

**ENSR**

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## Memorandum

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Date: 6/6/06  
To: Gary Crosby  
From: Andrea Baker  
Subject: APMP Nor'Easters, Officers Meeting Minutes 6/6/06

Distribution: Jay Herther, Sharon Coddington, Gregg Kulichik, Tim Nason, Dave Grip, Amy Bennington, Megan Whitehead

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### Message

#### **Minutes from June 6, 2006 conf. call noon – 1pm**

**Participants:** Gary Crosby (host), Jay Herther, Sharon Coddington, Gregg Kulichik, Tim Nason, Dave Grip, Andrea Baker

#### **Agenda**

- National Meeting in New Orleans, May 06:
  - Herther and Kulichik attended session with Chapter Chairs: Membership, Funding
  - Idea of fall symposium/conference to raise funds and membership: unanimous agreement that this is worth pursuing. Would need sufficient attendance & promotion to break even on \$1-2k investment in host costs
  - Potential for virtual Chapter meetings via WebEx or Netmeeting
- Sponsors – opportunity for vendor members to fund Chapter (see budget item below). This could be a scaled-back version of the current National sponsorships
- Topics to discuss for Sept. meeting:
  - Location & date
  - Calling campaign to former members to renew Chapter membership
  - Newspaper campaign to support membership, press releases
  - Speakers: BJ Lownie & John? (Program officers)
  - Promotion ideas, e.g. Pragmatech to post Nor'Easters tri-fold brochure to listserv
  - Website status update (Website officers)

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- Action Items for next call – in no particular order
  1. Crosby to generate “straw man” budget for discussion/review
  2. Baker to request PDF and 100 copies of 8.5 x 11” National promotion brochure for future membership mailing by Nor’Easters
  3. Crosby to email membership list to Nason and Herther (Membership officers to take ownership of list going forward)
  4. Kulichik to forward Nancy Woodbridge contact into to Nason; Nason to contact Woodbridge requesting old Chapter member list or other info. if available
  5. Coddington to contact DC, LA, GA Chapters re: advice on symposium/conferences
  6. Crosby to forward materials from National to Nor’Easters officers via email
  7. Kulichik to draft web budget (image purchase, domain name, hosting fees etc.) for review
  8. Crosby to send bank acct info. to Kulichik, to investigate automatic web hosting payments
  9. Herther & Nason to email marketing plan to officers when ready
  10. Crosby to send invitation & instructions for next call to all officers
  
- **Next call: June 27, noon to 1pm**