

## BOARD OF DIRECTORS MEETING

September 15, 2011

Taber Consultants

3911 W. Capitol Avenue

West Sacramento, CA 95691-2116

Dr. Rex Upp, GE, CEG  
*President*

Todd G. Kamisky, GE  
*Vice President*

Danny Cohen, GE  
*Treasurer*

Michael W. Laney, GE  
*Secretary*

Dr. Siamak Jafroudi, GE  
*Past President*

Christopher M. Diaz, PE  
*Director*

David T. Hamilton, GE  
*Director*

Amer A. Hussain, PE  
*Director*

Robert B. Lokteff, GE  
*Director*

Martin McIlroy, CEG, PE  
*Director*

Hannes H. Richter, GE  
*Director*

Larry R. Taylor, GE  
*Director*

Marsha Myers  
*Executive Director*

### MINUTES

Present: Siamak Jafroudi, Danny Cohen, Mike Laney, Bob Lokteff, Larry Taylor, Dave Hamilton, Rex Upp, Hannes Richter, Martin McIlroy, and ED Marsha Myers, Amer Hussain (10:05 AM), Todd Kamisky (11:05 AM)

Absent: Chris Diaz (conference in on phone from 10:00 to 11:00 AM)

#### 1.0 CALL TO ORDER / OPENING REMARKS

(Upp)

Meeting called to order at 9:48 AM

Dir. Upp welcomed us to his first meeting as President.

#### 2.0 APPROVAL OF MINUTES

(Cohen/Laney)

2.1 Board Meeting Minutes of June 23, 2011

No discussion comments on 6/23/2011 minutes. Dir. Taylor moved to approve and Dir. Richter seconded. Motion passed, minutes approved .

#### 3.0 TREASURER'S REPORT

(Cohen)

3.1 Financial Report

3.1.1	Checking account balance	\$100,260.49
3.1.2	Savings account balance	\$ 16,026.51
3.2.3	CD	\$ 25,000.00
3.1.4	Student Outreach fund balance	\$ 37,068.39
3.1.5	General fund balance	\$213,229.01
3.1.6	Accounts receivable	\$ 400.00
3.1.7	Accounts payable	\$ -0-
3.1.8	Year-to-date vs. budget	\$ unknown

Dir. Cohen presented above treasurer's report. He noted that our income is down from the previous year.

Dir. Richter opened discussion on Student Outreach Fund regarding the need for more money in this fund for upcoming support of new chapters.



- 3.2 2011-12 Budget (Upp)  
Dir. Upp mentioned that Committee Chairs need to give their input on Committee budgets. He needs to complete the budget process.
- 3.3 Signature forms for Wachovia Accounts (Cohen/Myers)  
The Executive Committee signed new signature forms.
- 4.0 STRATEGIC PLANNING**
- 4.1 President's Goals for 2011-12 (Upp)  
4.1.1 Membership  
4.1.2 Committee outsourcing assignments  
4.1.3 Procedures for adding non-board, committee members  
Dir. Upp discussed need to engage members to serve on Committees to carry burden of work that currently all the Directors are currently doing without help. Committee Chairs need to develop a list of needs and tasks that can be assigned to member firm personnel.
- 4.2 Committee Chairs present plan/strategy for 2011-12 (Upp)  
Dir. Upp has asked committee chairs to present their strategy plan for this year.
- 5.0 EXECUTIVE DIRECTOR'S REPORT** (Myers)
- 5.1 Administration  
5.1.1 Calendar Items Due  
5.1.1.1 Determine locations/topic for November Regional Meetings (Do we broadcast again?) **NOW**  
5.1.1.2 Bios/topic and info for Regional Meeting Notices by **NOW**  
5.1.1.3 All Speakers for Maui determined & confirmed by **8/30/11 (Taylor)** (**past due**)  
5.1.1.4 OPA forms finished by committee and to ED by **10/15/11** (need to publish in early November)  
5.1.1.5 Determine site/topic for February Regional Mtg (if doing) by **11/1/11**  
5.1.1.6 LPS in So. Cal.- Jan.28/No. Cal.-Feb 11 2012 **FINAL** LPS Program schedule/ bios and topics are due **11/5/11**  
5.1.1.7 **Final** Bios, topics/info & complete schedule for Maui conference brochure by **11/5/11**  
5.1.1.8 If Regional Meeting in February, need Bio(s)/topic/ & info for notices by **12/15/11**



