



*Grow your skills, grow your network, grow as a professional in ACE!*

**ACE Board of Directors  
July 9, 2019, 2:00 pm CT  
Via Zoom  
Meeting Minutes**

*Voting:* Doug Edlund, Jennifer Alexander, Elizabeth Gregory North, LaRachelle Smith, Lori Greiner, Tobie Blanchard, Linda Benedict, Craig Woods, Lulu Rodriguez, Matt Browning, Jeff Miller, Brian Meyer

Celtic: Deb Ryan

Director-Elects: ChaNae Bradley, Robert Casler, Kay Ledbetter

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Call to Order – Doug called the meeting to order at 2:03 pm CT. He welcomed everyone to the call and stated that it was meant to be a short call to recap the June meeting and member dues increase. The usual meetings with reports will continue via Zoom on the second Tuesday of each month at 2:00 pm CT. The June minutes will be voted on at the August meeting. Deb will send the updated Director Report templates to all directors.

Doug issued the Director's oath to LaRachelle.

**Dues Increase**

Doug asked if any of the group had feedback from members regarding the dues increase. He stated that he addresses it in his president's letter and via the video he made with Dennis Thomas. LaRachelle stated that while she'd heard no specific feedback she encourages all to emphasize the value and benefits of membership in all communications and on the website. Doug agreed and noted that he'll add the powerpoint the officers developed to his letter.

Lori reported that she sent an email to all LC leaders regarding the dues increase in an effort to be transparent and informative. She'll send leadership updates to Deb to update the website. Lori asked that C&A winners be listed on each LC web page.

**Conference Recap**

Deb reported that to date 59 people had taken the post conference survey and that for the most part the results were positive. Elizabeth asked that the post conference survey link be sent again. Deb will provide a summary to the Board and Conference Committees prior to the August meeting.

**Big Ideas Recap**

Deb provided the group with a written recap of the Big Ideas proposal from the June meeting. Doug asked all to review and begin to implement and report on at the August meeting. Doug reported that



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he was reaching out to NETC president. ChaNae asked about the prior relationship between ACE and NETC. Doug described it as being that NETC members were more tech oriented than ACE members.

### **LinkedIn**

Craig reported that he wants to start an ACE LinkedIn company page since the group listing is not gaining traction. There was discussion. LaRachelle noted that it may be the easiest way to get the conversation started. Elizabeth noted that nonmembers could follow the page. Craig noted that up to three groups could be hosted by the company page to preserve some member benefits. Jennifer agreed it was worth trying and to be cautious about the public nature of a company page. All agreed to monitor its rollout and reevaluate at a later date.

Zoom Chat regarding LinkedIn

From lgreiner to Everyone:

I like Craig's idea. We need to promote all our social media in our new member welcome info.

I'm all for a presence there and will help in any way I can...but I'll confess I never use LinkedIn myself. I have a page and keep my info pretty up to date, but I never use it beyond that — except occasionally stalking job applicants :)

From Elizabeth Gregory North to Everyone: 02:30 PM

My only concern about this would be that it would be open to non-members to join/like. The reason we needed something other than our first LinkedIn page was that the majority of people following it were non-members. I don't want us to get into the same problem as before.

From Elizabeth Gregory North to Everyone: 02:32 PM

As Mark Schaefer said, we should do it for 18 months, then re-assess.

From Jennifer Alexander to Everyone: 02:32 PM

Also, the organizations and companies we may want to partner with likely have a LinkedIn presence where we can connect.

### **C&As**

Doug reported that the C&A reevaluation committee was completing its work and he will have an update at the August meeting.

Doug asked if there was further discussion.

Zoom Chat

From tblanchard to Everyone: 02:33 PM

I still need member spotlights - please nominate a colleague. I won't stop mentioning it until you all do!

There was no further discussion. Doug called the meeting adjourned at 2:40 pm CT.