

**North American Power Sweeping Association
January 7, 2014**

NAPSA Board Members in Attendance

Ken Lindsey, President
Sylvia Richards, Vice President
Jim Larko, Past President
Mark Carter, Secretary
Gabe Vitale, Director
Pete Phillips, Director
Scott Duscher, Director
Bryan Young, Director
Greg Heyer, Director
Doug Seto, Director
Frank Chulick, Director

Absent:

Gregg Blair, Treasurer
Rich Katz, Director
Latasha Crenshaw, Director
Jim Dodson, Director

NAPSA Staff

Nancy Terry, Association Executive

CALL TO ORDER:

Mr. Lindsey called the NAPSA Board Meeting to order at the Ft. Lauderdale Convention Center in Ft. Lauderdale, Florida at 9:15 a.m. ET on January 7, 2014. It was noted that the extreme weather conditions have prohibited some board members from attending this meeting.

APPROVAL OF THE AGENDA:

Roll was taken and 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.

Mr. Lindsey welcomed the new Board members and asked that everyone introduce themselves.

APPROVAL OF THE MINUTES:

Mr. Lindsey called for a motion to approve the minutes from the December 11, 2013 Board meeting.

- **ACTION:** A motion was made to approve the minutes from the December 11, 2013 Board meeting as presented. The motion was seconded and passed unanimously.

TREASURER'S REPORT:

The preliminary financials for December were presented however due to the early timing of the meeting these reports will most likely change. They were accepted as presented.

It was also noted for the new members, that our committees traditionally add projects after the budget is set so this Board looks at the budget as a guideline with the understanding that it will change as projects are added throughout the year.

Speaker:

The board welcomed a guest speaker. Giselle Chapman presented and facilitated a goal setting and team building session for the Board. Ideas brought forward from this session include:

Define mission statement
Develop NAPSA elevator speech
Define member service tier/benefit review
Build network
New member ambassador

UPDATES:

Bylaws:

Nothing new was needed at this time.

Certification:

The committee continues to work on exiting members. Debbie Jacketta will continue as chair.

Driver Certification:

Mr. Carter shared that this project is still on the radar. He feels it is best that the program be outlined by one person with the vision then he will ask for assistance to “flesh out” the remaining content. He feels that he will get the program to at least 50% by March 31st and then will roll out the content.

- **ACTION:** Mr. Carter to complete 50% of Driver Certification by March 31.

Key Managers Group:

We have two members acting as team leaders to get the group going. Mr. Lindsey suggested that he look to have a Board member act as a liaison with the group and represent the Board during the meeting.

- **ACTION:** Mr. Young to attend the Key Managers Group to represent the Board.

Benefits Committee:

Existing benefits were discussed. A committee led by Mr. Phillips is instructed to review and rank the benefits. It was also suggested that there be a redesign of the promotion that would work for reception on smart phones. The concept was single line with no artwork but increase use of testimonials. They also wanted to add hard copy mailing of benefit information to members.

Mr. Vitale shared that he would like to oversee the addition of a video for a NAPSA Youtube Channel. Mr. Young indicated that he can set up the channel himself. Mr. Vital is to investigate the video production.

- **ACTION:** A motion was made to approve the investigation of putting together video for certification and other NAPSA value for presentation to the Board in the February meeting. The motion was seconded and passed unanimously.

➤

- **ACTION:** Mr. Phillips to develop a Benefits Review Team.
- **ACTION:** Mr. Young to launch a NAPSA YouTube channel
- **ACTION:** Mr. Vitale to investigate and plan video content for the channel
- **ACTION:** Mr. Duscher to develop “Ask me about NAPSA” content for card etc.
- **ACTION:** Staff to have ribbons for 2015 with the word “Ask me about NAPSA” printed on them.

It was also discussed that the NAPSA logo is being used by non-members. The board wanted to find out if there is a way to do a logo search to see who is using this.

- **ACTION:** Mr. Seto is to investigate a logo search function.

Legislative & Regulatory:

The Board felt that Legislative, Regulatory and Environmental items were consistent with overall education therefore they recommend folding this committee into the Education Team function.

- **ACTION:** A motion was made to move the legislative, regulatory and environmental functions into the Education Team. The motion was seconded and passed unanimously.

Marketing & Education:

The team decided to include webinars for this year. They would like to move forward with the credit card webinar as proposed by Chase Paymentech in late February with April being slated for a possible Isuzu training. Ms. Richard was to investigate a possible training session on Viamente software. There was also discussion of developing or obtaining some “how to” videos for the YouTube Channel from vendors.

It was mentioned that SendOutCards.com has been effective for marketing.

- **ACTION:** Staff is to investigate SendOutCard.com for marketing purposes.

A motion was made and seconded at 5:00 PM ET to adjourn the Board of Director's meeting and reconvene on Wednesday, January 8, 2014 at 9:00 AM ET. The motion passed unanimously.

The meeting reconvened at 9:10 AM ET on January 8, 2014 at the Ft. Lauderdale Convention Center in Ft. Lauderdale, Florida.

This meeting began with Ms. Terry performing roll call. In attendance were the following:

NAPSA Board Members in Attendance

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

Greg Heyer, Director
Doug Seto, Director
Frank Chulick, Director

Absent:

Gregg Blair, Treasurer
Rich Katz, Director

Guest:

Member: Mark Chimento of Hy-Tech Sweeping Services

NAPSA Staff

Nancy Terry, Association Executive

A discussion was had on whether the marketing and education functions should be separate. It was decided that they work together so this should be one team.

Website:

Ms. Richards shared that the function of the existing web team had been fulfilled and the team was being dissolved. She discussed the need for a new team to oversee the SEO and Google Ad Words function and solicited a new leader for this team. Mr. Seto was recommended due to his experience and he accepted the appointment.

Membership:

The team had discussed an ambassador program for new and existing members. It was decided that membership would include a sub team lead by Mr. Larko with the function of being a new member Ambassador to the members. They would work toward the goal of increased networking with new and existing members. Ms. Richards is to look into the creation of a team for existing member retention with the possible addition of Carl Barton and Gerry Kesselring. She will investigate recognition options such as for anniversaries etc.

- **ACTION:** Mr. Larko will develop a new member Ambassador team and their goals.
- **ACTION:** Ms. Richards will investigate an existing member retention team.

Ms. Crenshaw committed the membership team to recruiting 30 new members for 2014.

Old Business:

With the addition of the new goals, it was felt that the safety poster production should be delayed until after May at which time a team will be created to move that project forward.

New Business:

It was discussed that NAPSA really doesn't have a vision statement. It is felt that a vision statement is needed as well as an elevator pitch.

- **ACTION:** Board of Directors to develop a vision statement and elevator pitch.

The subject of creating more value for vendors and partners was brought up. It was requested that Mr. Chulick lead the research on ways to increase value for these members.

NEXT BOARD OF DIRECTORS MEETING:

The next Board meeting will be via teleconference on February 12, 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 12:00 p.m. ET.