

Board of Directors Meeting Agenda
July 11-12, 2011
Bucknell University
Executive Board Meeting

Meeting Called to Order - **Robert Rudolph** @ 10:08 AM

Roll Call - Establish a Quorum

Board Of Directors: Bob Rudolph, (President-PATSA), Brandt Hutzel (President Elect-PATSA), Judy Hawthorn (Secretary), Jeff Seamans (Treasurer/ACT 48), Craig Jarrett (Scholarship Chair), Dan Campbell (Member at Large) Chris Miller (Technology Coor.), Jon Bratton (Executive Director), Lauren Lapinski (State Conference Director), Wayne McConahy (PATSA Foundation), Mike Flowers (Member at Large), Dennis Gold (PA-TSA Advisor), Michelle Suders (State Officer Team Advisor), Ryan Ferry (Alumni),

Region Reps: Laura Hummel (Region 1/6, Member at Large, National TSA Rep.), Emil Stenger (Region 7), Chris Weaver (Region 5), Chris Miller (Region 2), Judy Hawthorn/Jason Jarrett (Region 3), Ron Shealer (Region 8), Ken Raspen (Region 9)

Student Officers: Phil Hayes (PA-TSA Student Officer President), Dhruv Pillai, (VP), Sabrina Sayoc (Secretary), Ben Hewitt (Reporter), Matt Basile (Sgt. @ Arms), Liza Atillasoy (Historian), Kelsey Johnson (Parliamentarian)

Reorganization

- *Executive Committee (every two years - next: 2011)*
 - *President - **Recommend the approval of Brandt Hutzel as President for 2011-2012 and 2012-2013 school years.***

Jon Bratton welcomes Brandt Hutzel as the new president of PATSA
Brandt Hutzel opened the meeting by thanking Bob Rudolph for serving as PATSA President for the past two years.

Brandt hopes that we will still all work together to solve problems that bring good solutions for the kids involved in TSA. Brandt Hutzel stated the

recommendations of the Executive Committee for the 2011-12 and 2012-13 school year.

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- **President Elect - Recommend the approval of Dr. Laura Hummell as President Elect for 2011-2012 and 2012-2013 school years.**
- **Secretary - Recommend the approval of Judy Hawthorn as Secretary for 2011-2012 and 2012-2013 school years.**
- **Treasurer - Recommend the approval of Jeff Seamans as Treasurer for 2011-2012 and 2012-2013 school years.**

Motion: for Approval of Executive Committee: Rudolph/second: Miller - Approved

- *Install Elected Officers (if needed)*
- *Appointed Positions*
 - **State Conference Director - Recommend the approval of Lauren Lapinski as State Conference Director for the 2011-2012 school year.**
 - **State Officer Director - Recommend the approval of Michelle Suders as State Officer Director for the 2011-2012 school year.**
 - **Technology Director - Recommend the approval of Chris Miller as Technology Director for the 2011-2012 school year.**
 - PA TSA 2011-12 Camp Insurance Info- **Jeff Seamans - [Attachment](#)**

Motion to approve Appointed Positions: Emil Stenger/Laura Hummel - Approved

- *Adoption of Conference Dates*
 - **Dates - Recommend the approval of the following BoD Meetings and the Regional and State Conference Dates.**
 - **BoD Meeting Dates - November 4, 2011; January 14th or 21st, 2012 & July 9-10, 2012**
 - **Regional Conference Dates - See Regional Reports**
 - **State Conference - April 18-21, 2012**

Motion for Approval of Conference Dates: Rudolph/Hummel- Approved

- *Financial Approvals*
 - *Organization Auditor/Accountant - Recommend the approval of Dave Wigfield & Associates as the organization's accountant for the 2011-2012 fiscal year.*
 - *Organization Banking - Recommend the approval of PNC Bank as the organization's savings and checking account holder for the 2011-2012 fiscal year.*
 - *Authorized Account Signatures (Bank Cards) - Recommend the approval of Jeff Seamans, Brandt Hutzler and John Bratton as the Authorized Signers for all banking and official organization documents for the 2011-2012 fiscal year.*
 - *Motion for Approval of Financial Approvals: C. Miller/Rudolph - Approved*

