

HDI Northeast Regional Conference Call  
 Monthly Meeting Agenda

Every 3<sup>rd</sup> Tuesday at Noon. Call In: 877-228-3600 #1964431

Meeting Date: October 20, 2009

<b>Action Items</b>			
<b>Task</b>	<b>Responsible</b>	<b>Status/Updates</b>	<b>Due</b>

<b>General Information</b>
<p><b>HDI Global / MAB</b></p> <ul style="list-style-type: none"> <li>• Practice &amp; Salary Data being compiled and analyzed the data – on schedule</li> <li>• HDI 2010 Sessions are being finalized, Mary Cruz and Phil Gerbyshak are Track Chairs; <i>early bird deadline is December</i></li> </ul>
<p><b>Regional Summit</b></p> <ul style="list-style-type: none"> <li>• November 13-14 in Grantville, PA at Holiday Inn Hershey/Harrisburg             <ul style="list-style-type: none"> <li>○ 6PM-10PM on Friday</li> <li>○ 8AM-4PM on Saturday</li> </ul> </li> <li>• Should be 2-4 hour drive for most chapters</li> <li>• Cost set at \$50 per attendee, Saturday working lunch included in price, includes coffee/tea/sodas in room all day</li> <li>• Friday dinner, Saturday breakfast, travel and lodging paid for by attendee (or chapter or company)</li> <li>• Hotel rooms are \$85/night, less than \$100 with taxes included             <ul style="list-style-type: none"> <li>○ Hotel has free shuttle to airport, train station and local casino</li> </ul> </li> <li>• Registration will be on the NE Regional website</li> <li>• Vote for your topic ideas when you register</li> </ul> <p><i>Attendance patterns are interesting (13 people, but bulk is from 3 chapters with 5 total chapters (out of 10 active chapters); much lower than previous years, but closer to what was anticipated for this year</i></p> <p><i>Topic survey is yielding some interesting results</i></p> <ul style="list-style-type: none"> <li>• <i>Officers don't want to hear about succession planning</i></li> <li>• <i>Web meetings are split (3 yes, 6 no)</i></li> <li>• <i>Social media and Meeting attendance have highest rating</i></li> </ul> <p><i>Thanks to SouthEast and Eddie Vidal for 'Jeopardy' slides</i></p> <p><i>Taking an idea from NYC and doing "speed dating SME" on Friday night</i></p> <p><i>Looking at integrating social media into entire summit, including putting our twitter feed on a projector</i></p>

Twitter tag: #hdiNE09

Posted a video on Youtube from last year's NE summit showing a negotiation role play. Great byplay between Jeremy Kurtz and Brian Ferrell  
<<http://www.youtube.com/watch?v=DWDP5pcQbHA>>

#### AoY

- Analyst of the Year information from HDI Global on CHKR.
- There is a brochure available to use for advertizing
- 12/31/09 – Local Chapter winners name and application due to me
- 1/31/09 – Regional Judging complete and Regional Winner name submitted to Sophie
- Will be looking for judges who can do conference calls 2<sup>nd</sup> or 3<sup>rd</sup> week of Jan
  - Looking for members in good standing (don't have to be officers)
  - Officers from chapters not participating

#### Regional News

- Regional Speaker database
  - [Received info from Laura Battle in SV chapter](#)
  - Send me your best speakers and topics from the last 1-2 years for inclusion in the database. Make sure to include speaker contact info and any fees or charges

**Marie would like to get this info as soon as possible so we can discuss. Regional tour is being done elsewhere (West is doing this). Chapters are pooling resources for Phil to cover fees and expenses. Brandon Caudle is on the tour committee. Marie DiRuzza will send speaker list gathered at last year's summit.**
- Vendor Relations and ROI
  - [Has anyone gathered any info?](#)
  - Begin collecting both hard (specific events sponsorship) and soft (relationship) data from your vendors
  - Will bring to regional summit and aggregate into useful (hopefully) data and format
  - Good question to start is "why did you become a sponsor?" or "why did you get a booth at our leadership fair/vendor event/etc?"

**Email to Marie or being it to the summit. Any info is helpful.**

#### News You Can Use

- LCO call agenda (first Wed at 1PM)
  - November LCO call: Jeff and Ron - Guidelines for Chapter Partnerships

#### Open Discussion

- General comments and/or discussion
- Anything for the group? Industry updates, speaker recommendations, etc?

*Vendor quote: Ajilon said they got more legitimate leads in 4 hours than they did in 4 days in Vegas (at HDI Global Conference).*

*For events: CA has directed them to get to every trade show and event; ask vendors why they participated; Without having a dedicated VP of vendor relations, success is not as easy; a lot of people in membership and vendor relations are vendors themselves; we should develop a list of "good" vendors and "bad" vendors (technically vendor representatives).*

*Brian: "If you run into a vendor who doesn't know how not to sell, sell, try giving feedback to the rep, don't discount the vendor. Engage reps in conversation."*

### Chapter Updates

Northern New England – Meeting tomorrow, Bomgar – Remote Support; Citrix software; working event planning w/New England; AoY in Dec

New England – Meeting 1 <sup>st</sup> week of Nov w/Pink Elephant; AoY in Dec; Jan – May planned out
Connecticut – Good attendance at last meeting, good giveaways helped; Dale Carnegie soft skills in Nov; AoY and maybe vendor fair in Dec
Western & Central New York
Hudson Valley – chapter currently inactive
New York City – planned through Feb.; Step back from support center hard skills, and running soft skill sessions on positive psych, improving resilience – checking to see who this pulls in; chapter member is going to be presenting; new Web site includes calendar tool; Strategy session last week – will share at Regional Summit – 2010, lots of energy
New Jersey – Nov. Brewery event; Dec. webinar; AoY end of December
Delaware Valley - Vendor fair past; venue was big plus; topic ITIL not so good; AoY at Dave & Busters – people love it; 2010 meetings will be 2 <sup>nd</sup> Wed of odd months
Susquehanna Valley – last meeting – migrating to Office 2007; 3 <sup>rd</sup> annual AoY /party in Dec, speaker Murray Weinstein – creative ideas for fun at work
Baltimore - chapter is currently inactive
Capital Area – Meeting tomorrow in DC; All About You Univ – make people more marketable – 10 vendors – Red Cross hosting; Nov: eWrite – creating content & knowledge mgmt – Kirk speaking in Dec at AoY at Magianno’s Restaurant
Long Island – Meeting – speaker from Cablevision about world-class org; local outreach – small meetings in the mornings (Tom Franson) at sponsoring company – increased attendance and interest in HDI local chapter regular meetings

<b>Open Discussion</b>
<i>Chapters are finding time of day and location are really important in scheduling. Special venue meetings late in the day Friday seem to work.</i>
Jeremy K: November deadline for all chapters to submit nonprofit info to Secretary of State; HDI Global can help, maybe.
<b>Next call November 17<sup>th</sup></b>