

NSA Virginia Annual Meeting Chapter 2012-13 Annual Report
May 31, 2013

2012-13 Association Activity

Events

NSA-VA offered eleven major education and networking events in 2012-13 for all members as well as the NSA-VA Pro Track Speaking Academy and a new PEG (professional enrichment group) after meeting meet-up open to all members after meetings for extended networking and professional sharing.

Our association owes a debt to the national NSA CSP's who volunteered to provide excellent training at our monthly events at no charge and the NSA CLC's who supported our board. We also owe thanks to our members who have been excellent speakers and generous volunteers making presentations and serving in support of presentations this year. Specifically, Harold Wood, Hope Mihalap and Jerry Teplitz were our speakers for the month of October, 2012.

A host of volunteers helped with presentation support this year serving as judges, introducing speakers, picking up speakers from the airports and managing our sound and audio visual operations including Tom Davidson, Harold Wood, Gloria Thomas, Dorothy Erlanger, Cathy Lewis, Jim Gordon, Shirley T. Burke, Ron Chapman, John Lewis, Yvonne Ortega, Maureen Archer and Bill Holland. Nancy Giere, Liz Garrett and Gary Robertson helped lead our after meeting PEG events this year and really helped our new initiative get off to a wonderful start. We celebrated the annual Spirit of Cavett month in November 2012 by obtaining a copy of Cavett Robert's book and awarding it to our newest member that month, Erin Mahone. We celebrated the holidays and a successful mid-year in December at our holiday party and photo-shoot with a surprise visit from Santa Applause (Tom Davidson) who brought candy and toys to all the speakers on both of his lists.

Membership

Through the efforts of membership chair Joan Bowling, the members of NSA-VA who invited new people to attend our meetings and the support work of Jennifer Morrone, the association welcomed thirteen new members to NSA-VA in 2012-13. Additionally, Joan and Jim Gordon contacted past members to invite them to renew and followed up with meeting visitors. Jim Gordon also reviewed the NSA national site for individuals who indicated NSA-VA membership and invited those who were not official members to join.

NSA Board Service and Leadership

Seventeen NSA-VA members served on the NSA-VA Board in 2012-13:

Pam Rambo, Jim Gordon, Ron Chapman, Shirley T. Burke, Nancy Giere, Gloria Thomas, John Lewis, Cathy Lewis, Joan Bowling, Liz Garrett, Lori Hopson, Barb Upchurch, Kittygayle McMoon, Dave Miles, Jayme Miles, Winston Bersch and Coleen Kenny.

The 2012-13 NSA-VA Board worked together closely to monitor and complete monthly tasks necessary to provide high quality events, promote the organization, plan for the future and provide a supportive, congenial environment for members. They proved to be a high energy, innovative leadership group ready to try new approaches and identify areas of needed effort. The success of this year's board is due in no small part to the very active support, advice and participation of past presidents including Tom Davidson, Harold Wood and Dorothy Erlanger, Cathy Lewis and Gloria Thomas. Our association management group, Association Builders, representative, Jennifer Morrone facilitated successful news releases, communications, newsletters, photography and other support for operations and meetings.

Sponsorship

The efforts of Liz Garrett helped NSA-VA offer the opportunity for members and vendors to sponsor meetings. Twelve members and vendors sponsored meetings in 2012-13 giving the benefit of added visibility to sponsors and added revenue to the treasury.

Pro Track Speaker Academy

The Pro Track Speaker Academy had an enrollment interest of five as of September, 2012-13. Cancelling Pro Track for 2012-13 was discussed. Past President advice was to move forward with Pro Track. The advice was good and the Pro Track experience this year was very positive. Historically, a few of the enrollees do not complete the course due to changes in employment and that was true this year also. Those who stayed with the class were pleased with what they learned. As of May 2013, five people signed up for the 2013-14 class which leaves 5 spaces available.

Venues Past and Present

A study of locations and past participation was undertaken by Jim Gordon in 2012-13 to determine the locations where we have the most participation. Jim found that Richmond and Williamsburg were the locations where we had the most participation for meeting location and that members from those areas were the most active in terms of meeting attendance. For 2013-14, Jim looked at the option of being able to have meetings at more than one location and simulcast them using University of Phoenix venues. Equipment and catering were issues that will have to be resolved to use UOP or any other non-hospitality site. He also looked at Norfolk area options that were superior to the Holiday Inn at the Norfolk Airport. The result of Jim's

efforts are that 2013-14 locations will be both cost effective and superior to those of 2012-13. NSA-VA 2013-14 meetings will be held at:

- Richmond Airport Doubletree by Hilton,
- the Williamsburg Doubletree by Hilton (formerly the Williamsburg Marriott) and
- the Norfolk Airport Hilton.

NSA-VA members continue to attract national attention for the quality of the Pro Track speaker academy, the quality of our educational programs and members. Three of seven vacancies on the national NSA-CLC (Chapter Liaison Council) have been filled for 2013-15 by NSA-VA members, all of whom were nominated by NSA leaders outside of NSA-VA.

Association Treasury Summary

2012-13 Bank Balances

Our beginning and ending account balances for the year 2012-13 year through May 13, 2013 are shown in the table below:

Association Account Balances	Beginning of Year Treasury Balance August 2012	End of Year Treasury Balance May 2013
Savings Balance	\$11,184.51	\$11,213.16
Checking Balance	\$ 1,417.67	\$2,198.23
Total		

Balances as of 5/13/13

2012-13 Association Income

As of the May 13, 2103 board meeting, our annual income of \$27,739.26 was earned from the five sources shown in the table below:

Income Source	Amount
Meeting Fees	\$14,752
Annual Dues and Membership Fees	\$ 6,510
Meeting Sponsorships	\$ 1,350
Pro Track Tuition	\$ 3,353.26
Holiday and Miscellaneous Fund Raisers	\$ 1,774
Total Income	\$27,739.26

Income as of 5/13/13

Additional income will be added as a result of our June 21, 2013 meeting receipts and any additional dues and sponsorships paid as of that time.