Motion to Approve Dave Zinn as the Member at Large: Craig Jarrett/Emil Stenger

Secretary's Minutes (Motion to Approve): C. Miller/Stenger

Discussion on last item of Grantville minutes made by D. Gold.....'the discussion on funding students who were in financial need.' The point being that it seems the discussion was never resolved. It appears the discussion did not go to unfinished business and was dropped. The minutes were approved as read. *Approved*

Treasurer's Report (File for audit)

Jeff Seamans: Review of Treasurer's report. Jeff stated that although it seems everyone is okay financially, things may get tougher with the consolidation of school districts and chapters declining due to economic circumstances.

Discussion of accounting within regions....could be a tax liability if the region continues to keep their own checking accounts and if the regions account is under a personal checking account. Whoever holds the account for the region is liable for the tax burden. If regions go with TSA, they are under less scrutiny for tax investigation. Chris Weaver asks for clarification and Jeff clarified the system through TSA.

OK final tallies for the BOD meeting in July at Bucknell

Please review as I will not be printing copies for the BOD meeting (Go Green)

Thanks to Michelle Suders for getting all the State Officer expenses and national expenses back before the end of the fiscal year. Kudos!

The earlier dates for national conference made this easier, vs one that runs right through the end and beginning of the new fiscal year, like the last few nationals did.

Region Coordinators:

Region 2 recorded a loss of \$176.00 for the year. Balance in your account \$971.93 ending June 2011

Region 7 recorded a profit of \$364.50 for the year. Balance in your account \$1,670.46 ending June 2011

Region 8 recorded a profit of \$1,524.00 for the year. Balance in your account is \$3,796.77 ending June 2011

All other regions have **not** provided a balance sheet for their conferences, so you must have a balance of zero. If you are not carrying zero balances, you need to place these in the PA-TSA account or the IRS may question them. I am requesting a conference statement from all regions that do not run accounts through PA-TSA, you need to provide me a record of expenses and profits from conferences for our records. I understand that there is some confusion (every year) regarding some items in the budget, I need to list some items for taxes differently than committees list those items in the budget. Also some items occasionally are mislabeled as to their accounts, but all are listed somewhere in the budget. I have reviewed them and I believe they are all correct at this time. Please note the scholarships for this year have NOT been awarded, they will be awarded this Fall, after the first semester verifications

Motion to file the Treasurer's report for audit: Hutzel

Regional Reports

- Region 1 - attached
- Region 2 - attached - potential lost chapters due to Saturday conference....conference kept on Saturday at Conestoga Valley
- Region 3 - attached

- Region 5/9 - [Report Attached](#) - DeVry University offered to host their conference on campus and that is still in discussion
- Region 6
- Region 7 - [Report Attached](#) - clubs run their food at regional conference and the organization makes money
- Region 8 - Conference at Richland was successful. Next year it will be at Altoona HS. Region will lose multiple chapters due to furloughs and district consolidation.

State Officer Team Reports

- **State Officer Team** - [Report Attached](#) - working on presentation to the BOD....afternoon
- **State Conference Team** - Lauren Lapinski
- 1. Gathering Room for students in Condos - working with 7 Springs and the conf. team will develop a security plan for the room itself
- 2. Discuss providing wireless access with Seven Springs
- 2. Accomodating schools who wish to be in the condos - checkbox on the registration sheet
- 3. Prior to arrival advisors will be notified where they will be (if they call) before unloading the busses (condo specific)
- 4. Finalists boards - organized on either side of the stairwell (Wintergreen) to aid in congestion
- 5. Inconsistant wireless access-make access available or remove publication of 'advisor internet café' in conference program.
- 6. Jeff Lathom- he will organize seating for sessions
- 7. Voting Delegates -vote in an alternate location to ease gridlock in hallways - perhaps in Festival Hall??
- Lauren has a list of even coordinators that she will send out to BOD.
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- **Technology Team** - [Report Attached](#) - Chris Miller - Dan Zoll has been working on the website and over time the team is looking at renovating the website using new software. Looking at consolidating all things under the Google platform.
- TSA App has gone national. The student who developed the APP is currently leasing it to National TSA but it will be free for PATSA.
- Cost savings to PATSA by using iServices versus using DLG.

