

HDI NE Regional Conference Call Minutes

Date: 09/18/07

Time: 12:00 ET

Notice: **THIRD Tuesday of each month: 877-228-3600, pass code 196443**

INVITED PARTICIPANTS

	Chapter Name	Attendees	# Attending
1	Baltimore		
2	Connecticut		
3	Delaware Valley	David Sharp	1
4	Hudson Valley	Cynthia Schuller	1
5	New England	Jeremy Kurtz, Marie DiRuzza, Robin Whitman	3
6	Northern New England	Karen Martus, Reed Parker	2
7	New Jersey	Ritu Sharma	1
8	New York	Jeff Liddy, Kevin Staley	2
9	Central & Western NY	Al Padeletti, Kelly McLaughlin, Tamara Hall	3
10	Washington DC	Sandy Seroskie	1
11	Susquehanna Valley	Barry Boyer	1

MEETING AGENDA

	Topic Description	Presenter
	Open Meeting – Roll Call	Virginia
	Discuss NE Regional Summit	Virginia

OPEN ACTION ITEMS

	Action Item	Owner	Status

NEW ACTION ITEMS

	Action Item	Owner	Status
	Hold Regional Committee Meeting	Virginia	

DISCUSSION POINTS:

New Business

Regional Summit –

- proposed date either November 9 – 10 or 16 – 17; due to conflicts decided on November 16 – 17
 - meeting will begin on Friday evening with food, beverage, preliminary meeting
 - Saturday meeting will be all day and consist of breakouts including by officer position
 - Robin suggested that some key topics be open for discussion by the whole Regional group rather than only in breakout sessions. We will determine which the top issues for full participation are
 - We will assign a facilitator to lead discussions at each breakout table as done at LCO Summit
 - Location last year was ACE Conference center, all agree to go there again this year;
- www.aceconferencecenter.com
- For funding, we will determine a minimum amount due and provide a deadline to pay in order to participate
 - We will look into getting sponsorship from vendors, start with vendors who participated in our Regional get-together at conference

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-Volunteers to help; Kelly McLaughlin, Cynthia Schuller, Sandy Seroskie, Robin Whitman, Jeremy Kurtz, Marie Clark (by email)

-Jeff Liddy provided a list of topics from the NYC chapter. We will use as a base:

- Local Chapter sponsored HDI training - for revenue / Circle of Excellence points (anyone doing this? lessons learned?)
- Marketing best practices (anyone using post card mailings as advised at Summit, how do people target prospective companies)
- Discussion on charging non-HDI members admission fee - ramifications, membership recruitment tactic?
- Vendor sponsors - how much to charge? what value does the vendor get? how do you go about getting sponsors?
- Brainstorming programs and best speakers for future local chapter meetings (have all attending chapters bring their top 3-5 speakers over the past 2 years - along with contact information). Also discuss meeting formats (speakers vs roundtable discussions.....what works best and draws the largest crowds)
- Sample surveys used by each chapter (post meetings and annual surveys to get a read on the members)

-a survey will be created to define the topics and to get a feel of whether or not to provide information about families who may be traveling.

Central & Western NY Event-

-Rich Hand will be in Syracuse on Thursday for their luncheon meeting. All are welcome.

Close Meeting

The next conference call will be:

Tuesday, October 16, 2007 12:00 EST

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