

STRATEGIC PLANNING COMMITTEE MEETING ASSIGNMENTS FOR 2015 -- Completed Reports:

BYLAWS/STANDING RULES/UPDATES

SUE HEUSING

Proposed By-Law 1:

ARTICLE XI, DISTRICTS

Section 1. Now Reads: This Corporation shall be set apart in districts as follows: DISTRICT 3 & 4, DISTRICT 5, DISTRICT 7 & 9, DISTRICT 8, DISTRICT 10, DISTRICT 12.

The states and provinces included in each district are listed in the Standing Rules.

Proposed Change: This Corporation shall be set apart in districts as follows: DISTRICT 3 & 4, DISTRICT 5, DISTRICT 7 & 9, DISTRICT 8. The states and provinces included in each district are listed in the Standing Rules.

Rational

Since both Districts 10 and 12 have dissolved and no longer meet, they need to be removed. Former members are now direct members of CPI.

Proposed Standing Rule 1:

Now Reads

11. **LATE DUES:** The Corporate Office or Secretary/Treasurer will notify the District President and First Vice President when the dues of a local association in said district have not been paid by the 15th of January. It is the duty of the District President to inform the corporate office or Secretary/Treasurer by February 15th if the local association plans to pay dues for current year.

Proposed

11. **LATE DUES:** The Corporate Office or Secretary/Treasurer will notify the District President or Vice President when the dues of a local association in said district have not been paid by the 15th of January. It is the duty of the District President to inform the corporate office or Secretary/Treasurer by February 15th if the local association plans to pay dues for current year.

Rational: Notice to President or Vice President is adequate.

Proposed Standing Rule 2:

Now Reads

21. **DIRECT MEMBERS:** A Direct Member shall receive for their membership dues the following: Membership Certificate, Membership Directory, The Credit Connection(quarterly newsletter and legislative update), the Credit Professional

(biannual magazine), Pre and Post-Conference Capsules, and opportunities to attend seminars and conferences.

22. AT-LARGE MEMBERS: A Member At-Large shall receive for their membership dues the following: Membership Certificate, the Credit Professional (biannual magazine), Online access to The Credit Connection (quarterly newsletter and legislative update), Pre and Post-Conference Capsules, Membership Directory and opportunities to attend seminars and conferences

Proposed

21. ALL MEMBERS: All members shall receive for their membership dues the following:

Online access to the Members section of the website including the Membership Directory, The Credit Connection (quarterly newsletter and legislative update), the Credit Professional (biannual magazine), Pre and Post-Conference Capsules, and opportunities to attend seminars and conferences.

Members without internet access, upon notification to the corporate office will be mailed publications.

Rational: All members are entitled to same benefits.

Renumber: 23 Parliamentarian to 22 and 24 Volunteer Coordinators to 23.

Proposed Standing Rule 3

Proposed Changes to Standing Rules Awards Program

Now reads:

5. 5'R PIN AWARD this award shall be given to any Credit Professionals International member for securing five (5) new members within the local association year, October 1 to October 1. New members may be acquired for the applicant's own local, or any other local association. New members in the charter organization of a new local association may not be used. Applications may be made to the Corporate Office on forms provided. Those achieving the award are entitled to wear the 5'R pin which can be purchased through the Corporate Office

Proposed Change:

5. 5'R PIN AWARD this award shall be given to any Credit Professionals International member for securing five (5) new members within the local association year, October 1 to October 1. New members may be acquired for the applicant's own local, or any other local association. New members in the charter organization of a new local association may not be used. Applications may be made to the Corporate Office on forms provided. Those achieving the award are entitled to request a certificate of 5'R pin. In addition it will be posted as an award on the website.

Rational:

Since we no longer have any jewelry available, the pin is no longer awarded.

CONFERENCE (FUTURE)

JEAN JERVIS

CONFERENCES (FUTURE/PROCEDURES} UPDATES

JEAN JERVIS

Regarding the project I took on for the committee: Conference guidelines

That project has become a moving target. As we've been changing things to accommodate the request of the strategic planning committee, I'm still working on paring down the days for the conferences going forward. We were able to get some of it done and I'm kind of waiting to see how this conference goes (with more meetings being held over the phone). I met with Noelle yesterday and we're still trying to come up with a strategy to shorten the conference next year and lower the costs. I'll be working with the San Antonio group to make that happen. Until we get everything in place and I have a chance to see how this and next year goes, I'm not ready to make changes to the guidelines. I do plan on implementing the ideas for next year.

Regarding Martha's project: Public relations

I spoke with Martha at the beginning of the project and when she sent you her report, she called it "marketing". The public relations policy is HUGE. Martha suggests we leave it as is. I suggest we do the same and look at it again after we figure out what we are really marketing and then give it another review. Marketing has been a continued work in progress as we come up with new ideas and make changes from year to year. Everything we do is Public Relations.

