

**Minutes of Planning and Board Meeting
ISA Northern California Section**

Location: Qcon offices, Concord, CA

Date: Wednesday, September 16, 2009, 6:00 pm

Present:

Lee Sherwood, President

Brian Thomas, Vice President

Dan Bosque, Secretary & Newsletter Editor

Troy Leverton, Treasurer

Terry Malloy, Past President

Andrew Fortunka, Membership Chairman

Glen Garfein, Webmaster

Ram Shamarao

Michael "Woody" Woodhurst

Andy Szaniszlo

Jeff Bouie (guest)

Paul _____ (guest)

Brad Rupert, District 11 VP (absent, phoned in for part of meeting)

MEETING NOTICE

Notice of the meeting was given by Lee Sherwood by email on September 8, 2009:

"Hi Everyone,

Hope you had restful holiday. I would like to call our next ISA NORCAL Section meeting for September, 16 at 6PM to be held at Qcon in Concord (Ram's Office). This meeting is a very important meeting and therefore critical for everyone who can attend to be there.

Please provide me with any item you wish to be placed on the Agenda. This is your opportunity to be heard. If we cannot get your item on this meeting's agenda it will automatically be placed on the next meeting agenda with a high priority or taken off line to expedite resolution.

The deadline to have your items placed on the agenda is September 11, no exceptions. I will compile the items and send them out to everyone on September 12.

We thank all of you who have and continue to give of your time and energy. We especially thank Terry Molloy for his unwavering support who has indicated he is willing to work in an advisory role. We are grateful for his continued insight and contribution.

We are also grateful for the representation and insight Brad Rupert provides for the Section at the District level.

This meeting is your opportunity to make a difference. Please be there!

My best,
Lee”

The meeting was called to order at 6:17 p.m. by Lee Sherwood.

Lee introduced various persons, commented that we started 17 minutes late, thanked everyone for coming. Lee remarked that we will call the group, the Executive Committee, which is the official name, for what has been commonly called “the Board”.

MINUTES

Dan read some parts of the minutes for the prior meeting on July 23, 2009 and moved that the minutes be approved effective the end of the meeting after more people could read the minutes handed out. Terry commented assignments should be in minutes. Glen Garfein suggested to highlight or bold action items and decisions. Dan moved that the minutes be approved pending any comments presented by end

TREASURER’S REPORT

Troy said the Bank of Marin statement has a negative number, but should be positive. There was a previous overdraft which didn’t actually happen and the account should be corrected by the next statement. He cited assets: \$15,505 in Paypal; Bank of Marin \$127,279.14 savings (not CD); Total \$150,663.29

He will close Bank of Marin and will prepare to open CD's in Bank of America. Settling of books cannot be done yet. Checking account signatures from new officers for the BofA checking account were gathered just before this meeting.

There was discussion about interest, that the first priority was to write checks for pending reimbursement claims. Terry asked did we identify officers to ISA. Lee commented that uncertainty about bank accounts has been going on for a while. Glen said the California Secretary of State form for officers needed to be filed. Ram will figure out and advise Glen. Dan asked about ISA deposits from annual dues. Terry said it goes monthly automatically into the B/A account.

COMMITTEE REPORTS

Lee commented about membership, that we are all volunteers, shocked about how many older people in our membership, and there are people who had something to sell; but this group at the meeting was not so old but with a lot of experience, youth in group will help drive what we want to do. He mentioned someone at Valero said members there didn't think they get value for their money. Lee has hope that we will make a difference. We should encourage people to speak their minds, and contribute. Lee asked for more comments.

Woody: we need to keep comments close to 2 minutes
Ram: we need to talk about how we will get there
Lee: we have certainly talked a lot but get tangled up
Ram: we need to get Norcal Tech reviewed...a good event
Lee: Tech was bright spot...how many vendors? 42?

Terry asked that we get into general business...let's talk about Transmitter...make \$300 to \$400 profit each month, but lost some advertisers. Terry talked to printer today; the printer is looking into getting mail permit; anyone using postal box will need verified addresses because of postal regulations. Woody said a company he works for had mass mailing and had 20% returned mail. Lee said lets roll the dice.

Andrew explained visual checks of addresses during past mail out evening. Woody asked where do we want to be such as with electronics and activities; just the newsletter? what am I as a member getting for my money, just the newsletter? Look ahead. We are under control.

Brian Thomas said the newsletter should be on line. Glen said it's not a problem to do.

Terry mentioned it needs to be converted into a pdf format; and explained that costs include postage, and printing is a little over \$800 a month, plus labels, and fees, and editor fee. Revenues are \$1700 to 1800 per month.

Woody mentioned that there are marketing groups, cream of the crop, for mass emailing with ability to see who looks at the email, or to determine who looks at what, useful for vendors who might value. We should subcontract.

