

NW AIFD Regional Board Meeting September 12th, 2009 Boise, Idaho

President Mike Hollenbeck called the meeting to order at 4:10pm

Roll call: Greg

Present: Mike Hollenbeck, Ian Whipple, Paul Jaras, Kimi Ynigues, Greg Lum, Emil Yanos, Stella Shen, Katherine Zhang, Jon Throne, Corene Jones

Excused: Toni Chow-Tibbits, Wil Gonzales, Lori Britton

Unexcused: Nona Tai, Heather De kok

Agenda: Please change the date from July 22, 2008 to July 27, 2009 under Approval of Minutes. No other additions to the agenda were made.

Motion made by Stella to approve the agenda, 2nd by Jon and approved by all.

Motion to approve the minutes – ?

Correspondence: Mike – talked with ISFC people about this weekend, to see what kind of feedback attendees gave.

Kimi – Need to get thank you gifts for Hedi and Bob.

Mike – Yes, Rob should be included because of the amount of product they brought in for the weekend.

(Paul / Stella / Kimi – Some discussion about the dollar amount of the gift and or card and gift basket \$250 that should be spent. Result was to get a bottle of wine for Rob and Hedi or the like.)

Ian – So the Board is covering tonight's dinner?

Mike – Yes they are and we'll cover that a little later.

Mike – Talked with Rick and he was happy that the Board Members came to help participate in Boise for the Convention. He would like to have the Board participate again in Boise for a Spring Show of some sort or other event. Mike will send a letter to Betsy about a possible future event.

Mike – Southwest Region will have their Board meeting (tomorrow). Will find out from Martin Flores about what they decide.

Mike – Received an invitation from David Kesler about the meeting that National is having in San Francisco next month. He (David) wants everyone to attend the meeting Oct 4th, 2009 meeting at the Marriot Hotel. This is a brainstorming meeting for the 2011 Symposium. The time of the meeting is at 5pm in the evening. He wants all AIFD members to attend to give input.

Paul – Will be there as well and Tina Stoecker will be attending too.

No other correspondence at this time.

Officer Reports (Verbal):

President: (Mike) – Once again thanks for everyone for attending this weekend. Please review my letter in the Board Packet. The Floral industry is changing so we must be ready and adapt for change. We have to be flexible.

President-Elect: (Paul) – Nothing to report.

Vice-President: (Kimi) – Will start to work on material for the newsletter from this weekend. Will send out pictures and current material regarding the region to National (John Kittinger and cc. Erika Williams). (Mike will get Kimi additional pictures from this weekend).

Regional Rep.: (Paul) – Oct 4th, 2009 meeting in San Francisco about 2011 Symposium.

Secretary: (Greg) – Nothing to report (you can refer to my letter in the Board packet / email).

Treasurer: (Emil) – Most of it is the same, except from the scholarship winner and below.

Mike – (Ian) has miscellaneous expenses that need to be submitted.

Ian – Has symposium expenses, teleconference and miscellaneous office expenses.

Mike – Brought reimbursement forms so that people can fill them out if they need to be reimbursed for various expenses.

Mike – How is our Board actually setup for reimbursements? (Went over briefly how things are supposed to be submitted according to National guidelines – Checks cut twice a month etc etc.)

(Discussion / Replies from Emil, Stella, Ian to Mike)

Jon / Stella – It's always been that reimbursement forms need 2 signatures.

Mike – What happened to our petty cash fund for small and miscellaneous expenses?

Ian – National said that we cannot have more than \$4,000 in the account because we could get into liability issues.

Motion made by Ian to accept the Treasurer's report, 2nd by Corene and approved by all.

Committee Reports

Design Shows / Hands On:

Mike – Hands on workshop went great. This part of the day was well received. Paul did a great job with the critique and the Hands on presentation.

Kimi – Would have liked to see some of the designers' use the same containers as what the participants had on the "Extreme Makeover Part."

Mike – Participants were interested in all parts of the workshop. (2 – were high school students). We need to get involved with the high school students. Our future work force comes from these students.

Kimi – It's hard for the students to pursue a floral design career because they are thinking about how to pay off their student loans.

Mike – There is concern about what students see about their future with their floral design education after college. We need to start before college to get involved with FFA/4H clubs / students to SAIFD.

Jon – I would be interested in doing a program at the high school level.

Extreme Makeover (Hands On cont.)