The Conference guidelines and Public Relations guidelines will stay the same for this year.

CPI GUIDELINES/UPDATES

GAIL OTTINGER/BARBARA CHAPIN

One of the responsibilities that Gail and I accepted at the Strategic Planning was to review the CPI Guidelines.

We would like each of you to review the CPI Guidelines that can be found on the website. What suggestions do you have for simplifying these along with the ones that each of you committed to do.

Please send any suggestions by March 15th.
Thanks again for your input.

DATA BASE SUPPORT

SHAROL RUDOLPH

President Cindy asked to hold this for now & discuss at conference.

DONATIONS

MARYLYNN TACK/BARBARA HALL

We were to look into the possibility of creating a pledge for members to contribute to the funds at the international level. The idea is to reduce the number of fund raisers during the year. The members could pledge monthly, quarterly or annually. Based on the last few fund raisers we have been getting around \$800 for each event. We do one per district for a total of 4. So we have been getting around \$3200 in raffles. If we were to get all members to contribute \$20 we would receive \$3300. Proposed member 165 x \$20 each equals \$3,300.

The problems that we see are that not all members will contribute, as the same individuals who attend conferences are the same ones that participate in the raffles. That we would have to have a pledge sheet for individuals to sign up with and then someone would have to monitor the process to ensure that the pledges were paid. This opens up a number of issues such as: What happens if the member does not keep their pledge? Who will monitor? Would we send out a past due notices? What value would the members who participate receive over those who contribute nothing? With the current fundraisers there is at least a chance of getting a reward (jewelry, cash etc.).

It is our opinion that we do not do a pledge at this time.

FINANCIAL/BOOKKEEPING/ ACCOUNTS

GAIL OTTINGER

Financials/Bookkeeping: This is an on-going project. The bookkeeping is done on a monthly basis for CPI and reports sent out each month. For the Foundation this is done on a quarterly basis and Oct, Nov & Dec was just recently completed.

The IRS reports for International, Foundation, Locals, Districts and State are still in process and when all are completed I will send a report as such.

I just completed the 1099's for CPI and also the Personal Property Tax report.

The other Committee that I am on is reviewing the CPI Guidelines for revisions and updates. I have not had much time to devote to this like I should but am working on it. This is a big project and I will get with my other committee member Barb Chapin to coordinate our suggestions.

FUND RAISING

PAT ENGLISH

Possible ways and means options are as follows:

- 1. Bake Sale(s) (Breakfast, Lunch/movie, Snacks, Sausage tacos/Nachos)**
- 2. Raffle(s) :**
 - IPad
 - Coach Purse
 - Bicycle (3 or 10 Speed)
 - Jewelry
 - Flat Screen TV*
 - Smart Phone*
 - Visa Gift Card*
 - Cruise Voucher*
- 3. Arts and Crafts Sale(s)**
- 4. Silent Auction(s) (on SACU intranet only)**
 - Quilt,
 - IPad, etc...
- 5. Cookbook Design and Sale**
- 6. Night of FUN**
 - Bunco Night
 - Casino Night
 - Mystery Theater
 - Chili Cook-off
 - Alamo Drafthouse Movie Night
- 7. Educational Seminar(s) for a fee (i.e.)**
 - Review of Regulatory requirements
 - Finance – Personal Financial Planning
 - Fair Debt Collections
 - Employee Embezzlement

- Disaster preparedness
- Motivational speakers
- FCRA Certification
- Consumer Financial Protection Bureau- CFPB

8. Scholarship Drive

- Letters requesting Scholarship Donations to Local Businesses

9. District Fundraiser

- Dollars in the Air at District Luncheon

10. Membership Drive

- After Hours Meet & Greet Mixer – for Membership growth (we could also raise food for food bank at the same time)

*Denominations to be determined by Board

GRANTS FOR DONATIONS/WALMART / OTHERS /PARTNERSHIP

JIM LUCAS/CHARLES GORDON

Not had a lot of luck with finding anyone to partner with for donations or grants. I have sent multiple emails to the addresses listed on Walmart's website and have not received any responses. I checked with the Kentucky Colonels and they only partner with or make donations to groups and individuals in Kentucky.

HISTORY PROJECT/CPI HANDBOOK /UPDATES

MARY NEBEKER

My report assignments were to go through the Handbook and I'm still looking at the History thing too. I have gone through the entire Handbook and there are many changes that will need to be made. At this point it is probably better to wait until after International Conference and see what other changes might come and then do them all at the same time. The last time it was corrected was in 2013. The history assignment seems to have already taken place as most of the plaques were farmed out at the October meeting as well as the scrapbooks. We can discuss further ideas in June if we need to re-address this item.

MARKETING OF CPI/FOUNDATION

CINDY WESTENHOFER/HANNAH STUBER

We have been actively marketing thru email, Twitter & Facebook posts. Connecting with America Saves for the week of Feb 22-27, 2016.

