jen Townsend (A) - Online Presence Committee/PR and Marketing Committee  
\* Arrived at 5:30 pm

**Others in Attendance:**

Laura Wood - representative for the Nominations and Elections Committee (NEC)

**ABSENT:** Anne Havel – Treasurer

**ANNOUNCEMENTS:**

**a. Confidentiality**

The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that

opinions and comments are to remain confidential.

**SNAG BOD Fall Meeting Minutes October 3, 2014 page 4**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>APPROVAL OF MINUTES:</b> The minutes for the following Board Meeting were distributed and presented to the Board for a vote of approval.</p> <p><b>September 12, 2014</b></p>	<p>After a recap of the last meeting minutes a motion was called for. <b>Motion:</b> (Brigitte) To approve the minutes from the <b>September 12</b> board meeting. Seconded: Nicole. The President called for a vote. All in favor of approving the minutes: 9 Abstentions: 1</p> <p><b>Minutes Approved.</b> Send to Tara to post on SNAG website.</p>	<p>Becky</p>
<p><b>Consent Calendar</b></p>	<p><b>Motion:</b> (Becky) To accept the Consent Calendar. Seconded: (Jen) The President called for a vote. <b>Unanimously Approved.</b></p> <ul style="list-style-type: none"> <li>a. Online Presence - Townsend</li> <li>b. Social Media - Townsend</li> <li>c. Exhibition Planning Committee - Bove</li> <li>d. Metalsmith - Ramljak</li> <li>e. Community Liaison - Martin</li> <li>f. Lifetime Achievement Award - B.McDonah</li> </ul>	
<p><b>Catchafire - Rukenbrod</b></p> <p>Discussed benefits of using this service to match professionals who want to volunteer their skills with non-profits that need their help.</p>	<p>Program manager and Gwynne worked to identify SNAG's needs and select three projects:</p> <ol style="list-style-type: none"> <li>1. Create a Major Donor Program - assistance from experts in this area</li> <li>2. Website Audit - to help identify way to create a stronger website for navigation, advertising and record keeping</li> <li>3. Branding - suggestions for new contemporary branding</li> </ol> <p>Catchafire will identify volunteers who specialize in our area of need and</p>	

	they submit applications directly to us to decide who to work with.	
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**SNAG BOD Fall Meeting Minutes October 3, 2014 page 5**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Catchafire - Rukenbrod (cont.)</b></p> <p>Vote needed to secure services</p>	<p>Catchafire requires a financial commitment in the form of a subscription:</p> <p>Previously each project cost 3K, new option = monthly membership fee. Best value is \$199 month with annual commitment v. \$299 per month flex plan.</p> <p>Catchafire has a success history with Gwynne through Handmade in America. The projects would come in the order that matches are found, but the Major Donor Program is noted as high priority.</p> <p><b>Motion:</b> (Jim) To approve using Catchafire at the best value of \$199 month.  Seconded: Jen  <b>All in favor: Unanimous</b></p>	<p>Gwynne will work with volunteers and the appropriate committees.</p>
<p><b>Guilds - McAdams-Selden</b></p> <p>Discussed continuation of this committee/board assignment</p>	<p>The difficulties gaining and keeping connections with the guilds due to the changing of presidents/officers were discussed as well as the difficulties implementing programs to benefit and strengthen both organizations through partnerships.</p> <p>These efforts could target a different group, such as high schools which would have the same contact year after year as opposed to guilds.</p> <p>The President and Board Liaison will discuss a different assignment.</p>	<p>Lauren/Renee</p>
<p><b>Educational Endowment Scholarships - Massey</b></p>	<p>The language of the SNAG Trust document was reviewed by a lawyer and it will allow for a scholarship to be used for purposes other than traditional college enrollment.</p>	

