

**North American Power Sweeping Association**  
**September 10, 2014**

**NAPSA Board Members in Attendance**

Ken Lindsey, President  
Sylvia Richards, Vice President  
Jim Larko, Past President  
Pete Phillips, Treasurer  
Mark Carter, Secretary  
Frank Chulick, Director  
Rich Katz, Director  
Bryan Young, Director  
Scott Duscher, Director  
Doug Seto, Director  
Latasha Crenshaw, Director

**Absent:**

Gabe Vitale, Director  
Greg Heyer, Director  
Doug Seto, Director  
Jim Dodson, Director

**NAPSA Staff**

Kim Fantaci, Executive Director

**CALL TO ORDER:**

Mr. Lindsey called the NAPSA Board Meeting to order at 3:05 p.m. ET on September 10, 2014.

**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 August 13, 2014 Board meeting.

- **ACTION:** A motion was made to approve the minutes from the August 13, 2014 Board meeting as presented. The motion was seconded and passed unanimously.

**EXECUTIVE COMMITTEE:**

Mr. Larko reviewed the nominations process and rotation of positions. Ms. Richards has agreed to serve as president, Mr. Phillips agreed to serve as vice president with Mr. Carter as secretary and Mr. Young as treasurer.

Discussion ensued with several suggested names as contractor directors noted. Mr. Larko will follow up on the suggestions and encourage all candidates to submit their nominations before the deadline of September 29, 2014. The nominations will officially open on September 15, 2014.

It was noted that an attempt will be made to solicit nominations from non-1800sweeper members but this is not a mandate.

It was noted that Mr. Chulik would like to change representatives in 2015 (his term expires in 2016). This could be done with a Board appointment or since the year is concluding, we could have his replacement go through the election process to provide additional exposure.

Mr. Larko will work with staff to solicit biographies.

**TREASURER'S REPORT:**

Mr. Phillips reported that we were doing well compared to the previous year however he is concerned about the two Certified Sweeping Companies who have dropped.

**UPDATES:**

**Certification:**

Mr. Carter reported that there was one renewal last month. For the most part the process is fairly routine at this point.

**Driver Certification**

Mr. Carter noted that the driver certification program is moving forward and additional information will be released soon. The various areas are outlined and the framework is coming together. He would like to have the modules looking the same. It was suggested that he provide a 15-minute overview at the NPE meeting and then break the group into teams of four or so to work on the modules.

- Action: Staff to incorporate an hour on the agenda at NPE for Driver Certification working groups.

Mr. Duscher noted that they are currently doing their own training with videos and tests.

**Marketing & Education:**

Mr. Young reported on the upcoming webinar and all leaders were encouraged to register if they had not yet done so. Ideas were mentioned to promote the webinar including sending out personal requests, posting to Facebook, etc.

Mr. Lindsey noted that articles for industry magazines are needed. Even if you are able to put an outline together, the topics and expertise are needed. Two potential articles include:

“12 Ways to Generate Leads” – Mr. Phillips  
“Construction Zone Laws” – Mr. Lindsey and Ms. Jacketta

- Action: Everyone was encouraged to submit article ideas or content to the NAPSA office.
- Action: Staff to add the topic of “Topic Generation” under marketing and education on each month’s board meeting agenda.

Discussion centered on webinars and how to solicit webinar leaders and/or generate topics. The idea is to find topics where someone has already put together a presentation to avoid a significant investment of preparation time.

- Blowers – Ms. Richards
- How to combat noise ordinances – Ms. Richards
- GPS Systems
- Dashboard Cameras
- Greases and Hydraulics – Mr. Katz
- Trash Bags – Mr. Carter

Several asked about the implications of using a non-partner for a webinar. It was agreed this would be fine and it would be up to NAPSA to solicit partnerships and relationships from vendors. We need to provide the exposure to our members of products, services and educational content.

- Action: Staff to work with Jeff Old to set a date/time for a webinar based on previous discussions.

**Membership:**

Ms. Crenshaw reported that she is looking for people to assist with recruitment and retention efforts. The working group of 5 or 6 formed in January is no longer together. She would like to see 4-6 individuals but any assistance would be appreciated.

We need to keep recruiting and retention and the initiatives from our strategic plan in front of the leaders on a regular basis. The question was asked as to what NAPSA has done in the past to solicit membership from the potential members and what the pool of potentials looks like. It is estimated that there are between 2,700 and 3,700 sweepers in the U.S. NAPSA has put together a fairly extensive listing of potential members and encouraging attendance at NPE and email blasts were discussed.

Ms. Richards noted that there is a team working on a recognition program. The idea is to utilize a three-year “catch up period” to recognize founding members and then have a routine recognition program including service recognitions and various recognitions at NPE. She is working with several founding members to avoid any sensitivity issues. If anyone sees potential issues, please let her know. A final recommendation of a recognition program will be presented at the October Board meeting.

Mr. Lindsey suggested that if anyone connects with new member, Apollo Commercial Maintenance (Palatine, IL) to welcome them to the group and encourage attendance at NPE.

**Old Business:**

Safety Posters

Mr. Duscher reported that three posters are currently in process with the graphic artist.

**New Business:**

November Board Meeting Date Conflict

It was agreed due to a conflict with the November Board meeting date, we would tentatively schedule the November Board meeting for November 5 at 3:00 PM ET. The date would be finalized during the October Board meeting.

Preparedness

The group was reminded to continually work on being prepared. A recent truck fire reminded everyone that you can't be too prepared.

**NEXT BOARD OF DIRECTORS MEETING:**

The next Board meeting will be via teleconference on October 8, 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 4:25 p.m. ET.