- 5.2 Annual Conference 2013 (Myers)
- 5.2.1 Determine site for conference  
Yosemite vs. Santa Barbara  
ED Myers presented her impressions on the Fess Parker Doubletree Resort in Santa Barbara and the Tenaya Lodge in Yosemite. Based on ED Myer's presentation Dir. Richter moved that we go to Yosemite for 2013, Dir. Laney seconded. Motion passed.  
The board also directed ED Myers to negotiate with Fess Parker property for our conference in 2014.
- 5.3 Membership Status (Myers)
- 5.3.1 Dues received as of 9/7/11:
- |   |                    |
|---|--------------------|
| Total Active/Associate/Individual/Academic Dues | \$ 50,918.00       |
| Total discounts                                 | <\$15,118.00>      |
| Total Affiliate Dues                            | \$ 23,918.00       |
| Total discounts                                 | <\$ 7,298.00>      |
| Total General Fund Contrib.                     | \$ 1,880.00        |
| Total Student Outreach Contrib.                 | \$ <u>1,665.00</u> |
| Total (down 20% from last yr):                  | \$ 55,965.00       |
- Historical Dues  
Total 2010-11 dues = \$69,990.00  
Total 2009-10 dues = \$83,008.00  
Total 2008-09 dues = \$102,285.00
- 5.3.2 FY Membership Numbers:  
2007-2008 = 110 members  
2008-2009 = 100 members  
2009-2010 = 97 members  
2010-2011 = 81 members  
2011-2012 = 90 members
- 5.4 Using Skype for our conference calls (Myers)  
ED Myers presented the possibility of using Skype for board conference calls. The Board chooses not to do that. Dir. Hamilton mentioned FreeConferenceCall.com as an alternative to Skype. ED Myers will investigate.



- 5.5 Present Speaker standards developed (Myers)  
ED Myers presented a standard for “Recruiting Speakers” to streamline the process of determining cost, expense reimbursement, bio and other requirements prior to committing to a speaker. Also a procedure form was presented for use for retaining our speakers. Dir. Taylor requested a more generic standards form that will be given to the speaker immediately after they have spoken. ED Myers will make edits and work with Dir. Taylor for final product.
- 6.0 COMMITTEE REPORTS**
- 6.1 Revitalization of committee functions/membership (Upp)  
6.1.1 Recruit members from the membership - we need committed non-Board members to serve on committees .  
6.1.2 Semi-annual committee meetings and/or quarterly teleconferences?  
Dir. Upp requested a schedule of committee meetings.  
Meetings will be announced to membership on the web and e.Geo as a recruiting tool.
- 6.2 Programs  
6.2.1 Conferences (Taylor)  
6.2.1.1 Plan/strategy for 2011-12 to meet CalGeo goals  
6.2.1.2 Maui Conference  
6.2.1.2.1 Conference schedule  
6.2.1.2.2 Speakers/Program  
6.2.1.2.3 Discounts for registration?  
~early bird  
~2 or more full time attendees-save on duetrack  
6.2.1.2.4 Using flash drives instead of binders (Myers)  
~Survey to members  
Dir. Taylor is finalizing the plans for the Conference. Early Bird discounts will be offered again. We will go to a flash drive format rather than binders for conference materials. Discussion about webcasting keynote speaker talk from Hawaii. ED Myers will try to find video co. in Hawaii and work with Todd. We may rather do that in 2013.

- 6.2.2 Regional Meetings (McIlroy)
  - 6.2.2.1 Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.2.2.2 November Meeting Update
  - 6.2.2.3 February Regional Meeting
    - 6.2.2.3.1 Determine dates/locations/topic/speaker(s)

Dir. Kamisky will look into getting a Bay Area webcast company for Dr. Sitar's November talk.
  
- 6.3 e.Geo/ Publications / Website (Kamisky)
  - 6.3.1 Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.3.2 e.Geo
    - 6.3.2.1 Past President's column
    - 6.3.2.2 Assign one person per lead column per month
    - 6.3.2.3 Ben Boyce's comment on e.Geo (Myers)
 

Dir. Kamisky wants to have at least 80% of the regular topics. He passed a grid around to board members and ask for their input for topics each month. Dir. Upp continues to push for more non-Board members for articles.

Wired Hat is asking for an increase in their fees to put the e.Geo together. They state that our e.Geo's are too long, and should be shortened. Ben Boyce also agrees. It was decided to limit the e.Geo to 5 to 10 articles.
  - 6.3.3 Website
    - 6.3.3.1 Updates to website – how done/ cost? (Myers)
 

Nothing to report
  - 6.3.4 Publications

See above.
  
- 6.4 Technician Affairs / Safety (Hamilton)
  - 6.4.1 Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.4.2 LPS dates 1/28/11-So. Cal, 2/11/11-No. Cal.
  - 6.4.3 Determine topics/dates/sites/presenters for 2012
  - 6.4.4 LPS seminar available on website using V-Cube/logistics/cost (Myers)
 

Dir. Hamilton is continuing to get speakers. He suggested that we have the seminar in one location and webcast the LPS. There was discussion and it was decided that webcasting the event could not work. There was discussion on videoing the presentations in one location and putting them on the website

for technicians to buy and view and get certified at another time. No decision was made at this time. ED Myers has proposals from Wired Hat and V-Cube for e-commerce site on website for LPS classes. Dir. McIlroy will help ED Myers with analyzing this information.