Proposal for additional scholarships	Discussed the addition of 3 scholarships for “mid-career” artists to be used for costs for workshops or similar educational purposes.	
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**SNAG BOD Fall Meeting Minutes October 3, 2014 page 6**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Educational Endowment Scholarships - Massey (cont.)</b></p>	<p>Board Members considered the proposal including concerns stated in the Treasurer’s Report such as:</p> <ul style="list-style-type: none"> <li>- requirements for confirmation of class attendance</li> <li>- follow up statement/report</li> <li>- how the funds are awarded/spent (sent directly to school, etc.)</li> <li>- amount of the awards offered, based on funds available</li> <li>- how the funds are divided for the 3 scholarships (equally or stepped)</li> <li>- who is eligible under the definition of “mid-career,” how define</li> <li>- the make-up of the panel of jurors</li> <li>- criteria for entry</li> <li>- application deadline</li> </ul> <p><b>Motion:</b> (Renee) To expand Educational Endowment Scholarships to early and mid–career SNAG members (details to be determined).  Seconded: Tedd  <b>All in favor: Unanimous</b></p>	<p>Anne</p> <p>Sharon</p>
<p><b>Fundraising Efforts - Martin</b></p> <p>Approaches to fundraising</p>	<p>The Board was presented with a demonstration of “how to make an ask” when it comes to fundraising for the organization. This was then discussed for its effectiveness. Conversation over how to make the process comfortable for the parties involved by being direct, honest and sincere was explored as well as the importance of a thank you.</p> <p>The board broke into small groups to create an approach to an ask that was personal to their experiences with SNAG and share what the organization has to offer.</p>	

	Board members were reminded that the SNAG website is equipped to take donations at any time and also able to set up monthly donations in order to spread the gift out into smaller amounts.	
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**SNAG BOD Fall Meeting Minutes October 3, 2014 page 7**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Fundraising Efforts - Martin (cont.)</b></p> <p>Role of the Board in fundraising</p>	<p>The expectation of Board Members to lead and fundraise was discussed. Books and attending events were suggested to help generate ideas on the topic. Ideas for fundraising were shared including getting new members, auctions, drawings, online sales, teaming up with others for events, etc.</p> <p>Other discussion included the need for the Nominations and Elections Committee to make the fundraising aspect of board service more obvious. The desire for the role of the Board to become more of a governing board made up of ambassadors, advocates and askers that are invested in promoting the organization was discussed.</p> <p>The Fundraising Committee charged the Board with raising \$3,000 each by December 31, 2015.</p>	<p>All Board Members Dec. 31, 2015</p>

Meeting was adjourned at 9:00 pm

Board reconvened Oct. 4 at 9:00 am

**SNAG Board of Directors Meeting Minutes October 4, 2014 page 8**  
**Saturday 9:00 am – 9:00 pm**

**GREETINGS:**

The Board of Directors meeting of the Society of North American Goldsmiths held at Touchstone Center for Crafts in Farmington, PA was called to order at 9:05 am on October 4, 2014 by Renee Zettle-Sterling, President.

**PRESENT:**

Gwynne Rukenbrod –Executive Director  
Renee Zettle-Sterling - President  
Nicole Jacquard - President Elect

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out  
Sydney Brown (E) - Volunteer Liaison, Symposiums Liaison  
Angela Bubash (E) – Metalsmith Editorial Advisory Committee  
Dianne Debeixedon (E) - Education: R2S Liaison, Tech Articles Liaison, PDS Liaison  
Karen Lorene (E) – External Fundraising/Outreach  
Brigitte Martin (E) - Community Liaison, Fundraising Chair  
Sharon Massey (A) - Student Programs and Services Liaison  
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison  
Tedd McDonah (A) - Conferences  
Lauren McAdams Selden (E) - Guild Liaison, Archiving  
Pam Robinson (A) – Conferences  
Jen Townsend (A) - Online Presence Committee/PR and Marketing Committee

Others in Attendance:

Laura Wood - representative for the Nominations and Elections Committee (NEC)

**ABSENT:** Anne Havel – Treasurer

**ANNOUNCEMENTS:**

a. Confidentiality



The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential.

- b. Revisions, additions, inserts, etc to agenda

The reinstatement of a 2016 conference.

**SNAG BOD Fall Meeting Minutes October 4, 2014 page 9**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Reinstating 2016 Conference with a new format - Rukenbrod</b></p> <p>Format and value of having an event held in even numbered years (with conferences to continue in the odd years)</p>	<p>In order to keep momentum going with sponsors and income associated with a conference, discussion was held about the creation of a new conference experience that would take on more of a format in-between the conference and symposium, to be implemented in 2016. The current symposium format is not sustainable and this new mix hopes to gather stronger interest and attendance.</p> <p>To keep costs down the new format could occur within a smaller community and utilize a variety of community organizations and locations without being associated with a hotel. Due to the smaller venues, the attendance would have to have some caps in place. Attendees would arrange for their own lodging and travel with suggestions from the conference planners.</p> <p>This format would still include exhibitions and events, vendor room, trunk show and speakers and presentations that incorporate more audience interaction over a 2 ½ day schedule. This event could also attract some local vendors.</p> <p>Pros: revenue, retaining membership for event discounted registration, can streamline the planning committee and save money on outside planning services, Presidential election site, face to face opportunity to convene, no food and beverage costs associated with using major hotels.</p> <p>Cons: potential for low attendance, in competition with other symposiums, due to late decision not as much time to plan, sponsors would need to be</p>	<p>Conference Programming</p>

