

MINUTES

National Association for Interpretation Executive Committee Conference Call July 12, 2013, 9:15am PST

**Board Members Present: Amy Lethbridge, Cem Basman, John Luzader, Theresa Coble,
Amy Burnett, Kevin Damstra, Tom Mullin
Staff: Margo Carlock**

Call began at approximately 9:15am PST.

President Lethbridge welcomed everyone on the call.

The call began with an update from Executive Director Margo Carlock.

Ms. Carlock reported on meetings she has had with Beth Bartholomew and NAI's auditor that will result in restructuring some of our financial reporting. Margo met with representatives from Imis and was able to renegotiate a billing misunderstanding. The membership module (except for Join Online) is functioning as it should, and the certification module is temporarily on hold.

The Staff Planning Retreat was discussed.

Margo Carlock reported that the Cooperative Agreement between NPS and NAI is in the final draft stage, and may be ready to be signed by mid-September.

Ms. Carlock talked about social media and Meetup groups, mentors, etc., as ways we can enrich the workshop experience in regards to networking opportunities for attendees. She discussed the intention to 'beef up' the career center for the workshop.

Ms. Carlock discussed ways to collaborate with complementary organizations ANCA, ALHFAM and APPL.

Ms. Carlock has been brainstorming with Emily Jacobs about the direction of the Certification program. Discussed expanding non-certification training offerings and rebranding and a marketing push. John Luzader warned against fostering an 'elitist' culture by separating members who have certifications from those who do not.

NAI is conducting an internal job description audit—making sure that job duties match staff's respective skills and goals. Discussed cross-training to ensure continuity and institutional knowledge is not lost.

Ms. Carlock contacted our Wells Fargo loan officer to review our line of credit and discuss finances surrounding our building mortgage.

Discussion about the timing of strategic planning and the business meeting at the beginning of the upcoming workshop.

Kevin Damstra gave an update on the Advisory Council Taskforce. Members of the taskforce and Mr. Damstra are looking forward to presenting a final draft at the August meeting. Email any comments to Kevin Damstra.

Discussion: what are the needs and gaps of the people on the board (re: Board nominated members). Amy Lethbridge tasked the board to email Tom Mullin and cc everyone.

Amy Lethbridge reported on the very successful International Conference. 160 people, 40 countries. Good ideas were gleaned for future conferences. Discussed potential for 2014 Conference in Korea.

Discussion was held about the need for a Facebook Policy that would limit who could use NAIs Facebook page, so that people would not be able to indirectly advertise their business on our page. Margo will talk to Paul and call on his social networking expertise.

Currently we have 132 registrants for the Workshop in Reno. We are expecting more registrants with Early Bird registrations by the deadline, next week. Ms. Carlock met with Jeff Miller to brainstorm marketing efforts. The upcoming NAI Now will focus on the workshop.

We only have 14 paying booths. Ms. Carlock discussed ways to improve relations with exhibitors, such as drawing a larger crowd to the opening reception by offering an open bar. Tom Mullin reported that a volunteer will help to coordinate putting a spark back into the career fair.

Amy Lethbridge offered board support from a marketing standpoint or help with new sessions. NAI will be honoring the Early Bird rate for government employees through the end of registration period.

Margo would like to have some training for board members in Reno.

Elections- Tom Mullin reported on a very productive meeting with Paul Caputo and Jamie King. He is hoping to have the ballot out by October 1st, and elections done by November. Discussed lack of job descriptions for board officers. Mr. Mullin will update these and send them to the exec committee for review.

Discussion: there is an inconsistency with the task force as far as election terms which needs to be resolved. It's a manual/policy issue.

Amy Lethbridge and Margo Carlock will work on the agenda for August meeting.

The Conference Call adjourned at 10:20am PST.

Respectfully Submitted,

Amy Burnett

National Association for Interpretation, National Board Secretary