

CHICAGOLAND ERA

Summary of Executive Committee Meeting — Feb. 27, 2009 — Elk Grove Village, IL

Attendees: Kingsland Coombs, Bob Evans, Jim Hartranft, Rich Hobby, Marty Linke, Tom McGuire, Ron Rutkowski, Todd Somers and Tess Hill

1) Opening Business — The meeting was called to order by Kingsland Coombs at 9:45 a.m. The summary of the Dec. 12, 2008, Executive Committee meeting was approved as submitted. The Jan. 31, 2009, financial reports were also reviewed, and brief discussion occurred regarding the projected shortfall in dues income for this year. A list of unpaid members was to be sent to the board so each could choose one or a few people to contact. (*NOTE: List was e-mailed on March 2, but most of the eight unpaid firms have not yet been contacted.*)

An ensuing discussion focused on the value of membership, and it was suggested that members and prospects be reminded about the various programs the chapter had sponsored over the last year or so. It was also suggested that ERA be more involved in promoting CPMRs and CSPs to principals and customers. Rich Hobby agreed to place before the national board a request from Chicagoland to post a roster of member CPMRs on the ERA Web site and a listing of member firms that include CSPs among their personnel. (*NOTE: The CPMR roster has been posted, and MRERF is working on providing a link to a roster of CSPs.*)

2) Chicagoland's Involvement in National Conference — The proposal as received from My Chauffeur to provide limo service (which Chicagoland would provide at a discount to conference attendees) will involve some coordination of arrivals, departures, etc. It was agreed that attendees would be given a coupon or voucher to reduce their limo service cost by a certain amount or percentage, and then My Chauffeur would be asked to bill the chapter after the conference for all coupons submitted. Rich Hobby estimated that 125 people could be using the service, and he will check on how Hallmark handles its conference transportation, for which no tax is charged and no tips are accepted. (*NOTE: My Chauffeur has since advised that it cannot accept coupons or vouchers, so research is beginning again on other companies.*)

It was agreed that the proposed cocktail party for manufacturers and a golf tournament should not be pursued. As for promoting the conference to manufacturers, Jim Hartranft offered to talk to companies about attending and also about sponsoring.

3) National Delegate's Report — Rich Hobby had no report from the national board.

4) Programming — The MGD seminar presented by Bill Heyden received positive reviews, and the NIU facility was considered excellent. The next breakfast round table topic was to be human resources. (*NOTE: This program was offered in April but postponed for lack of adequate registrations.*)

The rep-regional manager program was discussed at length, and it was agreed that: the Parkway Chateau (Brat Stop banquet facility) should be the location; Wisconsin ERA should be invited to co-sponsor; Bill Heyden would be invited to moderate; and the panel should consist of several reps and regional managers (to include Randy Johnson). Jim Hartranft offered to contact Cherry and Grayhill for regional manager participants.

5) Next Meeting — The next XCOM meeting was scheduled in June.

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