	<p>secured.</p> <p><b>Motion:</b> (Nicole) To have a conference in 2016 with date and location to be decided based on future planning.  Seconded: Tedd  <b>All in favor: Unanimous</b></p>	<p>Committee (CPC)  Pam, Monica, Tedd</p>
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**SNAG BOD Fall Meeting Minutes October 4, 2014 page 10**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>2017 Conference Cities - Robinson</b></p> <p>Discussion of documents comparing the proposed cities</p> <p>Vote to choose 2017 location</p>	<p>There was discussion over travel and hotel costs as well as number of SNAG members in the area, public transportation and area galleries/museums/art centers/etc. Some key factors that were taken into consideration were the food and beverage minimums required by the hotels and cost change corresponding to time of year.</p> <p><b>Vote</b> was called for to select the 2017 conference city:  <b>New Orleans was chosen as the 2017 location</b> by 7, followed by Chicago with 3 votes. There was 1 abstention.  Conference city results: 2017 New Orleans; 2019 Chicago</p> <p>Possible Scenario: Asheville 2016, New Orleans 2017, Portland 2018, Chicago 2019</p>	
<p><b>Strategic Planning Part 1: Defining Strategies and Objectives - Rukenbrod</b></p> <p>Programming Goals</p>	<p>Small groups were implemented in order to come up with objectives and strategies that accompanied each goal presented.</p> <p>Programming Goals:  Education - Cultivate and create programs, publications, services, and opportunities that deliver creative approaches and critical support to our members and reflect the changing international community.</p> <p>Partnerships - Form strong partnerships with other organizations in the fields</p>	



<p><b>Volunteer Recognition Award - Brown</b></p> <p>Implementation of an award to honor outstanding volunteers</p>	<p>This award would honor the most outstanding volunteer based on their length of service, initiative and impact on the SNAG community. The Volunteer Recognition Award would be formally presented to the selected recipient during the next SNAG conference.</p>	
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**SNAG BOD Fall Meeting Minutes October 4, 2014 page 12**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Volunteer Recognition Award - Brown (cont.)</b></p> <p>Recipient selection process</p>	<p>One recipient would be selected every other year by the VRA Committee comprised of the Executive Committee, the Volunteer Coordinator, and the Volunteer Board Liaison, who will also serve as the Chair of the VRA Committee.</p> <p>Award would entail a conference waiver, travel and one-year membership along with a physical award yet to be determined.</p> <p><b>Motion:</b> (Renee) To accept and institute the Volunteer Recognition Award as to be awarded every two years.  Seconded: Nicole  <b>All in favor: unanimous</b></p>	
<p><b>Advisory Council/Emeritus Board - Lorene</b></p> <p>Purpose and make up of members</p>	<p>Discussed the creation and title of this board and whether it should be “emeritus” and limit it to past SNAG Board members or go with “advisory” in order to open it up to any SNAG member who would be beneficial in this role.</p>	

	<p>The initial proposed board would consist of 5 members that would serve as a resource board to support fundraising and development. The board would meet three times a year with a minimum donation of \$1,000.00 per member every year. No reimbursements would be made until the board meets a \$100,000.00 goal from their efforts/contacts.</p> <p>Karen will move forward with this idea and create a document/guidelines for this board.</p>	Karen
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**SNAG BOD Fall Meeting Minutes October 4, 2014 page 13**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Conference Student Scholarships - Massey</b></p> <p>Proposed changes</p>	<p>Change process to: Conference Student Scholarships will be awarded to students who complete the application process themselves and who are selected by the CSS committee. CSS awardees will be required to complete 5 hours of volunteer work at the conference, and the CSS coordinators will be expected to interact with the awardees at the conference, including a meet-and-greet, group photo, etc. Recipients will be required to send thank you letters from the donors.</p> <p>Other topics discussed were the factors used to determine the best candidate, the application materials required and how to best disseminate the information about the application process change. The goal is to be able to award 25 conference student scholarships, last year 13 scholarships were awarded.</p> <p><b>Motion:</b> (Sharon) To change the Conference Student Scholarships format from the current lottery process to requiring students to submit applications. Seconded: Brigitte</p>	Sharon/ CSS Coordinators

