



**Board of Directors Meeting Minutes
March 18, 2022 10AM**

Join Zoom

<https://www.google.com/url?q=https://us06web.zoom.us/j/86786784161?pwd%3DY3orVIBjbmtORTFPZkhhd0Q4YWQ1Zz09&sa=D&source=calendar&ust=1643119448430674&usg=AOvVaw1CHaBDT25m3IIIZNuoxJVt>

Present:

Lisa Smude	President / ASHHRA Liason
Lois Slick	President Elect
Christina Draper	Secretary/Treasurer
Chad Engstrom	Business Partner Liaison
Shannon Demgen	Chapter Management Director / Member at Large
Jessica Frank	Social Media Director
Jane Kalias	Salary Survey Coordinator
Heidi Powell	Director of Education / Scholarship Director
Laurie Daniels	Communications and Marketing Director / Membership Director
Brianne Ptacek	Member at Large
Dave Mandel	Business Partner at Large
Blake Martin	Business Partner at Large
Nicole Nyberg	Member at Large

Agenda

1. Call to Order Lisa Smude, President
 - a. 10:05 am
2. Presentation of the February Board Minutes Chrissy Draper, Secretary/Treasurer
 - a. Chad motions to approve
 - i. Blake seconds the motion
 1. Motion approved unanimously
3. Treasurer Report Chrissy Draper, Secretary/Treasurer
 - a. Total Assets 140,058.34
 - b. Checking account: 9,2174.48
 - c. Net Income: 7,325.94

4. Old Business

a.

5. New Business

a. Spring Conference

Dave Mandel, and team

- i. Blocked rooms are done - \$129 HHRAM rate. Can get a normal room or a suite.
- ii. Boat Deposit will get paid
- iii. Speakers are set
- iv. Menu will get finalized 2 weeks before the conference
- v. Lynn will send updated info for her presentation
- vi. TEAM to complete program and social media graphics by 03/25
- vii. TEAM to send Board Shirt size form to fill out
- viii. Business Partners
 1. Sitting at an estimated 15,500 including those who have said they would sign up.
 2. Various Board members to reach out to Business Partners
 3. TEAM to send BOD BP info

b. Fall Conference

Heidi Powell and Blake Martin

- i. September 28 – 30 at Thumper Pond
- ii. List of speakers is in progress
 1. Stevie Ray - Use as entertainment one night alongside a talk
- iii. Agenda is in progress
 1. On the last day, considering only having Grant Collins speak – allowing for an extra half hour so it is not rushed.
 2. Save the date could be sent out – TEAM to put in program and send out save the date email to all contacts right after the Spring Conference.
 3. Send out a group calendar invitation – for spring and fall conference
 - a. TEAM to look into Add Event pricing – they want to have a link that is compatible with all calendar types
 4. May end a little early one day so that people can enjoy the resort (2:30 or 3:00pm)

c. Survey update

Claira Stollfus

d. Membership outreach

Laurie Daniels

6. 2021 Goals keeping these on as a reference as we plan 2022

<i>Goal</i>	<i>Presenter</i>	<i>Updates</i>
Membership: Increase Membership by 3% from 2021 (ended at 181 members in 2021) and diversify membership by adding 1 (one)	Lisa Smude and Laurie Daniels	Currently have 29 HHRAM members that are signed up for ASHHRA. That is 15%. ASHHRA wants 20% or at least be able to show the efforts made to get

nonhealthcare membership (i.e. Dental, Mental Health, Vision). Also want to increase ASHHRA Membership by 2 people.		that percentage up. HHRAM to pay for Executive Boards ASHHRA membership (if exec board employers do not pay for it).
Conference Attendance: Increase conference attendance. Had 54 attendees for Spring Virtual 2021 - increase by 5 people. Had 41 attendees for Fall 2021 – increase by 5 for 2022.		
Re-engage Business Partners: On 3 separate occasions engage Business Partners (once at each conference and 1 additional time)	Chad Engstrom / Dave Mandel	
Increase Social Media Presence Advertise ASHRRRA Events at least 2 times a year (for chapter management points)	Jessica Frank	

Updates

- a. President Lisa Smude
- b. President Elect Lois Slick
- c. Secretary/Treasurer Chrissy Draper
- d. Business Partner Liaison Chad Engstrom
- e. Scholarship Director Heidi Powell
 - 1. Additional offering with SHRM?
 - 2. [Lisa and Heidi to talk with Shannon more about this.](#)
- f. Director of Education Heidi Powell
- g. Communications and Marketing Laurie Daniels
- h. Membership Laurie Daniels
- i. ASHHRA Lisa Smude
 - 1. Discounted conference registrations available (April 24th – 27th)
 - 1. Conference would be free, and the rest is covered by company or self.
 - 2. Can put it out to members as a give-away
 - 1. [TEAM to create event on website as RSVP only](#)
 - 1. Give vendor some credit within event
 - 2. [Lois to send link to conference & other necessary information.](#)

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| j. | Salary Survey | Jane Kalias |
| k. | Business Partner Members at Large | Dave Mandel & Blake Martin |
| l. | Social Media Director | Jessica Frank |
| m. | Chapter Management Director | Shannon Demgen |
| | 1. Majority of Chapter management is submitted and will submit the rest on Tuesday 03/22/2022 | |
| n. | Member at Large | Shannon Demgen |
| o. | Member at large | Brianne Ptacek |
| p. | Member at large | Nicole Nyberg |

Meeting Adjourned at 11:22am

2022 HHRAM Board Members

Lisa Smude - President
Lois Slick -President Elect
Chrissy Draper -Secretary/Treasurer
Chad Engstrom - Business Partner Liaison
Heidi Powell - Director of Education, Scholarship Director
Laurie Daniels - Communication and Marketing Director
Jane Kalias -Salary Survey Coordinator
Dave Mandel - Business Partner –Member at Large
Blake Martin - Business Partner-Member at Large
Jessica Frank - Social Media
Brianne Ptacek -Member at Large
Shannon Demgen – Member at Large
Paula Wokasch - Member at Large
Nicole Nyberg - Member at Large

Future meeting	April 15, 2022 @ 10:00
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