

## Georgia Chapter A&WMA Board Meeting Minutes

July 9, 2021

**Present:** Shanna Alexander, Joey Dean, Charlie Denton, Steve Ellingson, Jamie Lancaster, Katy Lusky, Elisabeth Munsey, Brett Owen, Kim Sanders (late), Matt Talbert, Ashley Ward

**Absent:** Mark Aguilar, Hannah Behar, Shira Colsky, Tom Wurzinger

### 1. CALL TO ORDER:

Kim Sanders

Chair called the meeting to order and outlined the Agenda for this Board meeting (attached).

### 2. SECRETARY'S REPORT:

Shanna  
Alexander

The Meeting Minutes for May 14<sup>th</sup> were delayed due to technical difficulties with the Zoom recording. A motion was made to approve both the May 14<sup>th</sup> and June 11<sup>th</sup> Minutes as submitted to be posted to the website (approved by Katy and seconded by Steve). The group voted unanimously to approve and post both Meeting Minutes to the website.

### 3. TREASURER'S REPORT:

Katy Lusky

Katy submitted the following report:

**Reporting Period:** June 12 - July 9, 2021

Current Wells Fargo Balance = \$9,466.34

Current PayPal Balance = \$5,412.15

Total Assets = **\$14,878.49**

**Major Debits (WF & PP):**

\$197.21 – MemberClicks (May)

\$16.95 – MemberClicks (June)

**Major Credits (WF & PP):**

\$2,110.00 – credits from Reg Conference

\*Still owed \$575 in unpaid invoices for the Reg Conference

**Other Business:**

None

### 4. COMMITTEE REPORTS:

Education/Scholarship:

Elisabeth  
Munsey

- Elisabeth informed the group that the call for abstracts is looming. Will need volunteers from the group to assist with requests for abstract submittals and hunting emails for all the new students and faculty changes. Jamie will assist with this effort.

Young Professionals:

- The second professional development webinar was cancelled due to low number of interested participants (1 RSVP and 2 speakers). Will continue to monitor interest among the YPs in these events via use of a survey.
- Matt and Ashley are planning to host a social event July 28 or 29<sup>th</sup> or August 3<sup>rd</sup> and 4<sup>th</sup> at a brewery.
- Charlie suggested avoiding end of July since folks may be taking advantage of those last few days for summer vacation before school starts.
- Ashley/Matt is still trying to figure out how to get YPs engaged.

Ashley  
Ward/Matt  
Talbert

Brown Bag:

- The next brown bag is scheduled for August 13, 2021. The speaker will be Dr. Obeng-Gyasi from North Carolina A&T University. A flyer with details will be circulated closer to the event.

Shira Colsky  
(N/A)

Membership:

- Steve provided a copy of the membership update report for June to early June prior to the meeting. There is a steady downward trend in membership for the Chapter. **[See Membership Update Report attached]**
- Membership has gone up to 70 which is likely the highest we have had since before the pandemic. This is a 25% increase in membership which may be attributed to the regulatory conference promotional emails. Need to make it easy for people to sign on during the reg conference.
- Katy mentioned that we have 23 new prospects. These may be people that are looking to become members and/or subscribed to the website. There have been 6 new people that have joined but need to decide the second week of each month to sort out the 23 (prospects in/out).
- Steve will add this to the August membership update report.

Steve  
Ellingson

Database/Website:

- None

Charlie  
Denton

Newsletter/Publication:

- A newsletter was sent out, but it seems that the open rate is very low as emails are going to spam.
- Shanna suggested checking the stats in MemberClicks to track the number of people that opened the email. The number of clicks/opens were less than 50% in the past. Need to improve on getting members to open the newsletter so that it is useful to people.
- Steve says open rate of 15-20% is a good percentage for opened emails. Steve suggested that we broadcast this during the reg conference as an incentive for joining the association.
- Charlie mentioned that if you open the email once, it does not go into the spam folder. Charlie suggested the group share a picture of the opening page so people

Brett Owen

see what it looks like and the email address that it's coming from so they can tell their computers to not spam or trash it.

- Matt provided input on getting information from a specific domain such as creating an email distribution list so that the newsletter email is sent from a work email. Katy and Steve mentioned that if MemberClicks email is not being received and opened, it will be worse for an unsolicited work email and that an inquiry may need to be made to MemberClicks since paying for it.

#### **5. OLD BUSINESS:**

- Kim reported on the SS call for speakers and abstracts which were due on June 30<sup>th</sup>.
- Kim will reach out to Anna following the meeting to see if the deadline has been extended and whether the MS Chapter needs help with conference planning. The SS Conference will be held September 21-23, 2021 in Biloxi, MS.

#### **6. NEW BUSINESS:**

- Time was returned to allow for planning of the upcoming regulatory conference.

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#### **NEXT MEETING:**

**August 13<sup>th</sup>, 2021** via Zoom video conferencing – 10:00am Eastern (Meeting adjourned 10:42)

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**Agenda**  
**A&WMA GA Chapter - Executive Board Meeting**  
**July 9, 2021; 10:00 a.m. Eastern**  
**Join Zoom Meeting:**