	<b>All in favor: unanimous</b>	
<b>Nominations and Elections Committee (NEC) - Zettle-Sterling/Wood</b>  What to look for in potential board members	<p>There will be 3 open positions to fill on the Board of Directors and 1 on the Nominations and Elections Committee.</p> <p>It is crucial to work with the NEC to let them know the kind of skill sets the current board is in need of or in need of replacing when a member's term ends.</p> <p>Discussion over general qualities of importance for a board member to possess included being able to respond in a timely fashion to emails and do the work, having a flexible calendar, and being open to fundraising goals of giving or getting \$3,000 per year.</p>	

**SNAG BOD Fall Meeting Minutes October 4, 2014 page 14**

<b>DISCUSSION ITEM</b>	<b>ACTION / CONSIDERATION NEEDED</b>	<b>PERSON RESPONSIBLE &amp; DATE</b>
<b>Nominations and Elections Committee (NEC) - Zettle-Sterling/Wood (cont.)</b> Where to look for potential board members  Online and conference site voting  Budget for NEC	<p>Discussed existing committees as being a good source for strong leaders and people interested in running for the board; this offers some experience before coming on board. Looking for people that want to give back that possess skills needed such as a financial, legal or fundraising background, etc. and possess diverse viewpoints (academic, business owner, curator, etc.)</p> <p>The percentage of online voters has increased dramatically with the vast majority (approx. 72%) of voting taking place at the conference. This is an important aspect to address if there will be an election held in an off-conference year that offers no physical station for voting.</p> <p>Expenses for the NEC were discussed including printing promotional materials and creating incentive pins. Currently the expenses have been</p>	Gwynne

	covered by NEC donations, but the committee is interested in the possibility of creating a budget for these expenses. Gwynne will work on this issue.	
<b>Board Governing Structure - Zettle-Sterling/Rukenbrod</b>  Board Self Assessment	After the circulation of a self assessment, areas of importance discussed included: Institutional memory for efficiency and effectiveness and archiving Financial understanding and responsibility Role of the Executive Committee in urgent matters and Board support Diversity of Board members desired Resource development and member outreach Trust and transparency Revamping of Board report format Strategic plan goals that can be evaluated quarterly Role and terms of committees and liaisons (assigned not assumed duties)	

**SNAG BOD Fall Meeting Minutes October 4, 2014 page 15**

<b>DISCUSSION ITEM</b>	<b>ACTION / CONSIDERATION NEEDED</b>	<b>PERSON RESPONSIBLE &amp; DATE</b>
<b>Board Governing Structure - Zettle-Sterling/Rukenbrod (cont.)</b>  Board structure and by-laws	<p>The creation of the position of “Chairman of the Board” to accompany the position of “President” was discussed. This would need to be voted upon by the membership as a change to the by-laws. This would allow for a separation of the internal and external roles. The “President” could serve as the public advocate and spokesperson and the “Chairman” would be appointed from the board to be the person of experience to run the Board having previously served on it.</p> <p>The organization of the by-laws need to be revisited to determine what could be rules and regulations v. by-laws to allow for more flexibility. The oversight of a lawyer is important to make sure these are in keeping with the legal requirements.</p>	

<p>Duties of the Board</p>	<p>To govern is the role of the Board; to steer, control or influence the organization from a position of authority. Duties of care, loyalty and obedience were discussed and to be followed to the best of their ability.</p> <p>Loyalty - Do not undermine the organization, no conflict of interest, respect the confidentiality clause, and remain loyal to the board, membership and past board members.</p> <p>Care - Abide by the by-laws, follow/use best practices, financial viability, be informed and attend meetings, follow through, ask questions when unclear</p> <p>Obedience - Following decisions/votes, by-laws, mission, vision, completing IRS requirements.</p>	
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Meeting was adjourned at 9:02 pm

Board reconvened Oct. 5 at 9:00 am

**SNAG Board of Directors Meeting Minutes October 5, 2014 page 16**

**Sunday 9:00 am – 1:00 pm**

**GREETINGS:**

The Board of Directors meeting of the Society of North American Goldsmiths held at Touchstone Center for Crafts in Farmington, PA was called to order at 9:17 am on October 5, 2014 by Renee Zettle-Sterling, President.

