

**North American Power Sweeping Association  
May 14, 2014**

NAPSA Board Members in Attendance

Ken Lindsey, President  
Jim Larko, Past President  
Gregg Blair, Treasurer  
Mark Carter, Secretary  
Gabe Vitale, Director  
Pete Phillips, Director  
Scott Duscher, Director  
Jim Dodson, Director  
Doug Seto, Director  
Rich Katz, Director  
Latasha Crenshaw, Director

Absent:

Sylvia Richards, Vice President  
Frank Chulick, Director  
Bryan Young, Director  
Greg Heyer, Director

Guest

Jeff Old, Website Committee Co- 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 May 14, 2014. At that time there was not a quorum so the meeting start time was delayed until 3:15 p.m. when additional members arrived.

**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 April 9, 2014 Board meeting.

- **ACTION:** A motion was made to approve the minutes from the April 9, 2014 Board meeting as presented. The motion was seconded and passed unanimously.

**TREASURER'S REPORT:**

Mr. Blair reported that all continues to look good with the financials. He indicated that the transition of the Rainy Day fund to a monthly contribution had been complete. Financials were presented and accepted as presented.

Mr. Blair shared that he had secured a position with 1-800-Sweeper. Because his duties in the new position involve finding exclusive benefits for 1-800-Members, that could potentially be construed as a conflict of interest. He shared that he was reluctantly submitting his resignation from the Board as Treasurer and Director. He plans to continue to work on NAPSA committees and within the industry as appropriate. Allowing for a transition, this will be effective the June 11, 2014 Board meeting.

- ACTION ITEM: Mr. Lindsey to work with Executive Committee to find replacement for Treasurer.

## **UPDATES:**

### **Certification:**

Mr. Carter reported that the committee has not had any renewals to work on currently.

Mr. Vitale reported that the CSC YouTube video is still in the creative phase and is continuing to ask for ideas for the story board.

- ACTION ITEM: Staff to work with Mr. Vitale to create a blast to members requesting feedback and suggestions for the video.

### **Driver Certification:**

Mr. Carter shared that the Driver Certification continues to be developed. Mr. Carter is to send the program outline to Mr. Phillips for review. Ms. Terry shared that Mr. Old has been reviewing Learning Management systems for another organization and when the time is appropriate may have a recommendation for this online program.

### **Benefits:**

Ms. Terry shared that a plug in had been found for the classified page that the committee wanted to develop. Mr. Old shared details of the plug in and its functionality. The cost was anticipated to be \$700 - \$900 for development. It was recommended that the committee develop a program of pricing where members receive a coupon code for one free submission. Partners should receive a certain number depending on their partnership level.

- ACTION ITEM: Benefits committee to develop a price structure and benefit level for members and partners for the new classified page based on the new plug in.
- **ACTION:** A motion was made to allocate up to \$900 for the implementation of the classified page. The motion was seconded and passed unanimously.

### **Marketing & Education:**

Ms. Terry shared that the Route Optimization webinar is currently accepting registrations on the new event registration system. There are currently 6 participants registered. This event is scheduled for June 3, 2014 at 2 PM ET. The Isuzu webinar will be reviewed for presentation in the fall.

### **Legislation:**

Mr. Lindsey reported that NAPSA comments had not been sent to CARB as was anticipated.

**Website:**

A report on Google Adwords has been submitted however Mr. G. Carter was not available to discuss that report.

Mr. Old shared that a NAPSA Google Plus page had been developed and branded for NAPSA. It had been linked to the NAPSA YouTube channel that had been developed. There is currently no content on the channel but it is ready.

**Membership:**

Ms. Crenshaw shared that all non-renewed members had been dropped. The net result of this is a loss of 23 member companies. NAPSA has an approximate 90% retention rate and programs are being developed to improve.

Ms. Crenshaw also reported that we have gained one new contractor member this month and just this morning Victory Sweepers had joined as a Bronze member.

Mr. Larko reported that Jay Presutti of East Coast Industrial Service had been working well with the Ambassador Program for new members and he was recommending that the board appoint Mr. Presutti as the committee Chair. The board was pleased to have his service and agreed to this appointment.

**Old Business:**

Elevator Speech

Mr. Duscher presented two options for an elevator speech for NAPSA. The board approved the concepts and will send this to the Marketing Committee for integration.

- ACTION ITEM: Marketing Committee to review and develop tool for elevator speech communication.

World of Asphalt

Ms. Terry had been contacted by the WOA Education Chair about NAPSA presenting the same seminar as last year at the upcoming WOA which will be held March 17 – 10, 2015 in Baltimore, MD. The tradeshow contact had not contacted NAPSA about booth space yet but Ms. Terry will follow up. The general thought is that if the past presenters want to do the session then that would be acceptable.

- ACTION ITEM: Staff to contact presenters at past WOA to see if there is an interest for 2015.

**New Business:**

No new business was presented.

**NEXT BOARD OF DIRECTORS MEETING:**

The next Board meeting will be via teleconference on June 11, 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 4:15 p.m. ET.