

**AMTA-WI Chapter Board of Directors Meeting
Ramada Inn Eau Claire, WI
August 19th, 2011 7pm**

Meeting called to order by Kay Peterson at 6:41pm

Board Members and Committee Chairs present: Kay Peterson (President), Ellen Wittwer (1st Vice President/Awards Chair), Amy McLoughlin (Outreach Chair), Corrin Burnell (3rd VP/Scholarship Chair), Terry Bauer (Secretary), Erin Collier (Education Chair), Casey Guilfoyle (Website Chair), Ronnie Artero Frederick (Sports Massage Chair), Lynn Kutz (Display Chair), Cynthia “Sam” Licht (Newsletter Chair)

Motion: Ellen moved to approve the minutes from July 20th, 2011 as corrected. Corrin seconded. All approved.

Motion: Ellen moved to approve the minutes from May 22nd, 2011 as corrected. Corrin seconded. All approved.

Expenses were submitted to President Kay Peterson and the Board approved them for reimbursement.

Terry read the Rules of Engagement for the sake of the new Committee chairs and review for the Board members.

Board/Committee Reports

1st Vice President/Awards: Ellen Wittwer reported that she is working on a new pin for National and she will be giving them to all members in their packets at National to exchange with others.

New Business

Website and Facebook policies: Lynn, Amy M., and Casey will form Ad Hoc Social Media Policy Committee. Policy to be presented to Board at [October 9, 2011](#) meeting.

AMTA role in reporting non-compliance with licensing and getting people to comply:
Motion: Kay moved that by September 30th, 2011 we remind members that compliance with licensing became mandatory December 1, 2010, the grandfathering phase ends December 31, 2011. We will contact our members with a mailing. Ellen seconded. All approved.

Website Advertising:

Motion: Kay moved we develop an advertising policy for the website. Corrin seconded. All approved. Casey will e-mail me the policy.

AMTA-WI Chapter Advertising Rates

8/19/11 draft

Newsletter Full Page \$175 per issue
Newsletter ½th Page \$90 per issue
Newsletter ¼th Page \$50 per issue
Newsletter 1/8th Page \$30 per issue
Classifieds & Personals \$8 (20 words or less) per issue

Online Website: (www.amtawi.org)

\$30 for 2 months regular listing

\$40 for 2 months color logo listing

Professional Networking FREE to all AMTA members and Chapters.

Annual Advertising:

Newsletter Full Page \$525 per year
Newsletter ½th Page \$270 per year
Newsletter ¼th Page \$150 per year
Newsletter 1/8th Page \$90 per year
Website \$180 per year regular listing
\$240 per year color logo listing

Upgraded* Annual Advertising Includes Online Website Regular Listing:

Newsletter Full Page \$625 per year
Newsletter ½th Page \$370 per year
Newsletter ¼th Page \$250 per year
Newsletter 1/8th Page \$190 per year

Deluxe* Annual Advertising Includes Online Website Color Logo Listing:

Newsletter Full Page \$660 per year
Newsletter ½th Page \$405 per year
Newsletter ¼th Page \$285 per year
Newsletter 1/8th Page \$225 per year

***Full Payment Due In Advance for Upgraded and Deluxe Annual Advertising**

Motion: Kay moved we increase Chapter sponsored education events from 2 to 4 a year. Ellen seconded. All approved.

Member recognition and Chapter meeting dinner:

We reviewed the schedule of events and timeline.

Lynn gave us a handout containing information on National's intranet. She informed us that we could find anything AMTA we need on the AMTA national website intranet.

Call for Additional New Business

Motion: Kay moved to adjourn the meeting. Corrin seconded. All approved. Adjournment was at 8:56pm.

Respectfully submitted by Terry Bauer, Secretary