



# ASSOCIATION FOR PSYCHOLOGICAL TYPE INTERNATIONAL

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## APT International Monthly Board Meeting Friday, November 2, 2007

### Minutes

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#### ATTENDING

Jane Kise, President-Elect  
Chuck Pratt, Past President  
Ray Linder, Director of Finance  
Katherine Hirsh, Director of Communications  
Carol Shumate, Director of Marketing  
Jay Hanson, Director of Training and Education  
John Lord, Executive Director  
Caterina Luppi, FASEB Director of IT  
Danielle Scafidi, Training Coordinator

#### UNABLE TO ATTEND

Margaret Fields, President  
Linda Reinhardt, Director of Membership  
Sharon Richmond, Director of Regions and Chapters  
Dick Thompson, Director of Interest Area Consultants

*The meeting commenced at 10:00 a.m. (EST).*

#### LEAVING TIMBERLAKE

John and Caterina discussed the options for leaving Timberlake and having FASEB host a new web page. There have been many problems with Timberlake and FASEB, having recently purchased a new Association Management System (AMS), is in a position to provide this service. Based on the language in the Timberlake contract, there is a very timeframe to cancel the contract with them. John spoke with a lawyer in this regard and the lawyer stated that unless APTi cancelled by Monday, November 5<sup>th</sup> the Timberlake contract would automatically renew for twelve months.

John and Caterina indicated that they couldn't provide a final price for migrating the web page and database services until they knew more about the source data that would be provided by Timberlake. They did express high confidence that the total cost to APTi for creating a new web page and hosting the page next year would not exceed what is currently budgeted for the web page (\$16,000). In following years, when APTi is only paying for hosting services, APTi should see significant savings.

The board discussed the pros and cons of this proposal. Many board members stated they have been proposing leaving Timberlake for more than a year. Both John and Caterina cautioned that these transitions are always challenging.

**Action Item:** The board voted to cancel the Timberlake contract and have FASEB create and host a new web page with a target go-live date of February 1, 2008.

**Action Item:** John Lord request input from APTi leaders on the new web page.

### GETTING THE BULLETIN ONLINE

Katherine summarized the proposal from the FASEB publications department to create an online archive of the *Bulletin* as a member benefit. Board members stated that they preferred to make the decision based on the option that would be most professional in appearance and provide the greatest search functionality rather than purely on cost. The board also wanted to select the option that would allow for the sale of individual articles in the future.

Katherine stated that during the process of learning about this archive she had also learned about several promising options for delivering the *Bulletin* to members online in the future that APTi should continue to investigate.

John indicated that electronic delivery could be a useful service particularly for the international APTs going forward.

John stated the announcement of the new web page and the online archive could, if possible, be announced together as a way of driving members to the new web site.

**Action Item:** John and Katherine will follow-up with the FASEB publications department to answer the questions regarding bound copies and which option would appear most professional.

### BOARD UPDATE

Jane stated that we have sent the Ballots of Affirmation for the new board members who are as follows:

Suzanne Brue will be Incoming President  
Julie Campe, Director of Marketing  
Pat Ryan, Director of IACs

Additionally, Jill Chivers will be the new Director of Membership, replacing Linda, who is resigning. New board members will be invited to future conference calls.

For IACS we need to recruit for three positions:

Health Cares  
Careers  
Counseling

**Action Item:** John will send out a solicitation for member nominations for these three IAC positions.



### **SPECIAL INTEREST GROUPS (SIGS)**

Jane stated that we are still looking for leaders to help launch a Coaching SIG. Conversations are taking place with several members who may be interested. She stated that there would be some benefits to have two SIGs going in the beginning. If we were able to launch a second SIG soon, Careers would be the second one.

Jane asked board members to submit names for potential SIG leaders.

### **FACE to FACE BOARD MEETING**

Jane and Ray stated that a face to face meeting was important, especially for new board members. Jane said the preferred site now was the Twin-Cities because there are several board members there. Katherine stated that local chapter members would be able to host people in their homes.

**Action Item:** *Jane, Katherine and Jay will look into logistics.*

**Action Item:** *John will send out a request to board members for available dates.*

### **MEMBER RENEWAL INCENTIVES**

Carol requested that the board continue to consider her proposal for renewal incentives as outlined in the addendum. Her preferred option was to increase the new member rate slightly but leaving the renewal rate the same thereby creating a price differential and incentive for renewing members. Other options included discounts to trainings or free trainings.

The board discussed the several options. The board felt that discounts of 15% for trainings was reasonable.

Jane felt that the discussion was very productive and that we should table the discussion until we have a better idea of what our full portfolio of member benefits will be in 2008. The board was in agreement about the need for an incentive and thanked Carol for continuing to push and develop this issue.

The board agreed to table the discussion until the face to face meeting with a goal of having a new incentive program for the Spring renewals.

### **BUDGET UPDATE**

John stated that he and Ray had reviewed the statements for the first six months of the year, paying particular attention to variances. They have also emailed current and incoming board members about any special projects they anticipate. They plan to start drafting the 2008 budget by the next board meeting.

John stated that the board will need to determine soon if the 2008 budget will require funds to be withdrawn from reserves. Ray stated that the high number of potential projects in 2008 combined with the financial constraints we are under make the 2008 budget extremely important.



**TRAINING: APPLICATIONS AND SPONSORSHIP**

Katherine proposed moving our application trainings away from being solely APTi event towards being co-sponsored events. She stated that this would help to share the financial risk and to tap into the large potential audience that our potential co-sponsors could bring. Potential sponsors could include chapters, other qualifying programs and other type related organizations. Carol also proposed tapping into corporate partners as well as ASTD.

We are currently co-sponsoring an event with TRI and John Beebe which appears to be very successful.

Partnering with other organizations in this manner could potentially fulfill our objective of serving as a clearing house to type-related information.

As many board members had left the call, board members were asked to consider potential partners and programs.