**PRESENT:**

Gwynne Rukenbrod –Executive Director

Renee Zettle-Sterling - President

Nicole Jacquard - President Elect

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out

Sydney Brown (E) - Volunteer Liaison, Symposiums Liaison

Angela Bubash (E) – Metalsmith Editorial Advisory Committee

Dianne Debeixedon (E) - Education: R2S Liaison, Tech Articles Liaison, PDS Liaison

Karen Lorene (E) – External Fundraising/Outreach

Brigitte Martin (E) - Community Liaison, Fundraising Chair



Sharon Massey (A) - Student Programs and Services Liaison  
 Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison  
 Tedd McDonah (A) - Conferences  
 Lauren McAdams Selden (E) - Guild Liaison, Archiving  
 Pam Robinson (A) – Conferences  
 Jen Townsend (A) - Online Presence Committee/PR and Marketing Committee

Others in Attendance:

Laura Wood - representative for the Nominations and Elections Committee (NEC)

ABSENT: Anne Havel – Treasurer

**ANNOUNCEMENTS:**

a. Confidentiality

The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential.

b. Revisions, additions, inserts, etc to agenda

Departure times for airport (10:30 Jen/Lauren; 12:00 Sharon/Nicole/Karen; 1:30 Jim/Renee/Angela/Sydney)

**SNAG BOD Fall Meeting Minutes October 5, 2014 page 17**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Symposiums - Brown</b></p> <p>Symposium discontinuation</p> <p>Possible new initiative</p>	<p>This event is in its third year and continues to see a loss for each symposium. Considering SNAG’s financial situation there is concern over continuing this current format. This effort to provide programming targeting a facet of the SNAG membership has not been successful.</p> <p>Efforts could be redirected to connect members with events that already exist. SNAG sponsorship supporting these events could give us a venue for promotional materials and to display the SNAG logo, while giving back to the community in a visible way.</p>	

	<p>This new direction with the symposium money is proposed to be launched July 1st, 2015 with the amount of funds directed towards this initiative to be determined and possibly announced at the Boston conference.</p> <p><b>Motion:</b> (Nicole) To discontinue symposiums. Seconded: Diane <b>All in favor: Unanimous</b></p> <p><b>Motion:</b> (Diane) To redirect money to support existing symposiums. Seconded: Nicole <b>All in favor: Unanimous</b></p>	
<p><b>Education Committee - deBeixedon</b></p> <p>New committee format</p>	<p>This new committee has been put in place to “umbrella” several programs including: Road 2 Success, Education Dialog, and Student Education Programs. Guidelines and objectives need to be formalized as well as how this works with Monica’s role as Education Director.</p>	

**SNAG BOD Fall Meeting Minutes October 5, 2014 page 18**

<b>DISCUSSION ITEM</b>	<b>ACTION / CONSIDERATION NEEDED</b>	<b>PERSON RESPONSIBLE &amp; DATE</b>
<p><b>Education Committee - deBeixedon (cont.)</b></p> <p>Educators Resource Room, Educational Dialog, and Road 2 Success</p> <p>Technical Articles</p>	<p>Concerns over lack of activity on the Road 2 Success forum were discussed. Pulling together the Educators Resource Room, Educational Dialog, and Road 2 Success as a single effort was proposed. The board supports looking at the organization and possibly calling it all the Road 2 Success Program. This could allow for programming to be more strategic and work together.</p> <p>The discontinuation of the the position of Technical Editor was discussed and using the stipend to put towards finding authors, etc. Looking into liability of the technical articles and/or a disclaimer was also a concern.</p>	<p>Dianne/ Gwynne</p>

<p><b>Strategic Planning Part 2: What is it that we do? - Rukenbrod</b></p> <p>Foundations for a new business plan</p>	<p>Board members answered 15 questions on the topic of “Who is SNAG?” These answers were collected and collated by Gwynne to document the results to be used towards creating a new business plan.</p> <ol style="list-style-type: none"> <li>1. Who is our most important customer?</li> <li>2. What are the segments in that market?</li> <li>3. What value do we deliver?</li> <li>4. Which of our customer’s problems are we trying to solve?</li> <li>5. Do the different segments have different problems? If so, what?</li> <li>6. What kind of relationship do our customers expect?</li> <li>7. Through what channels do our customers want to be reached?</li> <li>8. How are we reaching them?</li> <li>9. How can we integrate these various channels?</li> <li>10. Which ones work best and which ones are more cost effective?</li> <li>11. What are our key activities we do to meet our customer’s problems?</li> <li>12. Who are our key partners? What activities do they perform?</li> <li>13. What are our key resources?</li> <li>14. What key activities are the most expensive?</li> <li>15. What are our revenue streams?</li> </ol>	
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Meeting adjourned 12:00 noon