

**National Speakers Association  
Board of Directors Meeting Minutes**

[Tuesday, Oct 13, 2020]

[Virtual - ZOOM]

<b>CURRENT BOARD PRESENT:</b>		
Barry Banther, CSP, CPAE Chair	Meridith Elliott Powell, CSP Vice Chair	Mary Lue Peck President & CEO
Bill Bachrach, CSP, CPAE Director	Valda Ford Director	Russ Riddle, JD Secretary
Joel G. Block, CPA, CSP Director	Anna Liotta, CSP Immediate Past President	Mike Staver, CSP Chair-Elect
Karen "Casey" Carpenter Director	Josef Martens, PhD, CSP Director	"T" Thompson, JD, CSP Presidential Board Appointee
Shirley Davis, PhD, CSP Treasurer	Troy Nash, Ed.D, JD Director	Crystal Washington Director

<b>CURRENT BOARD ABSENT:</b>	
NONE	

<b>NSA STAFF:</b>	
Rhette Baughman	Director, Marketing & Communications
Jessi Leonardo	Manager, Operations
Stephanie Larsen	Director, Events

<b>ADDITIONAL BOARD ATTENDEES:</b>	
Peter Stark	Finance Committee Member
Dan Thurmon	Past President

**I. Call to Order**

Chair Banther called the meeting to order at 2:06PM PT

**II. Chair Announcements**

Chair Banther (along with Past President Thurmon) updated the Board regarding discussions with High Point University (housing NSA's Hall of Fame and archives). Chair Banther called on Secretary Riddle to emphasize the importance of confidentiality of Board discussions.

**III. Action Items**

**Consent Agenda:**

1. Reaffirm Mission Statement, Vision, and Values
2. Reaffirm Code of Conduct and Core Values for the Board
3. September 22, 2020 Board Meeting Minutes

The Consent Agenda stood without change (no directors objected or requested an item's removal for discussion)

#### **IV. Discussion Items**

##### **A. CEO Update (Sales & Strategic Plan Update)**

Chair Banther made introductory comments before giving the floor to President/CEO Peck, who presented the Strategic Plan to drive profitability (revenue generation and cost containment). She also reported on how Covid-19 has impacted timing of implementing the plan.

##### **B. Discussion of Financial Strategy**

Chair Banther made introductory comments, then opened the floor for Q & A with Board members. A robust discussion was had. Chair Banther and President/CEO Peck recommended that all members read "The Automatic Customer" by John Warrillow (a book previously mentioned by Director Bachrach).

#### **V. New Business**

No new business was discussed.

#### **VI. Old Business**

HQ Property:

- A motion was made by Chair Elect Staver that NSA list the headquarters property with a commercial realtor.
- Seconded by Immediate Past President Liotta.
- Discussion was had.
- Motion unanimously passed.

#### **VII. Closing Remarks and Adjournment**

Chair Banther and President/CEO Peck each provided closing remarks, as well as an update regarding the CSP/CPAE Summit.

Chair Banther adjourned the meeting at 3:43PM PT.