<https://us02web.zoom.us/j/85987012800?pwd=Qk9R1dQYmNhb2NOQm5UWEZVZ1drQT09>

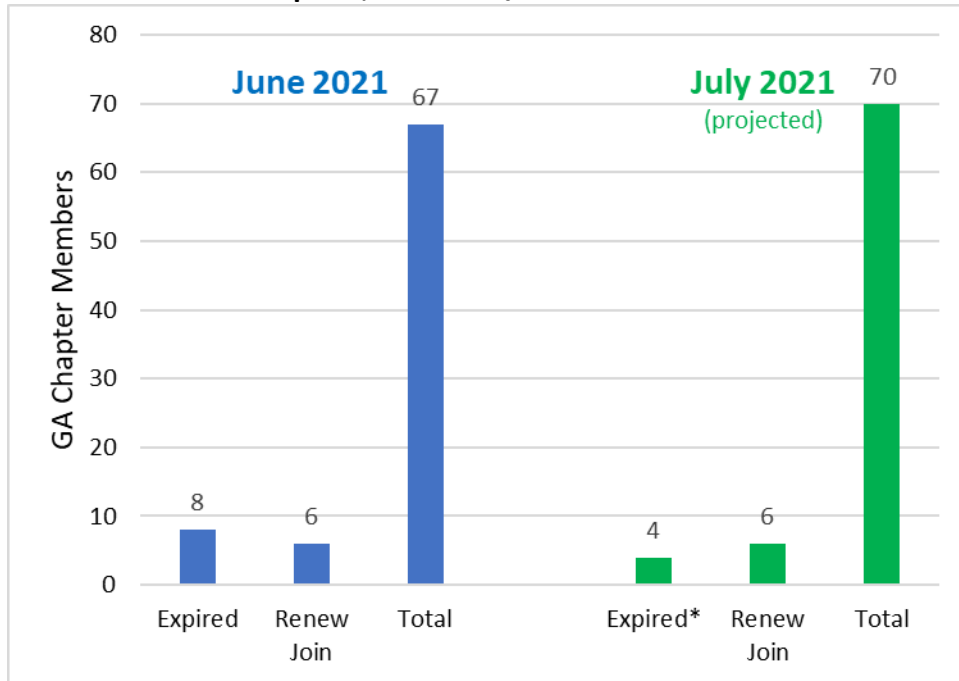
**Meeting ID:** 859 8701 2800, **Passcode:** 716446#

One-touch: <tel:+1-301-715-8592> | [859 8701 2800#](tel:+1-301-715-8592)

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|-----------|---|-----------------------------------|
| <b>1.</b> | <b>CALL to ORDER:</b>   | Kim Sanders                       |
| <hr/>     |   |                                   |
| <b>2.</b> | <b>SECRETARY'S REPORT:</b><br>Approve June 11 <sup>th</sup> meeting minutes, post to website.   | Shanna Alexander                  |
| <hr/>     |   |                                   |
| <b>3.</b> | <b>TREASURER'S REPORT:</b><br>Current balances<br>Upcoming expenses   | Katy Lusky                        |
| <hr/>     |   |                                   |
| <b>4.</b> | <b>COMMITTEE REPORTS:</b>   |                                   |
|           | <u>Scholarship</u><br>Status update   | Elisabeth Munsey/<br>Mark Aguilar |
|           | <u>Young Professionals</u><br>Status update   | Ashley Ward/Matt<br>Talbert       |
|           | <u>Brown Bag/Program</u><br>Upcoming and future brown bag events  | Shira Colsky                      |
|           | <u>Membership</u><br>Membership update report   | Steve Ellingson                   |
|           | <u>Database/Website</u><br>Status update  | Charlie Denton                    |
|           | <u>Newsletter/Publications</u><br>Status update   | Hannah Behar/Brett<br>Owen        |
| <hr/>     |   |                                   |
| <b>5.</b> | <b>OLD BUSINESS</b>   |                                   |
|           | Southern Section Conference plan for September 21-23, 2021, Beau Rivage, Biloxi, MS. Registration will open soon via website <a href="https://www.ssawma.org/2021-annual-meeting.html">https://www.ssawma.org/2021-annual-meeting.html</a> . Need to see if Call for speakers is extended beyond June 30, 2021. |                                   |
| <hr/>     |   |                                   |
| <b>6.</b> | <b>NEW BUSINESS</b>   |                                   |
|           | 2021 Spring Reg Conference Planning Update – Optional request to remain on Zoom call for conference planning.   |                                   |
| <hr/>     |   |                                   |
| <b>7.</b> | <b>NEXT MEETING</b>   | August 13, 2021 -<br>10:00 am EST |
| <hr/>     |   |                                   |
| <b>8.</b> | <b>ADJOURN</b>  |                                   |

**Monthly Membership Update**  
**July 9, 2021**  
**Steve Ellingson, Principal, Vatten Associates**  
[Steve.Ellingson@VattenAssociates.com](mailto:Steve.Ellingson@VattenAssociates.com)

**Current Status of Expired, Renewals/New Joiners and Total Members**



\* = Projected to expire



**Activities in Previous Month (May)**

- Participated in June 4<sup>th</sup> conference call on Regulatory Conference planning
- Participated in June 11<sup>th</sup> Executive Board Meeting

**Proposed Activities (June)**

- Contact via email to **four** current members that are projected to have their membership expire in June. Remind them to renew their membership.
- Send “welcome” email to **six** people that joined/rejoined their A&WMA membership.

**Detailed Information  
on  
Membership Expirations & Join/Renewals**

<b>A&amp;WMA ID*</b>	<b>Membership Expiration Date (projected)</b>	
<i>Projected to Expire in July (n = 4)</i>		
1256980	7/31/2021	
1256989	7/31/2021	
1256987	7/31/2021	
1087703	7/31/2021	
<b>A&amp;WMA ID*</b>	<b>Most Recent Join/Renew Date</b>	
<i>Joined/renewed in June/July (n = 6)</i>		
1258239	6/8/2021	
1258247	6/9/2021	
1258263	6/11/2021	
1258305	6/19/2021	
1256847	6/27/2021	
1256443	7/2/2021	

\* = To maintain membership privacy, person's A&WMA ID Number is  
 For detailed information on these projected expirations and/or  
 renewals/new members; contact Steve Ellingson