A&WMA Sections & Chapters Council
Meeting Minutes

January 26, 2019
Quebec City, QC, Canada

Attendees:

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Introductions, Agenda, Minutes of Prior Meeting, Chair/Vice-Chair Report

Jim Walker, the current Sections and Chapters Council (SCC) Chair is not present. Jennifer Tullier the Vice-Chair is running the meeting in his stead, with the assistance of the Past-Chair for the S&CC Greg Johnson.

Determination of quorum – quorum met with more than 10 Chapters/Sections being represented.

Introductions were made and the attendees are listed above. The agenda was reviewed and approved.

Review of September 29, 2018 minutes – Motion to Approve (Greg Johnson), Seconded (Rahul Thaker). Minutes were approved by a majority vote.

3 Goals of the SCC Identified:
2) Improved communications – continue Conduit, improved web site content, improved connection/contacts with officers for local sections and chapters. This is intended to lead to more local section and chapter leadership and support for A&WMA programming.

3) Greater participation of sections and chapters in SCC meetings, Leadership Training Academy (LTA), and Annual Conference & Exhibition (ACE).
   - 2019 SCC meetings scheduled for 1/26 (Quebec City), 6/24 before ACE, St. Jean Baptiste Day (Quebec City), Fall SCC meeting place and time to be determined.
   - LTA scheduled in Pittsburgh from April 12-14, 2019.

Top SCC Achievements for 2018:
- Picking a new Annual Report platform
- Leadership Training Academy
- Proper succession execution – Chair, Vice-Chair, Membership Chair
- Improved member communications – Conduit

**Annual Report – Tracy Fedkoe**

The new format hasn’t been released yet. The new format will be communicated through a new website page under the Sections and Chapters Council page. The Conduit will also contain a blurb, as will the Members Connection newsletters for the next couple months. In addition an email will be sent out to all new Section and Chapter Chairs. A POSS will be planned. The deadline will remain March 31st. The West Coast Section may be able to add a note on the old annual report site to redirect members to the new site.

New format will be through Survey Monkey. People can go back into the survey once they’ve started. The drawback is that it has to be from the same computer and same IP address. There will need to be one person to be the single point of contact for each Chapter or Section to enter all the data.

There are drop down boxes to choose which Section/Chapter. Enterable fields for board members. The bulk part of the survey can do points and add them, but you need to choose through a “multiple choice”. Open-ended questions do not have points associated with them. There are multiple opportunities to upload files (e.g. promotional flyers for events, etc.). You will save at the bottom of each page. Yes/No questions have points associated. There are 10 pages to the survey in total. At the bottom of the page, it will tell you which page you are on.

For Student Chapters, they are now asking for faculty advisor and student officer emails (if known). Same for local student coordinator. These are asked for, for marketing purposes.

They are now asking for Section or Chapter social media website addresses (e.g. Facebook, LinkedIn, Twitter, etc.)

Once done, the file can be exported for review in different formats such as Excel.

A suggestion was made to make a PDF of the whole survey so Sections and Chapters can see what questions they need to gather in order to complete the survey.

A suggestion was made to not only list the officers from the beginning of the annual report year, but also those that are in place at the beginning of the current year. This would provide a list of updated officers after year end elections.

Once Jim and Jennifer have reviewed the final format and make sure the backend data is all being captured, the Association will start sending the information and notices out in the next few weeks.
Executive Director Report - Stephanie Glyptis

Continued building on previous successes – some 2018 accomplishments include:

- ACE 2018 net contribution $151k
- ACE 2019 revenue generated $130k
- Net revenue contribution from specialty conferences IT3 and Vapor Intrusion, $17k and $35k, respectively
- MEGA realized $30k net contribution
- Held two NSR workshops generating net revenue of $70k
- Significant advance interest in 2019 Models and Measurements conference
  - $72k revenue generated in exhibit and sponsorship sales
  - Exhibitor spots have almost sold out
- 12 webinar programs generating net revenue of $30k
- Secured $19k in advertising for EM, EM Plus, and member monthly newsletter
  - Inaugural year of the new Association quarterly publication, EM Plus. Favorable feedback from membership. Valuable new communication tool. Re-engaged two long time advertisers.
- Ongoing interest in the updated NSR e-workbook into the marketplace. Exceeded budget expectations by $23k.
- Membership development efforts continued through multiple member-get-a-member campaigns, specially designed program to partner with local member units for enhancing membership development, and updated timeline/touch points for regular lapsed members.
- $600k revenue goal from memberships for 2018, almost hit at $595k
- Ongoing expense control to maximize net revenue
- The cash position is very healthy with $330k available across checking account, money market, and certificates of deposit.

Dues disbursements are done once per year now, at the end of the first quarter.

Overall for 2018, the Association had an approximate loss of $30k

President’s Report - Michele Gehring

Association Goals

- Financial Success – There won’t be a future association if we’re not financially solid.
- Rich and focused programming – Specialty Conferences, ACE, webinars. Hopeful to expand in the future. Smart programming that makes sense. What do we want to achieve, how do we do it?
- Mentoring program development. By the end of 2019 goal would be to have a mentoring program in place.