2012-13 Association Expenses

NSA-VA expenditures through May 13, 2013 were made for required operational and member services. Expenditures by category and amount are listed below:

Operating Expenses	Amount
Association Service Fees for Accounting, Registration, Phone, Badges, Postage and Printing	\$ 7,613.08
Insurance for Association, Officers and Directors	\$ 1,057.50
Meeting Promotion-Constant Contact	\$ 664.36
NSA Affiliation Fee, 2012 CD Library, NSA Annual Chapter Leadership Meeting	\$ 1,471.20
Banking and Credit Card and PayPal Fees	\$ 1,434.94
Virginia State Corporation Commission Fee	\$ 25.00
Speaker Travel, Meals, Lodging and Jefferson Cups	\$ 4,833.56
Monthly Meeting Venue, Food & Beverage and Support Services	\$ 8,238.58
Pro Track	\$ 462.33
Marketing and Misc. Expenses	\$ 323.14
Total	\$26,123.69

Expenses as of 5/13/13

Additional expenses will be incurred for the final meeting of the year in June and for any remaining end of month expenses in May.

NSA-VA 2012-13 Board Operations Summary and Recommendations for 2013-14

NSA-VA Officers and Board are volunteer leaders and not compensated for the travel or other costs of service to the association with the exception of one mandatory national NSA training meeting for incoming presidents. Board meetings are conducted using a virtual meeting format using a free association conference phone number. Additionally, several board members and past presidents made financial contributions for two projects so that no expense would be charged to the association this year:

- 1) eSpeaker addition to the NSA VA website and
- 2) Award for Past Presidents who continue to actively contribute to NSA-VA.

Two in-person board meetings this year were held at the expense of the host officers who paid for travel and food. The annual holiday event in December was covered by the host. The only operating expenses incurred for the board in 2012-13 were the customary costs for mandatory travel for the incoming president at the NSA board training program in Arizona in November 2012 and an outgoing board luncheon that will occur in June.

Association Goals	Board Actions 2012-13	Board Recommendations for 2013-14
Continue to grow our association membership	<ul style="list-style-type: none"> Added 13 new members to NSA Va in 2012-13 Created a more welcoming guest experience 	<ul style="list-style-type: none"> Continue to encourage members to invite people who can benefit from NSA Va programs
Need for continuity from year to year and the ability to carry projects forward from year to year	<ul style="list-style-type: none"> Conducted a needs assessment. Developed a strategic plan for NSA Va. Began work on objectives in the plan 	<ul style="list-style-type: none"> Continue to work on objectives Refine and update objectives in relation to 2013-14 association needs
Need to provide a handy reference about programs to members and prospective members	<ul style="list-style-type: none"> Developed and distributed wallet card with all meetings and locations for 2012-13 	<ul style="list-style-type: none"> The wallet card was well-received by members and should be continued if possible
Need to help introduce new members to a wider audience	<ul style="list-style-type: none"> Started a new column in newsletter with pictures and bios for all new members 	<ul style="list-style-type: none"> Continue to highlight new members in the newsletter and in other ways
Need to supplement treasury	<ul style="list-style-type: none"> Developed sponsorship program which raised \$1,800 Held holiday auction which raised \$1200 	<ul style="list-style-type: none"> Recruit external sponsors for annual sponsorships Consider other fund-raising options Cash in the Certificates of Deposit as they mature (due to low returns on

		certificates of deposit) and consider other investment options with better return such as a money market account
Need to improve member promotional information on website	<ul style="list-style-type: none"> Added eSpeakers functionality to NSA Va. website Encouraging members to put information in eSpeakers (some have not) 	<ul style="list-style-type: none"> Continue to encourage members to use eSpeakers
Need to provide members with additional opportunity to meet informally for networking and mutual support outside of meetings	<ul style="list-style-type: none"> Established the first NSA Va. Professional Enrichment Group or PEG aka The Bacon Peg 	<ul style="list-style-type: none"> Continue the Bacon PEG
Need to network with other associations	<ul style="list-style-type: none"> NSA networked with Toastmasters NSA team of members conducted a concurrent session at Toastmaster State Convention 	<ul style="list-style-type: none"> Continue to network with Toastmasters Add new compatible organizations to NSA-VA networking efforts
Need to continue to enhance NSA Va Pro Track Program	<ul style="list-style-type: none"> Established board role for Pro Track Dean for continuity of facilitation Developed new curriculum in concert with NSA national academy 	<ul style="list-style-type: none"> Monitor the progress of the new curriculum
Need to align bylaws and policies with NSA national	<ul style="list-style-type: none"> Revised bylaws and policies Ratified revised bylaws and policies May 13, 2013 	<ul style="list-style-type: none"> Monitor bylaw and policy fit for association operations Make changes as the board sees fit
Need to provide learning opportunities for members	<ul style="list-style-type: none"> Catalogued full NSA Va library of CD's and 	<ul style="list-style-type: none"> Purchase 2013 convention CD's as

outside of meetings	identified missing CD's <ul style="list-style-type: none"> • Retrieved missing CD's • Purchased 2012 convention CD's 	soon as the treasury will permit <ul style="list-style-type: none"> • Continue to solicit CD returns
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Submitted 5-29-13 by Pam Rambo, NSA-VA 2012-13 President from information provided by and on behalf of the NSA-VA 2012-13 Board which approved this report.