- Webcasting at States: 767 people viewed the awards ceremony. Looking at adding Fashion Design to the webcast next year.

Committee Reports

- Act 48 - [Report Attached](#) - everything has been uploaded except Nationals from June 2011. All hours have been approved to date through PDE.
- Communication (Handbook)-updated events, handbook and certificates - see report
- STEM - no report
- Scholarship - [Report Attached](#) selected 3 recipients from the pool of applicants - Katherine Chen, Anthony Hoover, Benjamin Moyer. Craig is working to get the scholarships to 'go green'. There is too much paper used. Chris Miller will talk to colleges who host online recommendations and also using PDF to FAX service to transmit recommendations.
- Bylaws (inactive)
- Finance
- Redistricting (in active)

Advisory Reports

- Foundation - Wayne McConahay - contacted several companies but no companies wanted to become active or contribute
- Alumni -Ryan ferry - Approx 150 members. Post information to a Facebook group (Conferences, Foundation). Focus on enrollment for next year. Looking for a plaque or physical item for the Inspiration Award. Also looking to change the application process to encourage others to contribute to TSA (like a PPT or some type of visual for students to see).
- *Sidenote: lowest number of alumni judges at the state conference this year...could be economic
- PDE (Curriculum Specialist) -no report

National TSA (State Advisor) - [Report Attached](#)- Dennis Gold Statistics of National Conference. Items to discuss will be brought up during New Business

Corporate Member Reports - no report

National Report - Bob Rudolph, Laura Hummel - Bob covered the meetings at Nationals for Bill Bertrand.

Items brought forth at national Meetings: New Strategic Plan, New leadership program for students, Dr. White made comments about TSA APP, new plan for rubrics at Middle School (completely electronic within 3 years), feedback on the internet, trying to raise the bar in events (more STEM), new MS Guide, developing judging Apps for national judges (to give kids better feedback), Cyber Bullying brought up (Chapter to Chapter Facebook bashing)...do we have a policy? Nationals are developing an 'acceptable use policies' for individual chapter advisors.

Discussion surrounding the acceptable use of students FB pages....do we have a policy in place for our state officers for their FB page? If they use inappropriate language, bash other chapters, what is BOD protocol?

Jeff Seamans - adapt the current policy to include social networking sites?

Chris Miller - defer to discussion during the evening to develop a policy or language to cover student code of conduct in social networking situations.

Executive Director Report - [Report Attached](#) -Jon Bratton

Review of CTSO meeting: not sure what will happen to the dinner at CTSO Week in February. HOSA shared information with TSA due to growth of their Foundation. Their BOD is made of CEO's etc.... Both FBLA and HOSA are done strictly through electronic testing with a triple redundant system of correcting tests. Some use industry relationships to provide their awards. There was interest in a statewide CTSO scholarship. Statewide Leadership conference discussed....FBLA and HOSA take their newly elected officers and train them in spring for the National Conferences.

Adjourn for lunch -11:59

Call meeting back to order: 1:21

Old Business

Proposed Executive Director Duties- Chris Miller/John Bratton - Attachment - Chris Miller described the duties of the Executive Director.... 'the ED duties will be to run the organization day to day'. The description reads as follows:

Position: Executive Director

- **Length of term:** Appointed, one (1) year, which may be renewed annually, pending approval of the board.
- **Voting Member:** No
- The PA-TSA Executive Director, employed by the Board of Directors, has the responsibility of coordinating communications between the PA-TSA Board of Directors, National TSA Board of Directors, the state officer team and local chapter advisors.