2019 Programming

- Wildfires – February in Santa Rosa, California
- Air Quality Models - March in Durham, NC
- Air Quality Measurements - April in Durham, NC
- Leadership Training Academy - April in Pittsburgh, PA
- Annual Conference - June in Quebec City, Quebec
- IT3 Conference - October in League City, TX
- Freight & Environment Ports of Entry Conference – October in Newark, NJ
Board Goals
- Dedicated and focused
- Business oriented
- Be active and visible – Board members should go back to Section/Chapter each month and ask for 5 minutes to give updates on what’s going on at the Board level.
- Participate, contribute, and ask questions – Board members should participate in local level events and should engage exhibitors and sponsors and thank them.

Council Charges
- Set practical and concrete goals – use resources wisely
- Identify a path toward achieving them
- Keep track of performance versus these goals
- Communicate challenges

Specific Requests to SCC
- Flow programming content up
- Communicate programming content down
- Stay in touch

Looking Forward
Continue the hard, dedicated work you are all doing. Work as part of the Association team. Ask for help when you need it. Express concerns directly and when they arise.

“One person can make a difference, and everyone should try.” John F. Kennedy

Leadership Training Academy / POSS Training - Stephanie Glyptis
LTA will be April 12-14th in Pittsburgh, PA. The cost for 2019 will be $400 per attendee. Registration is currently open. Hotel rate is $149/night. Headquarters will be reaching out to Sections and Chapters that haven’t sent people in a while to try to get some attendance. Communications will be forthcoming.

POSS
Possible Topics/Schedule:
- Annual Report – sometime in February
- Membership
- Treasurer 101
- Incorporating a Non-Profit
- Insurance Coverage for Officers and Directors versus Commercial General Liability (CGL) - What’s covered? The Association’s CGL policy covers all Sections and Chapters without additional fees. If a certificate of insurance is needed, they can obtain it through Stephanie who will direct to the insurance contact. D&O insurance covers August 1 through July 31. D&O covers fiduciary and HR responsibilities. Protects against bad acts by Officers and Directors from having others on the Boards be personally responsible for their bad actions. D&O only covers named officers who may be elected or appointed.
- Finances – What should Sections/Chapters have in reserves? – Possibly tie into Treasurer 101?
Officer Membership Status – Mike Hult

All members of an A&WMA Board or Committee should be current members of the Association. Mike showed a comparison from June 2017 and January 2019 which showed a high number of Section and Chapter officers with lapsed memberships, with those lapses increasing over the 2017 numbers.

A question was posed as to whether when the Association is sending lapsed membership emails if they can add a note to the email stating that in order to be an officer or committee member of the Association, you must be a current member of the Association. Tracy Fedkoe stated she thought this could be implemented.

Last summer, the current membership system was sending renewal notices identifying incorrect expiration information. This only affected a smaller group (in the hundreds).

Upon completion of elections, Sections and Chapters need to email their updated lists of Officers to Stephanie Glyptis.
Membership Report – Mike Hult
From 2017 through mid-2018, there was a membership decline. The overall trend was upward in 2018 for memberships. As of December 2018, there were 4200 Association members, which hadn’t been achieved in the past couple years.

Section and Chapters Challenge – Tracy Fedkoe
The first year for the challenge was in 2018. It was a year-long campaign “Learn more, Do more, Be more”. There was a 3.6% increase in membership in 2018 (722 new members) over 2017 members joining (692 new members). This may be attributed to the member-get-a-member initiatives (61 people tracked their membership to a certain member). No one qualified to win a free attendance to LTA. In order to win, there had to be 10 members who joined through a recommendation within a Section or Chapter. One Chapter had 5 or 6 people join, which is about 10% of their total membership.

The Association will be looking into what to do for their 2019 membership campaign.

In early February a new Conduit will be put together and sent out. This will occur once the information for the Annual Report and Annual Report POSS has been finalized.

Website Updates and Improvements – Tracy Fedkoe
Updates can be made at request. Phoebe Gorges is the new Marketing and Program Coordinator and can assist Tracy with these updates. The Association should have the model by-laws for Sections, model by-laws for Chapters, and articles of incorporation as templates on the website. The website should be a repository of all the Association’s information. Documents will soon be posted to the SCC website for how to become a new student chapter, a new local unit chapter, etc.

Governance, Finance, and Legal Committee – Greg Johnson
Nothing to report.

Scouting Jamboree Update – Jason Krawczyk
The A&WMA Scouting Committee’s efforts to raise funding pledges from the various sections and chapters by the November 30, 2018 target deadline was unsuccessful. The total pledges received or reported to A&WMA HQ (Robin Lebovitz) by that date totaled $1,000 (or <5%) against a budget goal of $24,000. The Scouting Committee has therefore made a “NO-GO decision” to try to host/stand-up an A&WMA Educational Exhibit at the upcoming summer World Scout Jamboree WSJ-19.

