



FRATERNITY  
COMMUNICATIONS  
ASSOCIATION

**FCA Board Meeting Minutes**

Recorded by Andrew Talevich, Lambda Chi Alpha

Respectfully submitted by Bradley Carter, Alpha Tau Omega

July 11, 2013

FCA Board Meeting (Conference Call)

**In Attendance:**

Nathaniel Clarkson, Sigma Nu: Director of Finances

Mary Ellen Hardies, Delta Gamma: Director of Recognition

Jesse Lyons, Kappa Alpha Order: Vice President of Operations

Tracy Lyons, Omicron Delta Kappa: Director of Education

Ashley Martin, Zeta Tau Alpha: President

Jennifer Siler, Alpha Delta Pi: Past President

Teri Forsythe Sloan, Chi Psi: Director of Networking

Andrew Talevich, Lambda Chi Alpha: Director of Marketing

Robert Umstadter, Beta Theta Pi: Vice President of Programming

**Not In Attendance:**

Bradley Carter, Alpha Tau Omega: Director of Information

**Call to Order**

President Martin called to order at 3:04 p.m. Eastern Time.

**Opening Remarks:**

- None.

**Reports:**

**Vice President of Operations, *Jesse Lyons***

- FEA Annual Meeting held Saturday to Tuesday in San Antonio
- Revamped programming due to new partnerships including FCA partnership.
- Communications track featured Steve Latour, Brandon Weghost, and GinSystems.
- Full attendance at these sessions with great feedback
- Five FCA board members were in attendance
- Would be nice to see more FCA programming
- Kudos to Jennifer for development of partnership

**Director of Finance, *Clarkson***

- Met with Ryan, our accountant at FEA
- Provided more budget information to Ashley
- One of two minor reimbursements pending from Annual Conference

**Director of Information, Carter**

- Absent. No report.

**Director of Marketing, Talevich**

- Work continuing on website, Enews and *Briefings*
- Set up Kyle Grand as Social Media Chairman

**Vice President of Programming, Umstadter**

- Spoke with Steve Latour about his new role as Conference Programming Chairman.
- Will have conference call about programming ideas for Midyear and Annual Conferences.
- Goal is to be more strategic with programming.

**Director of Education, Tracy Lyons**

- Wrapping up loose ends from Annual Conference
- Looking at Annual Conference survey results for planning purposes
- Call with Jackie and the Atlanta hotel about meal plans for Annual Conference
- Working with Carol for hotel for retreat and 2015 Annual Conference
- Spoke with Steve Latour about strategic education

**Director of Recognition, Hardies**

- Completed transition call with Robert
- Followed up call with Brandon about pending projects for next year
- Talked to Brandon at Groopt about award site glitch

**Director of Networking, Sloan**

- Completed call with Robert
- Call with Lisa Dodge on working on a Recognition plan
- Received new contact for Freeport Press after Phil Salvo's departure
- Working with Phil to get his new company as an Associate Member of FCA
- Would like to see more social media asking for Associate Members

**Past President, Siler**

- Reminded committee to start looking for board nominations for next year's Annual Conference
- Fine-tuning FCA Handbook

**President, Martin**

- Creating budget is number 1 priority
- Expect a draft for the executive committee then the rest of the board by the next Board call
- Board retreat dates are set for September 5-6 in Louisville, Ken.
- Signature cards for Jesse Lyons and Clarkson from Old National Bank

**Old Business:**

- FCA Database: the contract is up for Patriot at the end of the year, and it has been decided as a sign of fairness to create a bidding process for all associate members
- Requests board to send Martin a document with specific database needs that each position entails

**New Business:**

- Minutes from last board meeting to be approved next board meeting

- Jackie Isaacson is up for approval as the Annual Conference chairman. Motion to approve made by Umstadter, seconded by Talevich. No discussion. Motion passed.
- Whitney Frazier is up for approval as the Annual Conference vice chairman to serve with the newly appointed chairman Jackie Isaacson. Motion to approve made by Umstadter, seconded by Clarkson. No discussion. Motion passed.
- FCA Enews Ideas: list of board members, committee members, with contact information and Greek affiliations; midyear reminder; member of the month/new member of the month; trends in communication industry; save the dates for Brown Bag.

**Comments for the Good of the Order**

- *Martin*: "Friendly reminder! Only 134 days until midyear."

Martin established the next director's call for Thursday, August 8, 2013.

Meeting adjourned at 3:38 p.m. Eastern Time.