

American Academy of Certified Public Managers®
General Membership Meeting
Atlanta, Georgia
October 26, 2018

Board Members Present: Loretta Tillery, Chair; Becky Bryant, Past Chair; Bill Herman, Secretary; and Debbie Smith, Treasurer

Board Members Absent: Dennis Martino, President-elect; Rick Ward-Harder, Director of Communications and Dan Matthys, Director of Education

Also Present: Wanda Botticello, Kim Waldecker and Naomi Bolton of New Hampshire and Ladisa Onyilioga of Georgia

At 9:00 AM, the Chair reported the meeting would convene at 9:10 AM to ensure all potential attendees were present. The Chair convened the meeting at 9:10 AM (EST).

Report of the President:

Loretta Tillery thanked those attending the meeting. She reported when the Board began nearly a year ago there were three main goals established including concluding the contractual agreement with the Consortium Administrators; transforming from a free membership base to a dues paying membership base, and holding an annual professional development conference. She noted all three goals have been achieved, and the Academy is realizing some steady growth in membership numbers, which hopefully will continue moving forward. She noted the 2019 meeting would be held in Omaha, Nebraska around this time of year, although specific dates have not yet been set.

Report of the Treasurer:

Debbie Smith reported on the AACPM finances as they stood prior to the October conference. She indicated that would change once all of the conference expenses were settled out, as well as other operational expenses before the end of the year.

She noted at this point in time revenues were not exceeding expenses, but the Academy has been able to make ends meet with reserve funds. She indicated this could continue for the next couple of years, but ultimately the organization needs to generate more revenue. Debbie Smith indicated the Academy operating expenses on an annual basis totals nearly \$30,000, and future AACPM Boards and membership will need to try and balance expenses and revenues in order to be sustainable.

Report of the Consortium Liaison:

Becky Bryant reported she was happy to be in Atlanta and serving as a liaison between the CP Consortium and the Academy. She noted the Consortium is the national organization of the CPM Programs, and the AACPM was actually piggy-backing on their mid-year meeting to offer this conference programming. She noted there was a new CPM program in Tennessee which could lead to a new CPM Society in Tennessee. She stressed she felt the one of the roles of the AACPM is to help new graduates from programs into a local society and/or the Academy.

Report of the Election Committee:

Loretta Tillery reported on behalf of Election Committee Chair Dennis Martino that as of this meeting there were two candidates for Treasurer and one candidate for Director of Membership while there were no filed candidates for President-elect or Director of Communications.

The President reported the AACPM Board of Directors had voted to extend the filing date for candidates for office until November 15th with voting to then take place from November 16th through 30th. Election results would be announced during the first week of December. The AACPM officers present encouraged individuals to consider running for Academy office, including the President-elect's position. Debbie Smith observed the remaining AACPM Officers will ensure that no one fails as Academy President.

Report on Strategic Planning Exercise:

Bill Herman reported on behalf of President-elect Dennis Martino on some of the raw information gathered during the October 24th Strategic Planning effort.

He indicated the following items were identified in the question of *"I would like this organization to"*

- ❖ Dialogue with CPM graduates via e-mail, newsletters, etc., and highlight CPM profiles, promotions, etc.
- ❖ Develop a CPM social media presence
- ❖ Offer web meetings or presentations
- ❖ Need for clarity among all members of the Consortium and AACPM
- ❖ Better articulate the value proposition of the CPM

- ❖ Individual members should bring another member to the next AACPM conference as a marketing effort.
- ❖ Require annual conference or online CEUs in order to maintain AACPM membership.
- ❖ Increases continuing education opportunities

He indicated the following items were identified in the question of *“I would like see the following included in the program for the 2019 Conference in Omaha”*

- ❖ All of the tables reporting out encouraged continued capstone project presentations.
- ❖ More engaging and group work sessions
- ❖ Keep the Consortium and AACPM conference together, offering perhaps a few more joint activities.
- ❖ Specific workshop topics offered included:
 - Public Speaking
 - Work Force Development
 - Improve Customer Service through Technology
- ❖ Better sharing of various curricular maps from each state CPM program to enable CPM members to see what others are learning and studying.

Bill Herman indicated Dennis Martino would more formally develop a report from the Strategic Planning exercise.

Members in attendance echoed the thoughts concerning continuing to offer capstone project presentations at future conferences. There was also a suggestion of potential CEUs offered for attending the training portion of the conference schedule.

Other Business:

Debbie Smith noted the AACPM Board of Directors have been meeting monthly through teleconference which have been helpful. She indicated maybe the next level to enhance meetings would be to develop and online or other members for face-to-face communications.

Loretta Tillery noted the AACPM is allowed to offer three webinars on the ASPA platform as a benefit to its group membership. She noted the AACPM Board of Directors will be working to offer some programming through this medium moving forward.

Becky Bryant reported that it appears the AACPM membership is beginning to grow, although some work needs to take place to better define the growth in reporting. She indicated the AACPM wants to reach out to past Academy members, including retirees or students. She indicated a lot of work has gone into getting the organization to this point. As the organization is currently transitioning from a free membership basis to a dues paying membership basis, she felt the biggest purpose of the Academy is to provide value and assistance to the CPM graduates so they would want to be a part of the Academy.

AACPM Membership Pins:

Becky Bryant noted the Academy had new pins made to be provided to new members of the Academy. She presented pins to Kim Waldecker of New Hampshire, Sharon Hacker of Arkansas and several graduates of the Georgia CPM Program.

Adjournment:

There being no further business, the Chair adjourned the meeting at 9:35 AM (EST).

Respectfully submitted:

William G. Herman, CPM
Secretary