

Arkansas Press Women
Winter board meeting – Parkstone Place, North Little Rock
9 a.m.-Noon
Jan. 23, 2010

Minutes

Attending:

Claudia Ahrens, historian; Carol Griffiee, parliamentarian; Debbie Miller, first VP; Kristin Netterstrom, 2nd VP; Rose Ann Pearce, Carol Sanders Reiner, COA, newsletter editor; Mary Hightower, president.

1. Approval of minutes from June 6, 2009 summer board meeting

- Debbie Miller moved and Kristin Netterstrom seconded; unanimous approval.

2. Financial report (Terry Hawkins)

- Board read, and approved the financial report.
- Carol Griffiee moved, and Miller seconded, that the board direct our treasurer to put the CDs in a bank offering the highest possible rate; unanimous approval.

3. Scholarship report (Malea Hargett)

- Report from chair Malea Hargett was read.

4. Contest reports

- **Communications contest (Debbie Miller)**

Miller reported that as of Jan. 23, the contest postmark deadline, she had 40 entries, 20 of which were hers. She was hopeful that more entries would arrive at her door this week. Mary Hightower and Claudia Ahrens, as well as Emily Roberts, presented additional entries to Miller. Mary also noted that Tammy Keith was “using a forklift” to bring her entries to the post office.

- **High school journalism contest (Kristin Netterstrom)**

Netterstrom noted turnover in the journalism adviser/teacher ranks; that at least three of the teachers had moved to other positions. The contest deadline was Feb. 22 and notices and reminders were in the pipeline. Netterstrom also noted that NFPW added new categories to the contest for video entries for sports, features and news.

5. Communications update (e-Comms/PR committee)

- Hightower reported on the online presence through Wordpress blog at <http://arkpresswomen.wordpress.com> was much easier to maintain than the regular website. Griffiee noted that she was unable to reach the site; Hightower noted the open wireless network was not connected to the internet, so demonstrated the blog on the iPhone.
- Griffiee asked who the eComms/PR committee members were. Hightower said the committee consisted of Netterstrom, Central board member Brockman, Jeannie Stone and Hightower. Miller suggested an addition: tech writer Melissa Jones from the *Democrat-Gazette*. Those present agreed that Jones should be invited.

6. Membership report (Debbie Miller or Mary Hightower)

- Hightower reported that as of Jan. 21, only 18 members appeared on the 2010 roster on the NFPW site and noted that there is likely a lag in posting to the database. More were expected to show up due to membership requirements and the contest deadline.

7. Officers update (Mary Hightower)

- Hightower reported that the board was losing Susan Thielemier as secretary, due to workload. Hightower also heard through Susan that Northeast member Anita Murphy was being treated for cancer and might also be considering retirement or not renewing a membership. There was discussion about finding a replacement for Thielemier; as well as finding someone to represent the northeast. The board suggests asking Jan Zeigler, or Joel Gambill at Arkansas State for referrals.
- Judy Jones of Nashville High School graciously agreed to be entered into nomination to fill the long-vacant SW Arkansas Board position. Jones is an outstanding educator, with many awards to her name. Those present agreed Jones would be a terrific addition to the board. Her nomination must be approved by the board. The board will be polled by e-mail.
- Hightower noted that Charlotte Schexnayder was returning home after several days in the hospital at Little Rock. She said she would send flowers to her on behalf of APW.
- Hightower also noted that Bill Shrum was recovering from pneumonia. Ahrens noted that he was back at work.
- Pearce noted that Northwest representative Brenda Blagg may be facing triple or quadruple bypass.
- Miller noted that Mary Nell Turner, formerly of Hope, would be moving to NW Arkansas; and suggested APW send a card to let her know we are thinking about her.
- Miller also suggested that the board create some APW note cards to mail to members who need support during a time of stress; and perhaps a “sunshine” committee was needed.

8. Summer awards luncheon and professional development

- Hightower proposed a new concept – having student research papers and presentations as professional development at the June meeting. Discussion mounted about the professional development detracting from the awards; but it was also noted that professional development hadn't been well-attended; so the best shot for a solid audience is the June meeting. After much discussion, the decision was made to try the concept, with three papers being presented in the morning after the board meeting, but before lunch and presentations. Griffie moved; Pearce seconded. Unanimous approval.
- Location was discussed; Hightower suggested the Extension Service office because the employee rental for the auditorium all day would be \$30. Catering would be brought in for lunch. Those present agreed central Arkansas would be a good location because of our initial student/professor connection to UALR's journalism department. The proposed date was June 5. So moved; Netterstrom seconded. Unanimous approval.

9. Other business

- Membership became the prime subject for “other business.” Due to the low numbers noted above, and comments from various members about the steep increase in fees, discussion turned to potential solutions. APW's state fee of \$15 is reasonable and should not change; Hightower noted NFPW held off its \$20 dues increase for a year. Netterstrom questioned what

benefits NFPW brought to APW. Griffie, Sanders and others noted that the chief benefits were access to the national contest and conference. Griffie noted one option: that APW break its affiliation with NFPW. Ahrens, Miller and Sanders noted that other affiliates have a workaround where members are charged only state dues. If they choose to have their winning entry forwarded to the national contest, THEN they pay the national fees.

Miller and Sanders said Delaware, and perhaps Colorado, used the practice. All present agreed to investigate. The upside would be to have more members due to the \$15 only state dues. An exploratory committee was named to examine how Delaware operates and what might happen should APW unlink itself from NFPW. Netterstrom questioned how such a change might affect the high school contest. Members of the State Membership Expansion Committee members are: Pearce, Miller, Hightower. The committee is charged with returning a recommendation in time to present to members 30 days before the annual awards luncheon for a member vote. It was so moved, seconded and approved.

- Ahrens noted that she had some items that needed to be filed in the APW files at Arkansas Press Association.

Adjourn and lunch