Board Meeting Minutes

Tuesday, March 19, 2019

Sandman Toronto Airport

Present:

Pat Vos - PV

Dana Lloyd - DL

Garrett Bidewell - GB

Brad French – BF

Gary Blair – GaryB

Gary Pudles – GP

Desiree Bombenon - DB

Patty Anderson – PA

Linda Osip - LO

FOR ACTION items are underlined

1. Call to Order: 8:30am
2. **Moved by GaryB, seconded by DL**

To approve the minutes from the February 19,2019 meeting **Carrie**

1. Business arising from minutes:

ATSI update:

* LO requested an update from ATSI Board member Maria Iglesias
* ATSI Board meeting re-scheduled to March 18 – Maria not able to attend, will update after minutes are released
* ATSI has been quiet – perhaps because of conversation about reciprocal revenue sharing - commission

1. Committee Updates

**Finance:** BF reported

* Comparison budget year to date May 1 – Feb 28 looks good
* Award of Excellence down – gradual decline – some from acquisitions
* Dee Hawkins – A Better Answer withdrew 3 offices from CAM-X and ATSI AOE
* Dee’s feedback is being analyzed by Awards committee – we are noting some misconceptions from participants, therefore working on a FAQ document
* USX very good again this year
* Cash in current account 215K
* 32K Manulife
* 106 CIBC GIC
* Meridian GIC 20K
* Discussion regarding what to do with extra cash:
* DB does not want to lower the rates
* Discounting to get people to next convention?
* GP suggested - Use the money for initiative to go out to develop new membership opportunities
* What does Canada need from a Call Center Association?
* Marketing campaign to call centres focusing on the Call Centre Award of Distinction
* LO to reacquaint with Contact Center Canada
* Buy a list of call centres in Canada – 20 seats or less
* Create a White paper on the AOD – what it represents - Informational piece to industry
* AOD would provide Outside verification / the stamp / they cannot stamp themselves
* Canadian Call Management Association should be used – not the CAM-X logo
* Targeted marketing
* Email blast selling AOD- get them engaged first by creating white paper on quality
* Market to very small in house call centres / they can enter as a non member / they struggle with quality
* DL would like to see some of the money re-invested to members
* AOE for email or text / quality program for this or social media
* Internal quality check
* AOE+ - barrier is getting your customers involved – perception to be addressed
* Our members don’t know what we do – we need to market to our own internal clients
* Create New videos – show value from members
* Marketing AOD – video from members who have used it – in support of white papers
* White paper should have links to videos – Telling Stories
* BF and LO - Budget marketing campaign into the 2019 / 2020 budget
* Adapt awards to include social media / omni channel customer experience
* Focus on client partnership with AOE+
* GaryB create a 2 minute AOD video and talk about engagement, partnership and stickiness with clients
* All agreed to Discount hotel cost for COACH U delegates
* Verbiage: We managed to negotiate a great rate for the supervisors
* LO can have an assistant in Edmonton – Jessie Winsor (new hire)
* LO will have Jessie look at on line SAGE – go to cloud
* Budget will include 15K for assistant
* GP offered SA Billing for CPET – LO to follow up
* LO will survey Answernet managers while at their conference re: personality profiling for CPET
* LO will work with Sherry Oxner to provide input to start wish list
* Add value then increase rates for CPET
* PLUM Program – LO to contact DB to research cost
* Lots of programs on line - research
* Adapt to ours – ad on
* Flat rate request
* ALL Directors to send on line program information to LO
* BF research and make a recommendation to move 50K from current account to investment

**Convention:** GB reported

* Keynote signed contract: Carrie Doll
* Theme: Story telling
* Jamey Hopper - Coaching Leadership
* Beth Devine – Branding – workshop
* DB – EOS – Entrepreneurs Operating System
* Dana Lloyd – 4 pillars
* LO to contact Bryce Reid: Recruitment outside of Alberta or Multigenerations in the call centre
* \* keep in mind CPET if we take it to the next level
* Seasoned owners: Paul Lloyd and Doug Swift to moderate DL to contact
* LO to ask Joann Fussell to come to CAM-X KPIs
* Need agenda and marketing plan asap / next convention meeting March 21
* LO to contact Mike Crossman regarding having Jake Phillips – come in as a vendor
* Bring him in as a vendor
* Technology / what’s new coming down the pipe? Glimpse of the future with Q & A – 3 experts in different areas
* AI
* DB will contact Singularity – follow up with LO
* Trent Johnson – from Calgary – leader in technology / future / working group for web rtc
* GP and DB to work on Technology panel – contact Trent Johnson
* Free night ideas: Curling, skating, tour of stadium, micro breweries and site visit to Select
* Pre conference day: conservatory, museum, micro breweries
* PV to research curling
* DL to contact Paul and Doug re: attending an Oiler’s practice
* Member spotlight – positive feedback
* LO to research Photo Booth – sponsorship item
* Beer & perogies with the vendors
* Monday Sept 16 board meeting 3-6, followed by Opening Reception for COACH U delegates
* Come up with an ice breaker – SPEED DATING
* Board should be in a receiving line – clapping them in
* First couple of years / provide options to single attendees for dinner with a group