Also continuously changing the home page of the website to keep it fresh.

A suggestion: a contest for Videos to be made to support CPI & the Foundation. The contest would be open to members & non-members. Would like to have a marketing campaign for the contest to be targeted to college students. Possibly a good size cash prize ie: \$500 to attract some good entries. The videos will be used to market CPI.

MEMBERS/EXPENSES OF TRAVEL/LOCATION SHARON DESHAZER/ CONNIE HAMILTON

The assignment "Members/Expenses of Travel/Location" I guess we can sum it up this way--

- a. Members like to have conferences as close to them as possible with the cost of travel by air or by car. Perhaps they should be in St Louis? We had about the same number at Strategic Planning as we had at conference last year.
- b. I heard it mentioned to shorten the length of conference. By shortening the conference, it would be a little cheaper eliminating one night's stay.

So this is what we propose for shortening the conference:

Thursday - Pre-Executive Board meeting	Thursday evening - PIP's dinner
Friday - 3 Education Sessions in morning	8:30-9:30; 9:45-10:45; 11:00-12:00
Career Club luncheon (that everyone attends) 12:15-1:30	Education Session - 1:45-2:45
Foundation meeting - 3:00-4:00	Walk-a-thon 4:15-5:15
President's reception in evening	
Saturday Annual meeting - 8:30-10:00	Incoming Executive meeting - 10:15 - 10:45
Committee meeting luncheon - 11:15 - 2:00 (instead of Award luncheon)	
Post Conference meeting - 2:15 - 3:15	Installation Banquet - 6:30

Added note:

1. We did not put a Tour as part of our conference. The host city can have some plans for a Tour if someone WANTS to come early and tour the city, etc. prior to conference time.
2. You will note that we eliminated the Award Luncheon but inserted in its place the Committee Luncheon. The list of winners for awards (could eliminate the

awards for percentage of keeping the membership the same, or increase of membership) this can be printed and distributed at the annual meeting. What should be mentioned in the annual meeting by the membership chairman, are the names and city of **NEW MEMBERS** that we have attained since last conference.

MEMBERSHIP **LINDA SIMBECK**

2015 – 2016 Membership Contest

Bring in 1 new member and get \$10.00 off your 2015-2016 dues. 3 Separate Drawings for Prizes will be awarded at the 2016 CPI Conference in Ann Arbor.

1st Drawing: One entry for every potential member: Name & email/or snail mail address required

2nd Drawing: One entry for any paid or student member you bring in. Each new member obtained will count as 1 entry.

If you get 5 new members you get double entry (10 entries)

3rd Drawing: One entry for any innovative membership promotion. i.e.: Make a CPI promotional video & put it online. Any Implemented Idea can be entered into the contest!

One entry for each implemented idea! No limit on entries for either contest! Prizes will be awarded at the 2016 Conference!

MEMBERSHIP REPORT

For the reporting period of June 2015 – January 2016, we are proud to announce the following new Members:

Name	District/Location
Alicia Marsh	7 & 9
Lacy Stauffacher	7 & 9
Al Parker	3 & 4
David Matts	Direct
Savanah Weiman	5
Marsha Thompson	Student/7 & 9
Maria Trevino	8

we currently have a total of 130 members; 123 paying members.

PUBLICATIONS/ CREDIT EDUCATION **JIM LUCAS**

FINANCES- ENTICE EMPLOYERS ON MEMBERS **JIM AND CHARMAINE LUCAS**

"Publications" I suggest we put the magazine on line and reduce printing cost. I e-mailed the publisher of our magazine for prices on reducing to 50 printed copies. He advised the print cost would be \$198 and mailing would be \$2.54 each. I think best he mail us the 50 copies and we will mail as needed.

"Grants for Donations" Charlie sent a report.

"Finances & Entice Employers on Members" I contacted 3 separate Financial Institutions where I had a person I knew to discuss obtaining members and Grants. They were willing to speak candidly but no names because the information came out of private meetings. All said basically the same thing and I have condensed as follows. Employees who wish to be involved with any organization must do so at own expense and time and only if approved by the company. They all advised their companies do have grants, however our organization would be considered too small to be approved for one

PUBLICATIONS/MARKETING **SUE HEUSING / MARTHA PHILIP**

After reviewing the Bylaws and Standing Rules, I didn't see any changes that needed to be made. Our main objective is our visibility.

Our President has done a great job on this by putting credit education articles and information on line for all to see.

SPM List: Awaiting Report

LEADERSHIP PROJECT

RHONDA MCKINNEY

REVIEW DISTRICT/LOCAL HANDBOOK/UPDATES RHONDA MCKINNEY

PUBULIC RELATIONS PROCEDURES –UPDATES

MARTHA PHLIP/JEAN JERVIS

