

MINUTES – July 2008 NATIONAL ACHMM BOARD MEETING

Date: July 12, 2008
Time: 1000 EDT
Location: NA

Chairman: M MANDRACCHIA
Secretary: E. Allen Frankenfield

Agenda Items	Minutes
Call to Order President Mandracchia	President elect Mandracchia call to order at 1000 AM
Roll Call/Call for Quorum Secretary – E Allen Frankenfield 1005	Attendance – (full vote is 10) Laureen McMurray, Immediate Past President - Michael Mandracchia, President Harry Kemp, Vice President W. Scott Butterfield, Treasurer Elise Allen Frankenfield, Secretary Carol Carollo, Director Robert Fletcher, Director Donna Ratkowski, Director Karen Rider, Director Zehra Schneider Graham, Director Daniel Snyder, Director - absent John Wolf, Director Executive Director - Cedric Calhoun Guest – Alan Greilsamer, Communications Resources Guest – John Mitchell, CHMM Guest - Chuck Bessey, CHMM Secretary Allen Frankenfield notified President Mandracchia that there was a quorum.
Review Agenda President Mandracchia	No modifications

Review April 2008 BoD Meeting Minutes	Corrections need to be made, motion made to delay this until the corrections can be made. <i>Motion made by Secretary Allen Frankenfield, Seconded by Director Carollo. 10-0-1 Director Snyder absent. Motion passed.</i>
BTG -Logo	Motion made to accept the recommendation of the BTG to approve the logos presented within the BTG memo dated July 8, 2008. Motion made by Director Schneider Graham and seconded by Director Rider. 10-0-1, Director Snyder absent. Motion passed Discussion: Memo was provided for all to review. Discussion on use and need for trademarking.

Motion -

Motion made to proceed with trademarking of the logos within the BTG memo dated July 8, 2008. Motion made by Director Schneider Graham, seconded by Treasurer Butterfield. 10-0-1, Director Snyder absent. Motion passed.

Motion to extend the discussion another 10 minutes. 9-1-1, Vice President Kemp opposed, Director Snyder absent.

Discussion: next two steps are logo elements trademark - logo and title, logo and acronym. We will hold 4 different trademarks: Name, logo, tag line and acronym. We need to use them all so we are developing brand equity that helps to protect the trademark.

- Use prior to the organization's approval? Rollout plan in early August for getting it out into the public forum and, in ~ 6 months, the trademark office will come back and ask us what we have done in the public forum to show use of the elements, e.g., ACHMM Booth, T-shirts worn by BoD and BTG members.
- Other Non-EHS groups that use the acronym, we are not in conflict with them since we are not the same industry. There was a professional association in California in the 80s that used the acronym but they are no longer active. (Note, Director Carollo was a member 1984-1986).
- We need to use "TM" when we use the logo.
- Downside of trademarking the four elements and then not using one of the elements, is that the trademark file is not being filled with use. We need to ensure we use all of the elements.
- Discussion of using the name more than the acronym so we push the new inclusive name. But that can lead to not using one element to protect the trademark.
- Chapters and subgroups will use the elements they want to use. We (BOD and ACHMM leaders) need to be in charge of discussion and rollout, i.e., direct the chapters on the use of the logo.
- Budget has been approved previously.
- We will have the opportunity to use just the atom and AHMP on a shirt. Concern we water down the logo and message. Need to set up how all of the logos and pieces are used from the beginning. Need to keep the brand identity strong.
- Brand ID needed to make sure we let the world know what "AHMP" means.

Note – Governance review will be needed from the BoD prior to the next scheduled Board meeting, i.e., needed by the end of July to August 15th. 1) Chapter leaders attend the Chapter Congress for focus groups. Relationship between national and chapters. See that it is in order. Chapters are incorporated independently versus under the national. There will be many questions and the Governance Committee is looking to determine the FAQ and answers. How rebranding changes the individual chapters, how that can be solved, changing relationships to the National, etc. We are going to see if Chapter Presidents and Vice Presidents can attend.

<p>CEUs for EHMM 1055 -</p>	<p><i>Motion made that the ACHMM pursue offering CEUs to make its on-line EHMM training course more attractive to EHS&S professionals and keep ACHMM on par with others providing training in the EHS&S industry. This would directly meet a need that our members have expressed. Motion made by Director Carollo, Seconded by Vice President Kemp. 10-0-1, Director Snyder absent. Motion passed</i></p> <p>(Action Director Carollo and Executive Director Calhoun).</p> <p>Discussion – The CEU calculation is the same as that used by International Association for Continuing Education and Training (1 hour of training = 0.1 CEU) and what the IHMM uses to calculate/verify CMPs.</p>
<p>Awards 1111</p>	<p>Inform who the recipients are this year.</p>
<p>Strategic Plan 1114 -</p>	<ol style="list-style-type: none"> 1. Should we keep using TaskPro, or something else? Currently, we put the information in after the meeting by reviewing the meeting minutes and task descriptions. In the April meeting, the VP updated TaskPro entries during the meeting, but found that process to be time-consuming** <i>Discussion: The tasks need to be better defined and ld'd in the meeting. Then VP and ED need to get those into the tool.</i> 2. Can we afford staff support to manage TaskPro? Need to determine what staff resources we need to do this. Learning to use TaskPro is 6-8 hours of working with it. 3. Review current goals in Appendix B and the proposed objectives in the Executive Summary starting on Page 2; Harry and Cedric need direction from the BoD to proceed with the 2009 Strategic Plan development; the (newer) Board needs a better understanding on Strategic Planning, ensuring all understand the needs and expectations in task management; and Chapters/Committees need stronger direction from the Board. - option 1, break into two goals (increase visibility and provide value to membership). - need to make sure the plans goals match the committees objectives. 4. Review and agree to the plan development schedule in Appendix C. 5. Review and agree to the criteria to use in setting objectives. 6. Discuss and achieve conceptual agreement to holding a facilitated strategic planning event for the BoD. - After discussion on what we need to do to allow meeting face-to-face to do strategic planning, it was agreed that we need to do this prior to the board meeting/ 3rd quarter. <p>Plan – try to do some training prior to the BoD and then the rest of the planning on Friday and Saturday (Sept 5 & 6). Monday night (Sept 8) after 1800 and then Wednesday night (Sept 10) after the ER is the next availability. On the schedule for the open meeting.</p> <p>Action: Executive Director Calhoun and Vice-President Kemp are to put together scope for facilitator and find providers.</p>
<p>12:25 EDT</p>	<p><i>Motion to adjourn by secretary Allen Frankenfield and seconded by Immediate Past President McMurray. Vote passed 10-0-1, Director Snyder absent</i></p>

Not used this phone call meeting.

SB Mm JW KR JS RC HK ZSG SM JM cc EAF LMB

On track
Part
Listen
Shared
leader
Results
Other

