

AWM Affiliate Presidents Call Minutes

Tuesday, November 16, 2021

1:00pm ET, Zoom

Actions items are noted in **Bold.*

Agenda

1. Welcome and Introductions: Amy Burton
Group introductions were made.
2. News from AWM National: Amy Burton
 - a. 2022 [Gracies Call for Entries](#) Open: Early Bird Deadline 12/16
Amy let everyone know that the Call for Entries for the 2022 Gracie Awards is now open. Ellen asked to see the questions that were asked during the entry process. **Amy will get those together and will send out to the group soon.**
 - b. New [AWM Connects](#) Mentoring Program: Application Deadline 12/1
Amy announced the new mentoring program being held on December 15th. **Affiliates are asked to please promote this event to their members.**
 - c. AWM National [Board of Directors Application](#) Deadline 12/16
Amy announced the Board of Directors application process is open for 2022. If anyone is interested in serving on the national board, please apply by December 16th.
3. Requested Discussion Topics from Affiliate Presidents:
 - a. Webinar/Luncheon Topics and Creating Engaging Content: Amanda Rossy and Julie Kertes
Amanda and Julie asked for suggestions about webinar/content topics that worked for other Affiliates. Adella suggested reaching out to the Liz (Austin) to be put in touch with their programming team. Emily noted that her Affiliate builds content around their presenters, with examples of a virtual event with a Confidence Coach and one about Sonic Identity. She also said it was valuable to have someone that promotes themselves.
 - b. In-Person Events – Good success/turnout: Amanda Rossy
The Houston Affiliate is gearing up for their Gala in February and was looking for information on how other in-person events were doing. Adella noted that the Dallas Affiliate held two in-person events in October, with one being their Gala with 350 in attendance (normally 500 attendance). She also shared that they were able to secure half the number of sponsors in years past.
 - c. Fundraisers: Amanda Rossy and Julie Kertes
Amanda and Julie asked for ideas about fundraisers and their success. Ellen shared that the Oklahoma Affiliate will be doing their virtual auction using Better Unite. They also participated in the Giving Tuesday campaign for the first-time last year. Adella noted that the Dallas Affiliate's silent auction was successful but that their main fundraiser remains their in-person Gala.

Amy informed the group of a new Fundraising opportunity being hosted by AWM National with the goal to raise \$21,000 in 21 Days. This will be a tie-in with the Giving Tuesday campaign hosted throughout the country on November 30th. More information will be coming soon about this fundraiser.

- d. Scholarships: Amanda Rossy
Amanda asked the group how they handled their scholarships – if the money was given directly to the college or to the student. Consensus was that the money should be provided directly to the institution's financial office.
 - e. Finding Reliable Board Members: Julie Kertes
Julie had submitted a request for ideas about finding reliable board members, as her Affiliate is struggling to find active members. Adella reported that the Dallas Affiliate has 25 board members and finds that about 20% of those are fully active. Her advice was to constantly recruit and speak to new members about the opportunity. Ellen's advice was to reach back to the senior members and agreed with Adella about the need for continual recruitment.
 - f. Request for Slack Creation: Julie Kertes
The group was open to joining a group communication. Adella and Emily raised Microsoft Teams as an alternative to Slack if it worked better for everyone. **Amy will create an option for group communication and will add the members of this group.**
4. New Affiliate Renewal Program: Amy Burton
- a. Overview: Amy announced that the renewal process for 2022 is upon us. This year, there will be two options for renewal – the straight renewal fee of \$350 or the option to have the Affiliate renewal fee waived by working to add 5 new AWM National members from your Affiliate membership list.
 - b. Next Steps: Please let Amy know if you wish to work toward having your renewal fee waived or if you plan to renew like normal. **Amy will be sending renewal information/forms the week of November 22nd.**
5. Requests from AWM National: Amy Burton
- a. Add Amy Burton to membership email lists (amy.burton@allwomeninmedia.org)
 - b. Send event info and/or special news so we can promote (amy.burton@allwomeninmedia.org)
 - c. Please follow AWM on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and [YouTube](#)

Affiliate President Group Members:

Present: Adella Fremstad (Dallas/Ft Worth), Amanda Rossy (Houston), Ellen Graham (Oklahoma), Emily Eldredge (New York City), Amy Burton (AWM National)

Absent: Alison Hooks (Oklahoma), Erika Grimm (San Antonio), Julie Kertes (So Cal), Krystine Taylor (Sacramento), Liz Land (Austin), Becky Brooks (AWM National), Lisa Stephenson (AWM National)