



**Board of Directors Meeting
September 27, 2022 10AM**

In person Meeting, at the Fall Conference

Lisa Smude	President / ASHHRA Liaison
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
Heidi Powell	Director of Education / Scholarship Director
Laurie Daniels	Communications and Marketing Director/ Membership Director
Brianne Ptacek	Member at Large, Salary Survey Coordinator
Dave Mandel	Business Partner at Large
Blake Martin	Business Partner at Large
Nicole Nyberg	Member at Large
Mary Hoffman	Member at Large
Roxanne Hejal	Member at Large

Agenda

1. Call to Order Lisa Smude, President
 - a. 8:03 PM

2. Presentation of the August Board Minutes Chrissy Draper, Secretary/Treasurer
 - a. Board minutes approved unanimously

3. Treasurer Report Chrissy Draper, Secretary/Treasurer
 - a. Total income: \$43,369.02
 - b. Net Income: \$669.97

4. Old Business
 - a. Spring Conference
 - i. Take it off the agenda

5. New Business
 - a. Membership Outreach

- i. Lisa will ask Laurie to see how many have signed up
- b. Spring Conference 2023
 - i. Mystic Lake, May 18th and 19th.
 - ii. Theme Ideas:
 - 1. Canabury, Kentucky Derby
 - 2. Shannon and Lisa to plan
- c. Fall 2022 Conference
 - i. Philanthropy project for Spring Conference will go to the Lions Club in Ottertail
 - ii. Edit the Agenda and Fall Brochure to show we talked about Philanthropy.
 - iii. Conference details:
 - 1. Yoga 7:15 on Thursday and Friday
 - 2. Lisa doing New member Orientation
 - 3. Divided up duties for the conference
 - iv. What to do with Conferences going forward:
 - 1. [Send out a member & Business Partners survey to all members \(Heidi to work with Clairra on this\) – put on agenda for Oct Meeting.](#)
- d. TEAM Contract
 - i. Discuss at October Meeting

6. 2022 Goals

<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) nonhealthcare membership (i.e. Dental, Mental Health, Vision). Also want to increase ASHHRA Membership by 2 people.	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 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
f. Director of Education	Heidi Powell
g. Communications and Marketing	Laurie Daniels
h. Membership	Laurie Daniels
i. ASHHRA	Lisa Smude
j. Salary Survey Coordinator	Brianne Ptacek
k. Business Partner Members at Large	Dave Mandel & Blake Martin
l. Social Media Director	Jessica Frank
m. Chapter Management Director	Shannon Demgen
n. Member at Large	Shannon Demgen
o. Member at large	Brianne Ptacek
p. Member at large	Nicole Nyberg

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
Dave Mandel - Business Partner –Member at Large
Blake Martin - Business Partner-Member at Large
Jessica Frank - Social Media
Brianne Ptacek -Member at Large, Salary Survey Coordinator
Shannon Demgen – Member at Large
Paula Wokasch - Member at Large
Nicole Nyberg - Member at Large

Future meeting	October 21 st 2022
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Meeting adjourned: 9:20 PM to decorate for the conference