Terry said John Prince puts out newsletter for several sections, very nice newsletter. Some advertisers are national. Woody said we need to explore how to be more valuable.

MEMBERSHIP REPORT

Membership report was given by Andrew Fortunka.
597 members
551 active, ..expired, total 614
Cal maritime 16 active
SF state 3 active
average age is 55

Ram commented that the only September activity is the board meeting and that A's game not being promoted,

Andy S said Brad called but Brad won't be here.

Lee thanked Andrew and said we are challenged, needs more discussion in committee and solutions, then present to the Board.

There was more discussion about the A's game and there was consensus that it was not happening.

Woody asked who could do an email mailing. Glen said he could do it. Lee asked what do we say? Ram has an associate who is a part owner in golf course. Andrew said we need chairman for the golf event. Ram thinks October golf is too soon to happen in October.

Woody says event will provide articles for the newsletter. Terry mentioned the golf tournament needs lead time to get sponsors and good tournament. Brian said you want to get interest in a golf tournament from a non-active member perspective.

A phone call was made to Brad who was put on a speaker phone. Andy S introduced Brad. Ram asked Brad questions about when...too late for October? maybe do scaled back version or simpler version, hard to pull off, we need more to plan 6 months ahead to get 100 people. something simpler might get 50 people. Brian Thomas asked if we want something fast or bigger. Lee said we should do both. Terry asked where? Brad said Boundary Oaks is under new management and is more flexible. Woody said Boundary Oaks is a good venue with industry around....consider underwrite a little. Woody said he wants members to be the focus. Brad said vendors bringing end users who are potential members. Ram said Brad and Woody and Ram should get together to figure things out. Brad said do a golf , but with a dinner with a program of interest to non golfers.

Brad asked about DVP travel issue. Brad wants backup money. He is working on adjusting his budget. Brad said goodbye and hung up.

Lee: asked what we will do about DVP support . Lee received an email from Brad asking for some money to help pay for district VP Elect Gary Campbell. Terry said our section about 10 years ago determined we needed to cover national meeting expenses. There had been a travel budget. ISA has recently reduced money to DVP. Now DVP to submit budget which ISA is sticking to.

Lee asked Terry to explain what a DVP is. Terry said ISA divided into districts, some in district 11, district vp represents the districts, ISA executive board makes major decision, Terry recommends we offer a contribution in proportion based on membership. Woody motioned we offer a contribution...voted unanimously. Lee said we need to put something in writing. Terry said use his emailed letter. Lee will cut and paste and send a letter.

Time now 7:35 p.m.

Andrew Fortunka talked about scholarships explaining that Bob Hanmmker scholarship is tied to Cal Maritime, and a Robert Galley scholarship which hasn't been used with initial contributions by Bob's family and by Section. He prepared a proposal in June. He handed out a proposal for what to do with Robert Galley, to buy and distribute as awards to specific individuals, the Crane TP-410 handbook with a laminated page, identifying the award, its history and purpose of the award. Number and date of each book and show recipients on the website. Cost about \$45 each. For top students in Saturday class and for teachers of class doing special effort.

Brian Thomas said the recipient should attend executive committee meeting to receive award handbook. Woody said there are metric and imperial books...he used to work for Crane...Crane is marketed through reps....try to get reps to get involved. Lee asked Andy to take point with assistance from Woody and Terry.

Andrew said it should have an expiration for the scholarship. Bob passed away 15 years ago.

Andrew said he would like to see 2 activities next month.

Lee said we should have a general membership meeting at a restaurant with specific times and speaker. Terry asked where and how much. Andy suggested Marie Callendar's, a site of a recent IEEE meeting. Lee will contact the restaurant and would arrange for a commitment of 15 persons. Andy suggest a Wednesday night. Lee will figure out a night and a speaker.

Woody said we should do something about job seeking. Lee requested everyone respond to Andy with job opportunities. Lee referred to the planning schedule drafted at the prior meeting. Asked Ram to fix May items and get buy in from everyone.

Andy Fortunka asked if we could commit to regular meeting day. Ram moved for 3rd Monday meeting of month, seconded by Woody. Unanimously agreed.

Terry suggested Lee distribute a business plan. Brian Thomas asked that everyone adds a suggestion. Brian will send email to all, ask for responses, and track responses.

Andy F. suggested making an updated leader's contact list. Andy will handle.

Terry said we need to authorize who goes to ISA Houston in October. Need to be there Sat, Sun, Mon. Section will pay for airfare, hotel, and registration for Lee, Brian and Troy. So motioned by Terry, put to a vote and carried unanimously.

Lee suggested Dan to advise everyone the schedule for the Transmitter.

Ram asked when is next meeting. It was agreed to be Monday, October 19 at 6 pm.

Lee moved to adjourn. The meeting was adjourned.