The Executive Director is responsible for the implementation of board decisions, planning of meetings and conferences and for the day-to-day operation of the organization, including managing committees and staff and developing business plans in collaboration with the board for the future of the organization. In essence, the board grants the Executive Director the authority to run the organization. The Executive Director is accountable to the President of the Board and Executive Committee, and reports to the board via email or telephone on a regular basis - daily, weekly, quarterly, semiannually, or annually.

The duties of the Executive Director shall be (but not limited to):

- Scheduling (reserving) meeting room locations at events like TEEAP, Grantville, Bucknell, etc...
- Signing of Contracts for agreements and legal documents regarding the organization with approval from the Board of Directors
- Handling all daily matters regarding the association
- Oversee the major teams (state conference, technology & state officers) and offer advice and direction in dealing with matters
- Report to the board president with matters pertaining to the organization
- Work with the executive committee and major teams to develop the draft of the annual budget
- Review monthly expense reports as provided by the treasurer
- Meeting with potential donors/sponsors of the organization
- Establish partnerships with trade and industry groups for funding and volunteers
- Approve expenditures

John Bratton said his intent is to be able to help where there is help needed. It is not to step on anyone's toes or to usurp the power of the BOD. Jeff Seamans stated that our other state associations don't have Executive Directors because the officers of the organization have an established role. Chris Miller said the role is to make sure all facets of

the organization are running effectively. John said he wants to emphasize that one way or another it does not affect his feeling towards the organization. John made analogies to questions that have arisen from other board presidents and gave several descriptions of jobs that were done by people now, that the executive director used to do. Lauren Lapinski described how it would help to have an ED to field questions from students or advisors regarding events (ie...VEX, etc...). The big question is 'what are the duties of the Executive Director of PATSA?'

John: Hasn't the President done some of the responsibilities listed on the 'duties' list?

Dennis: Suggests that the title remain but the president form a committee that describes the function and responsibilities of the Executive Director.

Wayne McConahay: we have to be careful to describe the job of the ED so the job can be assumed by anyone.

Brandt: Form a committee to define the job description of the executive Director. Volunteers: John Bratton, Craig Jarrett, Jeff Seamans, Wayne Mc Conahay, Bob Rudolph, Judy Hawthorn

Proposed Policy Affiliation - **Brandt Hutzel** - [Attachment](#)

Description: to set clear deadlines on chapter affiliation. Brandt: We should help chapters if they need help but we should have a clear-cut policy in place to ensure the smooth running of our organization.

Motion: PATSA adopt the Policy Affiliation outlines - Hawthorn/CWeaver.

Discussion: Gold- How will this be enforced? Miller+Weaver - re-cap of snafu last year with 2 schools in Chris Weaver's region. Laura: concern - establishing a deadline of Jan 15th will keep a lot of kids out of TSA. Laura would like to see Feb 1st but the problem is too many Regional's are in the beginning of Feb. The regional Conference Director with the President can allow a new chapter after the deadline.

Motion approved as amended
Student Officer Team Report

Got Game will be held as usual

Ben: App development and PATSA Marketing Initiative (invite local newspapers to TSA) and an Elementary marketing video

Sabrina: Open Mike night on Wednesday. Also expanding cultural awareness and promoting Alumni organization. Pursuing funding for inter-city schools through private company contact.

Josh Hoffman: Conference shirts will be too impractical for everyone (\$16,000) but to see if 100% re-cycled cotton shirts are marketable at the TSA Conference (will work with Phil Faranda). Draft for electronic submission for another event.

Polls on the website: what kind of theme for the mixer, more videos for the introduction, and another video for regional conferences.

Matt: Iron Man (HS & MS), membership committee working on a 'Chapter in a Box' (step by step guide for new chapters or advisors).