Moving forward in 2019, the A&WMA Public Education Division’s Scouting Committee will conserve its time/energy and refocus its attention on recruiting new members to the committee and filling its currently vacant leadership positions – all in preparation for a potential A&WMA Exhibit at the upcoming 2021 National Scout Jamboree at The Summit, Bechtel, WV (host location). In the interim, the committee plans to host a Legacy Exhibit (booth) at the 2019 ACE in Quebec City in June, (w/ assistance from Tom Herman et al.), featuring past A&WMA Jamboree Outreach Exhibit Activities (2001-2017) to increase membership awareness of the mission and past accomplishments of the committee and to invite new member involvement.

Note: The committee has successfully facilitated an A&WMA Exhibit at five prior BSA National Scout Jamborees and at one Canadian National Scout Jamboree. More on the Legacy Exhibit for
the 2019 ACE in the coming months. The committee welcomes funding support for the Legacy Scouting Exhibit at the ACE-2019, which has a substantially reduced budget of ~ $2,000. The committee will prepare/submit a short Conduit article for the next issue regarding the Legacy Exhibit and to volunteer for other future outreach activities.

**Vitality Committee – Jennifer Tullier/ Greg Johnson**
Michele Gehring used to champion the effort, but with being President of the A&WMA, the SCC is looking for a replacement to help Chair the committee. The Committee serves as a resource to local member units that need help in some way. In the past the Committee has helped in the set-up of new Chapters and with disagreements between Chapters and Sections.

Southwest Section / Gulf Coast Chapter – Southwest Section has been inactive (leadership on paper, but not through elections or actions). The Gulf Coast Chapter was not getting the support from the Section and started asking questions on what to do for dues disbursements, how to hold elections, etc. The Gulf Coast Chapter will likely be sending someone to LTA this year.

Nevada Section / Las Vegas Chapter – In the past, the Las Vegas Chapter was having similar issues with the Nevada Section to what the Gulf Coast Chapter was having with the Southwest Section. The suggestion made at the time was to have Las Vegas Chapter members run for the Nevada Section positions in an election and revive the Section’s activities.

The NW Pennsylvania Chapter struggles on and off. They typically only schedule two meetings a year. They currently have elected officers, but in years they’ve been inactive or not held elections, the Section sometimes steps in to assist and redirect member unit efforts.

**Roundtable Discussion**
The Upper Midwest Section has restructured its officers from Vice-Chair (1 yea) to Chair (1 year) to Past Chair (1 year) and the Past Chair would plan an annual conference. The new structure would have a committee plan the annual conference. Under the new structure there are no automatic transitions from Vice-Chair to Chair or Chair to Past Chair, and there are no term limits. There is an annual evaluation by the Board as to whether the person in the Chair/Vice-Chair/Past Chair should retain their current position.

Rule of Thumb: Never have a bank account with only one person having access to it. This can create issues when someone moves out of the position and the account needs to be transferred or in the instance of the passing of a Treasurer.

The Louisiana Section netted $45,000 from their 2-day conference in 2018. They have a social on the afternoon of Day 1. Day 2 there are 2 tracks of meetings. Ethics is the last discussion. There is also a YP unwind after the conference, which is open to all. EPA Region 6 speaks. The Louisiana DEP assists with the planning and speakers and is given several free registrations but pay for several more. Abstract speakers pay to attend, while invited speakers do not. There were 18 exhibitors at $725, with the allotted booths selling out. The exhibitor booth comes with 1 registration. Early registrations for members start at $350 for the full conference or $250 for 1-day. Non-members start at $500 for the full conference and $350 for 1-day. Corporate sponsors start at $400 for the full conference and $200 for 1-day. The conference is successful because of the networking opportunity. The content is very good, but the content is not a draw. This is held at the casino event and hotel space in Baton Rouge. There is a small room block of only 20 rooms.
The Florida Section discussed their lessons learned from their past annual events. During their last event they netted $14,000.

Price differential: The Association’s Policy Manual specifies that nonmembers shall pay a minimum of 125% of the amount charged for the member rate.

Discussion surrounded whether any current Sections or Chapters broadcast their conferences by web. Currently most do not.

Discussion surrounded which payment platforms Sections and Chapters use. Some use PayPal, Eventbrite, Square, Wufoo (approx. $300/yr).

If refunding for an event, refunds should be less fees.

**Education Committee Update – Jayme Graham**
The Education Council is looking for a new Webinar Chair. The Education Council is looking for a liaison between the Education and Technical Councils. They are also looking for webinar champions and ideas for future webinars. There will be 6-7 courses held on Friday, the week of ACE.

**Motion to Adjourn**
Motion made by Greg Johnson. Seconded by Jayme Graham. Motion Approved.

**Next SCC Meeting**
Annual Conference, Quebec City - June 24th

Notes taken by Jason Krawczyk,
Submitted by Jim Walker