

Strategic Planning Meeting  
St. Louis, MO  
October 20-21, 2016

Meeting was called to order by Sue Heusing, Chairman

**Document updates under review:** District and Local Handbooks, CPI Handbook, CPI Guidelines, Bylaws and Standing Rules, and Conference Guidelines. Deadline for submitting the final versions of the updates is January 15, 2017. The final versions will be placed online.

**Financial Review:** Gail Ottinger informed all in attendance that the financials are available online and there are no updates at this time.

**Ways and Means:** Connie Hamilton reported that this year's fundraiser will be a 50/50 raffle. The raffle will begin in January, 2017 and the winner will be selected in June at the annual conference. Tickets will be \$5 or 5 for \$20. The raffle tickets will be in the form of a 2 part printable ticket that will be available on our website. One part to be kept by the purchaser, the second part mailed in with payment. Pay Pal will be available, also.

**FCRA training:** Pat English discussed FCRA training that is available to those that need certification. Her local association participates by administering the classes as a fund raiser. There is a possibility that the training can be presented at the International conference. The participants would earn a 2 year certificate. The programs will be sent to those in attendance this weekend to see if it's something we would like to roll out in 2017.

**Website visits:** Cindy reported that a review of our website visits from 10/4 to 10/12 had 99 visits. 66 were direct visits while the additional 33 were 3<sup>rd</sup> party visits from places like Google, Free Share, Bing, Verizon, etc.

**Grants and Donations:** Charlie Gordon will review with Jim Lucas and report back.

**Membership:** Cheryl Bureson-Davis reported that we are still waiting for dues to come in. We have received \$2,300 to date. Cheryl will contact the District Presidents and request that they follow up with any locals who have not paid their dues, yet. Spartanburg announced they had disbanded.

**Local Membership efforts:** The Ann Arbor association emails flyers each month announcing the next meeting date, speaker and topic. The flyer goes to over 100 potential members and is posted on the CPI website. Cindy reminded everybody that posting on the website is available to all of the locals. She requested that the finished announcement be sent to her and she will post it.

**Travel and Location expenses:** Discussion was held regarding keeping costs to conferences down by choosing future conference sites that are closer to airport. The San Antonio site will be serviced by a shuttle from the airport to the hotel.

Other expenses discussed included the hotel cost of \$109 per night and that the conference has cut out Wednesday as a meeting day for officers. The executive committee will meet by phone prior to the conference and the attendees including the executive committee can arrive on Wednesday evening.

**Nominations:** Cindy Westenhofer reported that we have a slate of officers for the 2017-18 year. Cheryl Burleson-Davis, Marylyn Tack and Sheila Edwards have all agreed to hold an officer position.

**Conference Coordinator:** Jean Jervis reported that future International Conferences have been confirmed for 2018 in Charlotte NC and 2019 in Albuquerque NM. The conference guidelines are being worked on to include budget for the outgoing President to work with for the reception and deleting the expense of a photographer.

**2017 Conference:** The extra-early bird registration of \$275 will be available until January 31, 2017. Cindy Westenhofer will do a presentation at the conference on how to use the CPI website. As other topics, speakers and timeslots are reported by the conference committee, updated information will be posted on the website.

**Marketing:** Sheila Edwards made some suggestions including: publication of membership drive activities in the Credit Professional Magazine, researching the cost of t-shirts and polo shirts members can wear when giving financial literacy presentations, contacting former members to rejoin, adding a student corner and a professional section in the CPI Magazine. A committee is working on purchasing the shirts to have them available in 2017 with a cost of around \$20. Cindy requested help in putting together a packet of CPI information that we can market to. She has about 200 contact names right now.

**Publications:** Deadline for the next magazine is 2/14/17 with some topics already submitted. The newsletter is ready for November. The next newsletter issue deadline for submissions is 1/1/17. One topic request is to find someone to write an article for the Military Lending Act which went into effect 10/1/16. Another suggestion was to put something in one of the publications regarding the Banzai program.

**BANZAI (a financial literacy program):** The program allows teachers to teach real-world financial literacy. If a sponsor is obtained to underwrite the cost of the program, it is free to the students and the teachers. Sponsors can be given the opportunity to go to the classrooms and meet the students. A grant proposal has been submitted to the Foundation to help us get started on underwriting the cost of this program.

This program was brought to us by Darla Kauffman from the Goshen CPI. Her employer sponsors this program and she has the chance to visit the classroom, give certificates to whoever finishes the program, and her employer opens a savings account and deposits \$25 into it for any student who finishes the class and presents the certificate at her bank. We will be getting references from Darla so we can talk to the teachers.

A representative from Banzai called in during the meeting and we asked him several questions. The information we received included: 1.) the program has been in existence since 2007 2.) Questions are answered through an on-line chat or an email response within 24 hours 3.) Timeframes for visiting a school vary depending on how long it takes to locate a school that interested in the program in your area 4.) Banzai does all of the research in getting a school and teacher to participate 5.) We will be able to get a copy of their financial statement 6.) The cost of the program depends on the size of the school. Costs run between \$200 and \$995. The average is around \$600. 7.) We would be eligible for a not-profit discount 8.) Our competitors would be groups like Junior Achievement and in-house programs. 9.) Currently 50% of students in Utah, 40% in Michigan and Wisconsin are involved. 10.)

Adult curriculum will begin in August, 2017 for 1<sup>st</sup> time buyers of cars, homes, etc 11.) Elementary schools are being considered for December, 2017.

**Certification:** Linda Simbeck reported that we have one new person who has been certified.

**Corporate office report:** Charlotte reported that the move from our office location to her home was a big event for her. We moved some of the furniture to her home and the rest was donated to a daycare center. We were able to keep our longstanding phone number. The magazine mailings are now being done in-house. Charlotte will check to see if we can further reduce mailing costs by using a mailing label instead of envelopes and by applying for a non-profit rate at the post office.

**Webmaster:** Cindy discussed that if you see any problems on the website, please report it to her by copying the URL and sending it to her. Detail what the issue or problem is so she can fix it. She also requested all members to review their personal data in the members only section. If anybody needs help, Cindy is available.

Meeting adjourned,

Submitted by:

Marylyn Tack  
Secretary/Treasurer