Dhruv: Looking for an advisor for the Membership Comm. Students want to get this group running to encourage new chapters. American Cancer Society fundraising...pins were a huge success but they ran out. Opening Ceremonies will be improved and more associated with the national theme.

Tax Exempt Status - Jeff Seamans

Jeff Seamans received a message from the auditor about tax exempt status and the TE number. Technically, we are not tax exempt but rather a non-profit organization therefore, we must apply for a TE number. Jeff will check on this issue and send the response to the BOD.

Inspiration Award Planning- Brandt Hutzler - [Email Attached](#)

Dan Zollman sent some thoughts to Brandt Hutzler about the award. He was hoping that each region would post the criteria for the Inspiration

Award early so chapters could be working on it through the year. Also, the deadline could be re-set to January 15th. Lauren suggests that the chapters send a video or PPT to show what kinds of things they have been doing for the Inspiration Award.

Motion: JeffSeamans/CWeaver Re-visit Appendix G - Harassment Policy IV, E: to address the issues of social networking. After extortion add: 'cyber-bullying, online harassment through social/electronic media, texting or other forms of telecommunications'. - Approved

New Business

- 2011-2012 Budget
 - **Recommend the approval of the 2011-2012 Board of Director's budget, including the State Conference (Adoption of Fees-see below), State Officer, Technology and Executive Director's sub accounts.**
 - **Affiliation Fees (Individual and Chapters) - Recommend the approval of Affiliation Fees at \$5.00 for Individual Members and \$100.00 for CAP Chapters. No fee for advisors for the 2011-2012 school year.**
 - ***State Conference Fees (Plan A/B and Registration) - Recommend the approval of the State Conference Fees as presented by the State Conference Director.***

Brandt: in his opinion, this is the wrong year to ask our students to pay for anything else. We should be using the reserve fund if our organization is impacted.

Lauren: State conference budget - better this past year than before

Judy: if the trend shows anything, business was impacted first, then schools and lastly perhaps, student organizations. I think we should stay the course until we have to raise the registration fees.

Brandt: I move we approve the PATSA budget as it appears. Lauren: There are some things missing. Chris M: explanation of the chart/budget

Motion: Rudolph/Hawthorn: approve the budget for the 2012-13 year

Amendment: CMiller/CWeaver: To change the transfer of savings to the amount of \$19263.28 - APPROVED

Discussion: Brandt- money requested for the Executive Director (not as a stipend but for expenses)

Judy: Expenditure of \$1000 questioned for Executive Director travel to National conference. Should this money be allocated for a 'representative' to attend nationals versus just the Executive Director? At nationals there is a meeting that the state facilitator should attend (Dennis Gold). Is it fiscally responsible to send the Executive Director for a 1.5 hour meeting? We are a volunteer organization and in the past, someone has attended if the State facilitator cannot. Dennis writes a letter and states who the rep is.

Motion passes: 10-4

Adopt all new Middle School and High School events - Motion: Adopt all new Middle School and High School Events as well as PA Events- Lapinski/Rudolph- Approved

Discussion: C.Miller: Why can't we keep Marine Design and just eliminate some of the judging criteria? Ob R: National eliminated it due to the problem of trying to run it in some of the hotels.

PA t-shirts - Craig: Why aren't we using the first and second place t-shirt designs? Due to the rubric, the 1st place winner may not have the best design but all of the other grading criteria.

Motion *Approved*

Lauren: We will have a group of individuals look at the rules and re-structure some of the events for the PA Events

Jason Jarrett clarified the Stencil Logo Design rules. Currently the event winner does not necessarily win the t-shirt design for the next year conference. Should the event rubric be re-worked to reflect that?

YES...says Lauren. The rules need to be fixed. Jason and Lauren will work on the rubric in time for the start of school.

