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**Action Item:**

1. MSA the minutes of the September 28 meeting in Atlanta.
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President Rob Copeland called the meeting to order at 6:02 p.m. CDT at the Grand Hyatt Hotel in Dallas, Texas. Also present were Vice Presidents Leo Letendre (National Operations) and Mark Gill (Member Services); Secretary Meg Smath; Treasurer Jeff Moxie; Immediate Past-President Jim Miller; Executive Director Rob Butcher; At-Large Directors Betsy Durrant (Colonies), Jerry Clark (Dixie), Nadine Day (Great Lakes), Jeanne Ensign (Pacific Northwest), Michael Moore (Oceana), Don Mehl (South Central), Laura Winslow (Southwest); Past-Presidents Ted Haartz, Tom Boak and Mel Goldstein. At-Large Director Anthony Thompson (Breadbasket) and Vice Presidents Mike Heather (Community Services) and Julie Heather (Local Operations) joined the first part of the call by speakerphone.

## **Minutes of the September 28 meeting**

**MSA the minutes of the September 28 meeting in Atlanta.**

### **Board members serving in other USMS roles**

The Board discussed whether directors should also serve on committees of the House of Delegates. Some felt the BOD needs to be represented on committees so the BOD is aware of the committees' activities and that it had been helpful to have Board members on the Finance Committee during recent overbudget deliberations related to Board expenditures. Also, if Board members were excluded from committees, a significant experience level would be lost. On the other hand, if the BOD was not busy with committee meetings during convention, then it would be able to meet throughout the convention, instead of just having two brief meetings before and after it. And if we allowed corporate knowledge to reside only with the BOD, there is little opportunity for new people to become involved; BOD members also tend to dominate meetings of committees they belong to. As more BOD committees are created, Board members will have less time for HOD committees. A compromise might be to limit Board members to only one committee, although this is sometimes difficult because of zone requirements, if zone requirements are in fact still needed. Michael asked that the Board be consulted about committee appointments in order to ensure currently required zone representation. The Board also felt that its interaction with committees might change as a result of the training session to take place the next day.

### **Incorporating action plan into strategic plan**

This goal was mentioned during the convention as a task for the coming year. Jim asked if anyone felt there was a conflict between the two documents, and all agreed there was no conflict. He felt that the strategic plan was concerned with policy, and action plan was concerned with implementation. He added that a healthy strategic plan is a living document, in constant need of revision. The vice presidents will talk with their committees, and the Board will address this topic at the midyear meeting, concentrating on committee structure, branding, club development, LMSC development and succession planning.

## **USMS logo concepts**

Rob B presented concepts for a new logo for USMS, and the BOD provided feedback and comments which will be included in the process.

## **Midyear meeting**

Our midyear meeting is currently scheduled for February 5–8, 2009, in Dallas. Some Board members expressed a desire for the meeting to be held elsewhere. One suggestion was Charlotte, N.C., so that the Board could see the new satellite office. Jerry offered to check into logistics for a meeting in Charlotte, and Tom said he would do the same for The Woodlands, Texas, in case the Board decided on a different location.

## **Adjournment**

The meeting adjourned at 8:07 p.m. CDT.

Meg Smath  
Secretary