**Convention 2020:** BF

* After discussion, Kingston chosen
* LO to start RFP process

A**wards**: GaryB reported:

* Focus group is where we are headed
* Survey from ATSI – results analyzed
* Voice to voice focus group needed
* Each committee member will call 4 companies
* This will also give us the opportunity to sell our programs
* Find out knowledge level and misconceptions
* Finding out what QA people are doing in their own offices
* Touching: Small, medium, large, East West, Canada US
* Expand on awards on not?
* Board – which programs you are involved in now
* Answernet AOE and AOD, outbound
* Not using it for marketing
* Select – surrounds their culture
* DB Grew up with CAM-X rosy coloured glassed
* Important to keep up to date
* LO to add 20 calls to Answerplus Toronto and Hamilton
* DL wants to see more testing on written communication
* Mystery program for chat and email
* LO to contact We Check for suggestions
* Modernize the program – tweak, not change
* Do not reduce the standards but change it up
* White paper on quality
* Start from scratch - what would you like to see?
* LO to add this to the Awards committee ‘to do’ list
* 30th anniversary of the AOE
* Marketing piece for convention re: AI is really here

**Education:** LO reported

Webinar topics & dates:

**February 27** – Gloria Tonne – Employee Engagement - completed

March 20th – Agent caller interaction Leisa McDonald

April 24th – Difficult Callers – stressful calls Sherry Oxner

May 22nd – Bud to Boss – BB - Cindy is the backup

June19th – Leslie – topic to be determined

July – Sheila – topic TBD

COACH U Topics and Speakers:

* Keynote: Julianna Cantwell - Booked for workshop full morning
* Roundtable networking sessions with topics:
* Setting Goals for self and others – SMART planning
* Mental health first aide – Sherry to research
* Delivering disciplinary type feedback
* Teaching employees to take responsibility for their actions; how to convey consequences – hands on
* Closing session: Developing culture – Doug Swift -What supervisors can do to breed in and enforce culture in their environment
* Certification: Possible option for afternoon Sept 18

Lunch & Learn Topics & Speakers:

April 10th – Sheila Jessup – Feedback conversations

May 1st – Leisa McDonald– Difficult times, selfcare and work life balance

June 5th – Cindy King – Goal setting

July – Pete Clement -Call distribution – understanding the big picture – how actions affect others you are working with

Other topics

* Ownership: I am accountable for my results
* Recognition programs
* How do you reach out for help

NEW Initiative: Monthly Sounding Board

**Communication & Social Media:** GP & PA reported

* Not being liked and shared
* GP will post to list serv to get more involved in FB
* The Knot – wedding website Photo share app called the guest
* Create Event for COACH U and Convention
* LO to share all marketing ideas with GP & PA
* GB to create a convention committee report for the Boost - monthly
* LO to get a photo for the monthly report

**Membership Development:** GaryB reported

* GaryB suggested a new name: Member Development
* Look at the document LO created: What members participate in / LO to update
* Reach out to members who have not participated in a while
* Create sub committee: Member engagement / ongoing communication
* Point lots more information to the website
* Welcome package for new members / look at updating
* Find committee members from within the group who participate a lot
* Prospect list from NAEO – LO
* 1st timers - spend more time with them at any CAM-X function

Website: GB reported

* LO to update front page
* Not delivering what it should be
* Sounding Board – cross posting to social media?
* What is the goal? Hub or repository?
* To find information to help their business?
* ADD more info about awards – highlight more committee work
* BOD minutes post to membership with a link for full minutes – your board had an amazing meeting and we spoke about 1,2,3…
* Break down Boost – member spotlight, President’s message, committee reports, lead to BOD minutes
* Member list / add link to the member (their membership highlight)

Nominations: DL

* This year we need to replace two (GaryB & DL) Directors and one Vendor Rep (PA)
* People interested thus far: Cindy Roma, Leslie Wilson, Bob Harrison
* LO to Call for nominations June 1st

1. Other Business: Discussion

* Marketing and Branding Committee
* Member Engagement
* Being on the Board – bringing it into the future
* Serving the members (shrinking membership)
* CPET selling into other markets
* Stronger awareness of our services
* Look at 18 months in reserve

1. Next Meeting Date: April 23, 2019 @ 12 noon ET

**9. Moved by GF, second by DL**

To adjourn 2:17 pm **Carried**