



## MINUTES

General Monthly Meeting

Judy's Junction

August 21, 2019

Networking and Social Interaction 7:00 am

Meeting 7:30

### MEMBERS OF THE BOARD:

<b>President:</b>	<b>Pamela Harpster, Management Connections</b>
<b>Vice President:</b>	Kathleen Treppa, Habemotel Pomo of Upper Lake
<b>Immediate Past President:</b>	Chuck Paine, Dr. Detail
<b>Secretary:</b>	Mary Heare Amodio, Law Office
<b>Treasurer:</b>	Earlene Taylor, Rocky Point Care Center
<b>Parliamentarian:</b>	Jeremy Dodson, Mar-Val's Sentry Market
<b>At Large Director (2020):</b>	Gerry Shepard, Lucerne Pharmacy/Beatz Werkin
<b>At Large Director (2020) :</b>	Rowland Mosser, Coastal Pacific Management
<b>At Large Director (2021):</b>	Tony Barthel, Nerds for Normals
<b>At Large Director (2021)</b>	Diane Plante, Tomkins Tax Consultants

**CALL TO ORDER**      **7:30 am**      Pamela Harpster s [spamster011@msn.com](mailto:spamster011@msn.com) 707.245.6481

**PLEDGE OF ALLEGIANCE**      Pamela Harpster

**APPROVAL OF MINUTES**      **Distributed, acceptance moved and seconded, approved**

**INTRODUCTION TO NEW STRUCTURE OF MEETING -**      Dignitaries and announcements will be limited to 2 minutes except for EJ Crandall who will have 5 minutes. Parliamentarian will be time keeper (Lauren Sammel appointed for this meeting) New feature will be Member Spotlight of 2 members each month who will talk about their business. Limited time –under 5 minutes will be allowed per presenter. Speakers are encouraged to bring cards/flyers/etc.

**INTRODUCTION OF DIGNATARIES**      Time Limit – please keep presentations under 5 minutes)

- District Supervisor – EJ Crandell – Reports that County is moving forward with the Potter Valley Project and will have to commit money to the project; TID (lodging group) is meeting and doing strategic planning; Lucerne is again having water issues and EJ is addressing with State; PG&E shutoffs are a concern.
- Fire District – Mike Ciancio – currently fully staffed, but have some EMTs who are leaving. Ceded time to Sharon Stilwell to briefly talk about Measure N.
- Mendocino College – John Tomkins – interim president in place, but search for permanent new president is in process. Classes have started.

- Upper Lake School District – Giovanni Annous – School has started and district is fully staffed. Many projects based on bond issue as well as Northshore Youth group
- Lake County Chamber of Commerce – Joe Casteel – mentioned up coming events like the Splash In on September 7.

**UPCOMING EVENTS** – Meetings, Socials and other activities – Mixer on TUESDAY August 27 at 6 pm at the Running Creek Casino – Dining Room patio. \$10 per person will go to NSBA. Networking opportunity.

**PROGRAM SPEAKER** – Denise Rushing – New Paradigm College – looking for accreditation in a few years. Primary focus now is on creating a sustainable business model and offering classes to the community. Denise is the newly selected Exec. Director. Funds for scholarships and as sponsors for classes offered is being sought.

Facility needs infrastructure work but all high speed internet has been established and a business hub created. New Paradigm is a great venue and needs to be developed as such.

**Survey results – attached.**

**Member Spotlight – attached.**

**ADJOURNMENT**

**Respectfully presented by**

**Mary Heare Amodio**



## NSBA - MEMBER SPOTLIGHT

### Interested in sharing information about your business to members of NSBA?

Promote your business and increase your exposure about the services and products you provide networking opportunities and business referrals. NSBA members are very interested in hearing from you.

We will be carving out time in our monthly meetings to include short presentations from our members. You asked for it, here it is!

Contact Pam Harpster\* to schedule Member Spotlight Presentation. You will be included to the agenda for three to five minutes.

See below some tips on preparing and presenting a meaningful and productive short speech. Remember to keep it under 5 minutes.

*"With less time, you can actually say more!"*

\* 707-263-4562

### SPEECH PREPARATION TIPS

1. The speech should be between 3-5 minutes long. (Practice will help you to stay on track and get the most out of your time.)
2. You should have a well-planned introduction, body, and ending.
3. During your presentation you should:
  - A. Stand up and address everyone with good eye contact and a smile
  - B. Speak loud enough so that everyone will hear you,
  - C. Explain about yourself,
    - your business,
    - products and services you provide
    - who your typical customers and/or how others can take advantage or your services/products.
  - E. Your speech should be interesting and creative.
4. Your speech should be well organized, consider putting your notes on numbered 3X5 note cards instead of large paper.
5. You should not read the talk; it should be a speech and your notes are only for reference.
7. Be careful to stay on topic and not drift around from to topic to topic.
8. Consider how you can end with a "hook" or a call to action.
9. Pass around your cards, brochures, sales pamphlets, samples, etc.

Goals and Vision created by, Pam Harpster – Club President

## Short term goals:

### Rank (1 being highest)

- 1 Increase membership (New Members)
- 2 Improved interaction with current members (Socials and other opportunities)
- 3 Networking with other businesses
- 4 Greater visibility to both online and major media
- 5 Fundraising and support of local projects and non-profit groups

*COMMENTS: Purposeful meetings – Business oriented – Agendas should be focused and timed - More networking, encourage members to introduce themselves and provide info about their business – Keep community updates but shorten (timed)*

## Speakers and Topics for Meetings

**Please indicate what topics/speakers you would most enjoy.** (1 being of the highest importance)

### Ranked (1 being highest)

- 2 Business Development Ideas and Tips
- 1 Local businesses about their products and services
- 4 Local services such as Fire Department, schools, local government updates
- 3 Non-profit services and community events

*COMMENTS: More structured and meaningful to business members – Tips and techniques about business development – Member Showcase presentations allowing business development and referrals – TID (Tourist Industry Development) and invite local resorts to present and join -*

## Venues for Meetings and Socials (1 being of the highest importance)

- 1 Keep the meetings in the same location
- 2 Rotating the meetings to other locations
- 2 Rotating socials

*COMMENTS: Loved the venue at Community Center – too noisy at Judy's – venue for socials should rotate for sure.*

## Long Term Goals: Projects

### Rank (1 being highest)

- 2 Wild West Days
- 1 Updated Member Directory

*COMMENTS: Fix Nice Sign - On-line Membership – Connect – Network - UL BBQ – take 1 project at a time.*