- 6.5 Business Factors (Cohen)
- 6.5.1 Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.5.2 Salary Survey
  - 6.5.3 Non-member participation  
Dir. Cohen reports that the Salary Survey is done and mailed.  
Would like to train Jean/Marsha on inputting data for next year.
- 6.6 Government Practice / Legislation (Lokteff)
- 6.6.1 Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.6.2 Rick Keene update/status/what's next?
  - 6.6.3 BPELSG Enforcement Liaison (Lokteff/Upp)
  - 6.6.4 BPELSG Meeting Liasion (McIlroy)
  - 6.6.5 Judith Wolen contract expires 9/30/11 (Upp)  
Rick Keene presented a "Proposed Political Strategy Plan" during lunch.  
The Board will review this plan and discuss before next Board Meeting.  
The Board decided to not renew Judy Wolen's contract and to pursue utilizing Rick Keene for advocacy services.  
AB 1210 (SWPP Bill) currently amended to exempt a Registered Civil Engineer from additional education/certification to prepare SWPP. This bill has passed as is and is on the Governor's desk.
- 6.7 Student Outreach (Richter)
- 6.7.1. Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.7.2 New Chapters (& recap of existing chapters)
  - 6.7.3 Formalized parameters & guidelines for Rising Star Award judging
  - 6.7.4 New Annual Student Retreat
  - 6.7.5 D.J. Scheffler scholarship plan
  - 6.7.6 Silent auction in Maui (Myers)  
Dir. Richter reports website is updated for Student Outreach, Cal Poly Pomona, UCLA and Cal State Fullerton all have full active Student Chapters. Cal State Frenso is going to step up activity. We are looking at UC Davis for the next chapter.  
D.J. Scheffler is still interested in providing scholarship, but for Cal Poly Pomona only.

- 6.8 Technical Advisory (Jafroudi)
  - 6.8.1 Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.8.2 Code Comparison
  - 6.8.3 Letter to professors soliciting proposals for research
    - 6.8.3.1 Professor Sitar
  - 6.8.4 Expansive soils pamphlet
    - 6.8.4.1 Person in Charge (non-BOD)
  - 6.8.5 Pamphlet to homeowners as guide-Ted Miyake (NMG)
    - 6.8.5.1 Person in Charge (non-BOD)
      - Dir. Jafroudi reports Code Comparison is finished and posted on web. We are waiting for end of October to get feedback on Homeowners Guide from developers.
  
- 6.9 Membership/Marketing/Public Relations (Upp/Kamisky)
  - 6.9.1 Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.9.2 New Members: Shawn Ariannia/Individual
    - Nothing new to discuss.
  
- 6.10 Professional Affiliations (Hussain)
  - 6.10.1 Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.10.2 Current status of Liaisons and Joint meetings
    - Dir. Hussain reports that we are continuing to strengthen relationships with San Francisco GI and Los Angeles GI. John Sutton is passing out CalGeo info at tonight's San Francisco GI meeting. We are working on future combined meetings with them in conjunction with our Regional Meetings.
    - No change with ASFE , no change with AEG. We will invite CAGE to Maui.
  
- 6.11 Outstanding Project Award (Jafroudi)
  - 6.11.1 Plan/strategy for 2011-12 to meet CalGeo goals
  - 6.11.2 Re-organize procedure for submission & judging - Status
    - ED Myers will forward Dir. Cohen's edits of current entry forms to the committee for their comments. ED Myers needs final edits mid-October.
  
- 6.12 SCIF Group (Cohen)
  - 6.12.1 Sign meeting document (Myers)
    - Nothing new to discuss.

- 6.13 Ways & Means/Past Presidents (Jafroudi)  
6.13.1 Plan/strategy for 2011-12 to meet CalGeo goals  
6.13.2 How to use past presidents?  
Discussed potential for Past President being a Emeritus member if they no longer work for a member firm or are retired. This will require by-law admendment. Dir. Upp will review and make recommendations.
- 6.14 Nominations Committee (Upp)  
Dir. Upp confirmed with John Hoobs that he will be on the committee. This committee will also determine who (Dir Taylor, Richter and Lockteff) will be nominated for the 2012-2013 Secretary.

**7.0 NEW BUSINESS**

- 7.1 Next Board Meeting date/site in January 2012 (Myers)  
The next Board Meeting: San Diego on January 26, 2012.

- 8.0 ADJOURN** (Upp)  
Dir. Richter moved to adjourn, Dir. Hussain seconded.



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Michael Laney, 2011-12 Secretary