

PA Council/Local Association Conference Call
Thursday, January 21, 2010
12:00 Noon

Thanks to Sue Shober, our council technology chairperson, who co-hosted our call to discuss technology, our website and related issues.

The purpose of the council website is to communicate to all of PA the council activities as well as the activities of our 16 local associations.

In addition to Sue Shober, the technology committee has a number of representatives who are responsible for communicating with assigned associations: Mindie Bittner, Evonne Hanson, Sharon Derhammer, Leola Hall and Polly Jones. If you are not sure who the representative your association is to contact, check the Committee Info tab on the council website and you will see each rep's name with the list of corresponding local associations.

Information to be posted on the website should be submitted to your local association rep by the 5th of the month so that she can have it submitted to the webmaster no later than the 12th of the month.

The PA Local Associations tab provides a map and a listing of all of the PA associations, with a link to a page for each association that provides contact info, meeting information as well as a link to the local's newsletter. It is the responsibility of each association to keep this info as current as possible – so please check your links and be sure to provide updated information to your representative so that she can get it to the webmaster to be posted.

A special note to those who submit their newsletters to be posted.....please be sure to remove any financial reports/information as our website is a public site and your financials can be seen by anyone!

Sue has requested that anyone with pictures of local association activities please get them to her as our Photo Album tab is in serious need of updating. Be sure to provide the names of those in the pictures you are submitting along with the date/place/location of the activity.

A tab for Education is being added to the website, which will hold a posting for items that are available from the council Lending Library – courses that can be borrowed from council to be used by individual associations. There will also be information available regarding classes being held by any of the local associations – “Educational Opportunities” – that will provide the name of the class, the time and location as well as who to contact. This will enable all of us to see what each is offering so that we can attend those that are close by, advise our co-workers of a class that may be available in an area they may be traveling through, or provide a contact to talk to if you are interested in providing the same class in your area and want some advice on how to go about putting the class together.

The 3-year contract with our current council webmaster will expire on June 30th of this year. As bids will be solicited for the next contract term from additional vendors in

addition to the incumbent, we are asking anyone who has or knows of a webmaster to please provide the contact info and some background information to Sue Shoher so that the technology committee may begin the bid process as soon as possible.....June 30th will be here before you know it!

Sue has advised that she may be contacted if any of you have questions about the website, your rep, the reporting time frames, or anything else she may be able to help you with. Her contact info is on the website.

Outside of technology, we had comments on the new marketing video that National put out recently. If you haven't already, be sure to check it out. Some associations are using this as an effective marketing tool. We discussed the possibility of e-mailing this to prospective members (or companies) by cutting and pasting, but we need to look further into the ability to be able to do that.

A suggestion was made to have a challenge form for the state level similar to that which our presidents have been putting out to the membership for the last few years.....currently the Bridge Builder form under President Linda Wilson.

As one of the goals we are striving for is make a more unified association in the state of PA - other than just once a year at council day - I think it's a great idea to put out our own challenge based on what we want to accomplish for our state. We also have the interest of at least two of our past council directors and expect that to grow.

The final recognition of those who are successful at earning the required points could be done every year at council day.....some of the things could even require some type of joint effort between associations (attending another association's meeting; instructing a class for another association; etc)

We must also recognize that the "goals" listed on the state challenge form should have input from the Council Director for that year; but there are also a number of other things that should be a "constant" (for lack of a better term) that affects the goals of PA in general.

So I am again asking for volunteers to form a committee – this time to research the idea of the state challenge form and put together some ideas so that we could have a base to start with.....and then add the input from next year's Council Director so that we could have it ready to roll for the new term (July 1, 2010).

Please pass this request along to all of your members – we need to get more people involved on the state level...and the more members that get involved on projects like these, the higher the comfort level our members have in getting involved with other PA projects.....and leadership positions (yes, there is a method to my madness!).

Looking forward to talking with more of you on our February call!

Peggy Zanotto
PA Council Director

**NEXT CONFERENCE CALL
THURSDAY, FEBRUARY 19 @ NOON
TOPIC: EDUCATION**

**Call co-hosted by our PA Council Education Chair, Barbara Miller-Nelligan
Please be sure to invite your association's education chair to join us on the
call.**

Dial-in number: 800-908-2848

Enter # 1500022 when prompted