



ASSOCIATION FOR PSYCHOLOGICAL TYPE INTERNATIONAL

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APT International Monthly Board Meeting Wednesday, September 26, 2007

Minutes

ATTENDING

- Margaret Fields, President
- Jane Kise, President-Elect
- Chuck Pratt, Past President
- Dick Thompson, Director of Interest Area Consultants
- Jay Hanson, Director of Training and Education
- John Lord, Executive Director

UNABLE TO ATTEND

- Katherine Hirsh, Director of Communications
- Ray Linder, Director of Finance
- Carol Shumate, Director of Marketing
- Linda Reinhardt, Director of Membership
- Sharon Richmond, Director of Regions and Chapters

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

APPROVAL OF MINUTES FROM PAST MEETINGS

Action Item: *Minutes from the August 31 meeting were approved.*

CONFERENCE PROFIT AND LOSS REPORT

John reported for Ray that the profit from the conference based on the original budget was \$31,000. Once the appropriate proportion of management fees is factored in (based on the 'profit center' analysis developed as a result of the January 2007 Strategic Planning Meeting) there was a net loss of approximately \$10,000.

Jane and Margaret both expressed approval for the financial performance of the conference.

John added that this budget had been shared with Dario, the 2009 Conference Chair so that he could have the benefit of history in working with Ray and John to develop a budget for 2009.

UPDATE ON JANUARY ACTION ITEMS

Jane indicated that she had prepared a list of the action items from the 2007 Strategic Planning Meeting in the hopes that each board member would give a very brief report on the progress made towards items in their area of responsibility.

Action Item: Board members are requested to send their updates to John for inclusion in the report.

OTHER TYPE INSTRUMENTS

Dick responded to the list of type instruments prepared by Katherine. This is also the result of the January Strategic Planning Meeting. Dick indicated that he would develop criteria to determine which instruments qualify as 'psychological type' instruments. The end result of the exercise will be to publish this in the *Bulletin* and on the APTi web page.

Action Item: The office will contact the publishers of these instruments and request copies of their manuals so that Dick and Katherine can access them for the study.

John asked some questions about how this study might be received by the publishers of these instruments if they disagreed with our conclusions. Dick responded that we are simply defining the concept of psychological type as it relates to APTi by including all relevant instruments that meet our criteria. The objective of the exercise is not to evaluate the different instruments.

Margaret added that this was one way of responding to the requests of our members that we not limit our activities to the MBTI®. Jay suggested that if we move toward promoting or linking to any of these instrument's publishers, we would need to engage in discussion with them.

RECYCLING OLD PUBLICATIONS

This item is also the result of the January Strategic Planning meeting. John reported that he had asked the FASEB Publications Department to work with a vendor to develop a quote to get all old *Bulletin* issues online as a member benefit. Katherine will attend a meeting in Bethesda where some options will be discussed.

Jane said we will have sample articles online as "teasers." Margaret suggested selling articles to non-members.

VOTE: The Board voted to approve John and Katherine soliciting a proposal to put the *Bulletin* online in a searchable format as a member benefit.

John also reported that he would look into the costs and benefits of developing an online delivery system for future *Bulletin* issues which he believes could have value for our overseas members and affiliate organizations.

DIRECTOR OF MEMBERSHIP

The Board was informed that Linda Reinhardt has announced her intention to resign at the end of this year due to her professional workload. The board expressed their strong appreciation for Linda's tenure on the board.

The board discussed possible names for replacing Linda for the final year of her term as Director of Membership in 2008.



Jane stated that she and Sharon and Katherine were working on a survey to assist in future succession planning.

Jay asked if we needed to announce this opening to the membership. Jane responded that, because this is a resignation, the bylaws allow the board to appoint a replacement.

SPONSORING / EXHIBITING AT OTHER TYPE EVENTS

John informed the board of discussions with Linda Berens of 16types.com about APTi having a presence at her Convergence conference in the spring of 2008. Several ideas were proposed by Linda:

- APTi could have a table to distribute brochures
- APTi could sponsor a break – this could cost a few hundred dollars
- 16types.com would like to receive the APTi mailing list to promote the conference
- 16types.com would like APTi to link to the conference from its home page

Margaret asked that we include receiving a list of attendees as part of the agreement. The board agreed that we should pursue all of the above options. John added that this was another example of the board was successfully reaching out to other type organizations.

The board also suggested that we include information on the Western region chapters for participants.

COACHING SIG

John reported that the Board had approved the creation of a coaching SIG by e-ballot. Jane stated that in other organizations SIGs might have any combination of bulletin boards, newsletters, conference-calls or a website and that SIGs can become places where conference symposium are initiated..

Action Item: *Jane, Sharon and Katherine will continue to work to find the right person to lead this first SIG.*

2008 BOARD NOMINATIONS

The board discussed the nominations received for open positions and discussed next steps required by the bylaws.

STATUS OF IACS for 2008

Dick reported that most of the IAC terms were expiring and that he would know which ones were not within two weeks.

Dick reported the need to have IAC terms coincide with conference cycles so that it includes symposium preparation. He also stated that we need to be specific about the job requirements, especially writing articles and symposium preparation. The board also discussed the need to include the potential for reshaping the IAC structure into SIG structure in the job description.



Action Item: Dick will report to the board on which IAC positions need to be replaced within the next two weeks.

The board discussed the possibility of doing away with or changing the symposium at conference. Margaret asked if they were money makers.

Action Item: John will report to the board on the specific P/L for Symposium.

John pointed out that any changes to the conference format would impact the contracts he will be negotiating in the next few months.

2009 CONFERENCE UPATE

John reported that he was working with Dario to arrange a site visit in October to look at three hotels that had put in proposals. He asked the board to consider when they wanted Dario, as conference chair to begin reporting at board meetings.

John stated his hope that we could finalize a contract before the end of this year, which would give us an extra six months to market the conference when compared to the 2007 conference.

Jane noted that we had our 2011 volunteer chairs lined up.

OTHER BUSINESS

Chuck reported several positive observations about the training program: high pass rates; streamlining of the logistics; and very positive reports of the level of service received from Danielle.