Kimi – Heard a lot of positive feedback about this part from the people who are here at the convention.

Mike – Well – this was actually Sheri Miller's idea who wanted to get more people up on the stage designing – trying something different.

Kimi – Again maybe next time at least one of the designers could use the exact same materials as the participants (containers, product etc)

Ian – It is important that we should also show them how we can use a variety of materials that are inexpensive and easily found along with the materials that they used.

Corene – That's true the branches that some of you guys used were free.

Mike – It was good that we had people off the stage to help the participants with their designs. Some of the students have the perception that since we are AIFD designers, that they are like afraid to talk or approach us. We have to show them that we are real people just like them.

Kimi – It is good to let our work speak for itself, people can see what we do and who we are.

Mike – Today’s extreme makeover portion is what AIFD is all about.

Kimi – Wished that we had the terms books for sale. One person who came this weekend is a teacher and would have liked to purchase one.

Kimi – We should have name labels made so that we can put them in front of or next to the Extreme Makeover designs, this way people know who made what design.

Newsletter:

Kimi – Will send in information and pictures to National (John Kittinger) and cc. Erika.

Scholarship:

Mike – We need to start working on this.

Corene – Now that we have only one scholarship, was the stipend for that set at \$1,000?

Mike – and Ian will work out details of the scholarship and get back to everyone.

(At the July teleconference the dollar amount for the scholarship was not set according to the motion that was passed)

Sunshine:

Emil – No report

Old Business

Chapter Page – VP:

Kimi – Will send pictures and events that are happening in the region to National so that they may post them on the Chapter webpage.

Greg – Update contact list and forward to VP.

New Business

Western States Design Show:

Mike – South west will have their Board meeting this Sunday. There are several places up for discussion for where we should have our spring event. Martin is worried that if Salt Lake City is chosen for the Northwest / Southwest dual Regional event that people from his region will not attend.

Mike / Ian – Salt Lake City (Brenna) has already tentatively asked Hitomi (Gilliam) and Kevin (Ylvisaker) for programs on Sunday. Richard Salvaggio (Teleflora) has agreed to give us support (\$) for this event as well. We could possibly do a Sunday event.

Kimi – What about Las Vegas too?

Mike / Ian – Would be nice to have a regional event in Salt Lake City since we have not had one there in awhile.

(Much discussion among the Board members about where this event should be held – Salt Lake City, Seattle, San Francisco and or Las Vegas).

Ian – Should we just proceed with Salt Lake City if Southwest cannot decide where to hold it? Salt Lake City has tentatively asked Hitomi and Kevin already to do programs for that Sunday and we have the support from Teleflora for Saturday.

Mike – I'll have more information on this after Sunday after their Southwest Board Meeting to see what direction this will go.

CFD:

Mike – Please review the CFD requirements on the AIFD website. It is good to be familiar with these requirements so you can communicate effectively if people ask.

Reimbursements:

Mike – Board will pay for tonight's dinner. Check request forms passed out. (Ian) teleconference charges will come directly from National.

Announcements:

Dinner:

Mike – Board will pay for dinner. Discount is being given from \$60 to \$50.

Sunday Shows:

Mike – Who's going to attend the design shows on Sunday?

Ian – We will be given a discount for Sunday's activities. Actually it comes out to that we're just paying for the lunch.

Mike – We're showing great support here, being at ISFC, getting the Board involved with all the activities during the weekend.

Ian – Just by being here has helped the ISFC a lot. (Attendance, Dinner, Hotel)

Next Board Meeting:

October 26th, 2009 – Monday at 6pm will be the next teleconference.

Jon – We should do something for Symposium since it will be here in San Francisco soon.

Kimi – We should start of thinking of ideas of what we should do.

Jon – Maybe we could do a hospitality suite / nite thing.

(Discussion among the Board – Jon, Kimi, Ian and Paul what we should do for Symposium, Hospitality, Program after all since it will be in San Francisco 2011).

Paul – Be careful though what we ask for, because if we underwrite a program we maybe underwriting something that we don't want to. We need to find an underwriter or have \$10,000 in the bank to spend.

Mike / Ian – Of the 100 or so that tested only 44 got invited and 24 of them were from the U.S.

No other business to report.

Motion to adjourn the meeting made by Kimi and 2nd by Stella and approved by all.

President Mike Hollenbeck adjourned the meeting at 5:15pm

