

**North American Power Sweeping Association  
August 13, 2014**

NAPSA Board Members in Attendance

Ken Lindsey, President  
Sylvia Richards, Vice President  
Jim Larko, Past President  
Pete Phillips, Treasurer  
Mark Carter, Secretary  
Gabe Vitale, Director  
Scott Duscher, Director  
Doug Seto, Director  
Latasha Crenshaw, Director  
Jim Dodson, Director

Absent:

Frank Chulick, Director  
Bryan Young, Director  
Greg Heyer, Director  
Rich Katz, Director

Guest

Debbie Jacketta, CSC Committee Chair

NAPSA Staff

Nancy Terry, Association Executive

**CALL TO ORDER:**

Mr. Lindsey called the NAPSA Board Meeting to order at 3:05 p.m. ET on August 13, 2014. At that time there was not a quorum so the official meeting start was delayed until 3:30 p.m. when additional members arrived however discussion began at the roll call.

**APPROVAL OF THE AGENDA:**

Mr. Lindsey called for a motion to approve the agenda.

- **ACTION:** A motion was made to approve the agenda. The motion was seconded and passed unanimously.

**APPROVAL OF THE MINUTES:**

Mr. Lindsey called for a motion to approve the minutes from the July 9, 2014 Board meeting.

- **ACTION:** A motion was made to approve the minutes from the July 9, 2014 Board meeting with the clarification that the free listings of the classified ad to members and partners was to run for a duration of one year. The motion was seconded and passed unanimously.

**TREASURER'S REPORT:**

Mr. Phillips reported that we were doing well compared to the previous year however there seems to be a drop in membership numbers as well as the other Google dashboard trends that is concerning.

The issue of retention rate was discussed and it was noted that teams are working on recruitment and retention efforts.

## **UPDATES:**

### **Certification:**

Ms. Jacketta reported that they were currently working on one renewal but that they had also revised the CSC application. It was now online.

### **Benefits:**

Mr. Vitale shared that the classified section was still being developed but the pricing structure was set. It was clarified that the member's free listing was to be for a one year period. Once programming is complete the Board and associates will be notified so they can populate product for sale.

### **Marketing & Education:**

Ms. Terry shared that she is waiting on one component for the Isuzu webinar promotion and then it will be released for registration. Other future webinars included possible topics of human resources, hydraulic information, fluid testing or detailing.

- Action: Mr. Vitale will contact Russ McEwen at Littler Mendelson for a possible webinar topic.

### **Membership:**

Ms. Crenshaw noted that she is still working on getting the committee together but did note that a 10+ company joined recently. It seems to be a trend that new members are the 10+ truck range. Prospecting postcards had been mailed one week ago and it was recommended that we develop another postcard to follow up in six week intervals for two more mailings. It was recommended that the team work on lead sources for prospecting. One idea was to provide a free webinar to prospects in an effort to let them see value.

Ms. Richards met with a team to work on possible recognition items and will have a report in the future.

### **Old Business:**

#### Safety Posters

Mr. Duscher reported that we were working on graphics for the next poster series and that it would be September before it could be finished.

### **New Business:**

#### Articles

- Mr. Lindsey shared that we were in need of draft articles for our newsletter as well as other publications. We have the space to place articles and staff can edit them. One topic recommended was I-9 verification audits.
- Action: Ms. Jacketta will draft an article on Construction Zone Laws.
- Action: Mr. Phillips will draft an article on 12 Ways to Generate Leads

Stickers

- Ms. Terry reports that the site for MSCarta had several options for “canned” stickers but that we would need to determine what message and quantity would be needed for a specialized order.

Board Rotation

Mr. Larko shared that it was time to start thinking about board population. The rotation schedule per bylaws is three years however the tradition has been two. This would need to be realigned in the future. Mr. Larko is going to contact outgoing Board members to see if they are interested in serving another term.

**NEXT BOARD OF DIRECTORS MEETING:**

The next Board meeting will be via teleconference on September 10, 2014 beginning at 3 p.m. ET.

- **ACTION:** A motion was made to adjourn. The motion was seconded and passed unanimously.

The meeting adjourned at 4:23 p.m. ET.