

Professional & Business Development Committee

January 16, 2014

Minutes

The regularly scheduled meeting was called to order by Chair Lori Doerfler at 1:00. A quorum was present.

Present

Lori Doerfler, Chair
Gary Nelson
Vicki Lind
Vicki Cleman
Frank Dickens
Holly Eslinger
Mike Wasmann
Cathy Eurchill (phone)
Sue Flucke, Exec Com Liaison
Janet Kane (phone), Exec Com Liaison
Christopher Paris

Staff

Barb Freestone
Brittini Matt
Bethany Brannan
Kimberly Franzen

Minutes: The minutes of October 21, 2013 were filed.

Chair Doerfler provided an overview of the 2014 Business Plans – focusing on highlights

The following informational updates were given:

- Spring Convention: Beth Adams
- Education Outreach : Barb Freestone
- Remote Delivery: Barb Freestone
- MRE Society: Brittini Matt
- Broker University: Holly Eslinger

Vicki Cleman volunteered to serve on the Industry Partners Conference.

Leadership Development Task Force

Motion: Made, seconded and carried to instruct the task force to proceed with developing a recommended program at the next meeting.

After much discussion, the consensus of the committee was to recommend to AAR leadership that AAR consider developing a proactive volunteer recruitment program.

Communication Update – provided by Bethany Brannan.

The committee offered the following suggested article topics:

- CRM
- Videos

- Anything to do with risk management
- Exit strategy
- Expand volunteer spotlight – include video in addition to print
- Follow a new agent for 12 months (include new agents from each region)

Chair Lori Doerfler challenged the committee to reach 100% RAPAC contribution from the committee.

Barb provided a demo of the committee strategy room. Future agenda packets will be uploaded to the strategy room for committee members to download (vs. sending out via email attachments)

Next Meeting: March 20, 1:00.

There being no further business, the meeting was adjourned at 2:39