New TSA Official Shirt/Blouse- **Bob Rudolph/John Bratton** - [National TSA Flyer Attached](#)

Bob explained the new shirt design. Bob said this was not Roseanne's idea but the national officer team. The team knew they did not need for the students to vote on the dress code change but Roseanne made them come up with a proposal for the BOD. The reason for this is due to the fact that most companies have corporate logos on their clothing and other CTSO's have specific clothing on after they take their blazers off. They came up

with a survey and polled every chapter in the states. In October they presented the survey to the BOD. They investigated clothing through eGroup and came up with 2 designs costing \$26-28. The students included a 10% hike the money made on the shirts could go back to the Champion Fund (hope of TSA). As far as what is required, nothing is required until 2014. Business attire is sufficient until then. Pants/slacks - not unified Advisor meeting: so many teachers emphasized the stereotype during the meetings. The National Officer team wanted to come out and show the new clothing but Roseanne thought they would be booed. They came out anyway to an audience who didn't necessarily share their zeal. Laura Hummel reiterated the importance of 'branding TSA'.

Clarification: If the contest requires official attire, students must dress so. Others may wear business attire.

Jeff Seamans - Suggests a motion: At the 2012 Conference, move that we accept or reject the new attire guidelines. Also, this will affect us adversely within the next two years. Jeff wants clarification on what the rules are (what events will be using the new attire).

Miller: as a point of order, we have had a modified dress code for years (A.B.C.D).

Craig: The only ones truly affected are the kids that go to nationals in chapter Team and our State Officers.

****Draft a letter to get clarification on event-by-event dress code requirements. (Brandt and John)***

Break to Adjourn for the dinner: 5:06

Continue: 6:45-8:00

Review Dennis' brainstorming ideas:

Dennis suggests the chapters apply for the Inspiration Award. Document everything your chapter does.

Ideas on google.docs

1. Mentor Chapters 2. Public relations 3. Workforce Investment Boards 4.

Mentoring Advisors- many ideas were presented to help advisors become good advisors and stay in TSA. Online mentoring, dvd, etc...

5. Raising registration fee 6. Cash flow 7. Testing online

Adjourn for evening: 8:00

Responsibility to update iServices when a chapter joins national TSA- Brandt Hutzel

Who has the responsibility of opening a chapter in iServices? It should be one person and when the state facilitator (Dennis) gets the email that a chapter is affiliated, who validates the chapter in iServices? Brandt Hutzel will do this due to personnel problems during 2010-11 year.

Look at your job description as posted. Add or take away descriptors prior to meeting start-up.

July 12, 2011

Roll call - 9:15

Updating duties

Look at Job Descriptions

Purpose for Executive Director to attend National Conference

Dennis Gold: Is the reason for sending the Exec. Dir. to nationals only to attend one meeting?

Chris Miller: Why should we pay for you to attend versus the exec. Dir.?

Gold: Do you want the President to go and fill in and save the \$1500?

Miller: We have 2 meetings? Craig: Bob just filled in and it didn't cost us anything? Bob: But I just filled in and didn't know some of the things that

Dennis knows? Laura: I'm concerned that we will be opening the door to paying for anyone to go to Nationals. We are a group of volunteers and therefore we should not be paying for someone to attend as a

representative. John: Concern that the creation of duties is causing a rift between the board. Chris: Feels that the definition of this position allows

for documents to be stored as well as performing duties for PATSA. Brandt:

You are a great resource and therefore TSA should define the jobs. Judy:

the ED responsibilities to go to nationals should be a year to year and whomever takes the place of John when he retires this position should have a clear mission. That person can't take 30 kids to nationals and attend

meetings while being paid by PATSA. Wayne: the job desc. As it stands

doesn't even address nationals. Jeff: We have an elected board and elected president and we don't want the Exec. Director to usurp the power of the

board. If John is happy with the duties in the document, we should vote on the document at the TEEAP meeting. Bob: Make sure that a quorum is met

at the TEEAP meeting.

Regional Reports

Adjournment: Motion: Hawthorn/J.Jarrett - 10:46
(until November 4, 2011 at the Annual TEEAP Conference)