

National Federation of Business and Professional Women's Clubs – Momentum Club  
August 28th, 2018 Meeting 9:15 AM (MDT), 8:15 AM (PDT), 10:15 AM (CDT), 11:15 AM (EDT)

**Agenda**

9:15 AM (MDT)

- Introductions and Updates (Please keep it to 2 minutes per person.)
- President Sandra Thompson – In California the District meeting is usually a Woman of Achievement meeting. The woman this year is Robin Abcarian, columnist for the L.A. Times. And Barbara J. Davis will be speaking on sexual harassment in the workplace. Someone from the City of Los Angeles speaking about homelessness in LA County. Clubs can also have women of achievement and her club is honoring Mayor Emily Gabel-Luddy of Burbank. Tables and brochures for members. Also having members. They're hoping for 80+ people and invited other clubs.
- Kathy Kelly – Leadership and Learning Chair – Dusting off the old Individual Development Program, IDP. Have been in touch with Barbara Davis and trying to work with her on that. Colorado Virtual Club – 10-15 members, 5 core members. Have a bank account, working on bylaws, officers set-up, and taking a small budget to make business cards.
- Barbara Bozeman – New chapter forming for the NFPBWC and they are automatically going to be connected nationally. California has been incredible in helping us. Charter group is around 20 people and planning on doing their charter around National Business Women's Week.
- Titilola Adisa – Mentoring Committee Chair – They had their first meeting and they sent the video to all the members of the committee. Titi – she met a woman in Orlando and she is a student.
- Tonya McNeal – She hasn't received any communication from the Michigan organization. She would love to
- Shirley Zeller – NFBPWC Michigan hit the mark for 10 members and are waiting on payment. Shirley has promises for 2 more. They will have their first meeting at the state board meeting November 4-6.
- Marsha Riibner-Cady – They had IDP online at one point, but it's not up-to-date.

9:25 AM (MDT)

- Topic for discussion will be "How can we recognize new members?"
  - How do we find potential members?
    - Community Colleges
    - Small Business Center
    - Chamber of Commerce
      - Looking for us, but looking in the wrong place.
    - Military Community
      - They are professionals and they are always starting new businesses.
      - Military spouses are a great place to start.
      - Values that we offer as an organization. One of the challenges as the military spouses face is that they have a hard time with carrying their career with them. The Virtual Club and the local presence is very powerful.
      - It's not going to be for everyone, but there will be people who are looking for something like us.
      - They are going overseas as well and we can help them connect. Trying to find their core and their stability – connect with BPW International.
  - Tonya – One of things that she does with her organization
    - Welcome new members on social media – name and photo, with company and website.
    - Welcome in the newsletter.
  - Kathy Kelly
    - Certificate of Membership
    - Zonta gives them a rose and there is a pledge and there is a ceremony.
    - She would love to see a more formal new membership process that would come from National and take it all down to the local.
    - When you first become a member, you do this and then you do this and this and this...
    - Maybe there are points and a 1, 2, 3, 4, and 5 for what you do as a new member.
  - Barbara

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- Sisters on the Fly – the social media greeting that they do for new members really means a lot. It's very appealing to them that we can do and expend the energy to greet them and make them feel welcome.
- We could make an interesting single-page thing that gives them a road map with some check marks, things that make sure that they have connected with XYZ. Connecting with our social media channels. Connecting with individuals within the club and the national organization.
- Across the nation it might be more complicated to do this... hand written welcome cards to our new members.
- We have to create some of that heart to it which helps people want to stay longer. Find ways to connect them whether it's a business thing or a personal thing.
- Find ways to drive them to our social media and when they arrive there... they find themselves.
- Getting people to engage with our social media pages is our best bet.
- We can invite some of our members to be a guest editor for our social media... give them that opportunity to have a part in the activity.
- Guest blog... small bites of things.
- Titi
  - We need a more obvious connection to International.
  - EC needs to do more work to connect National to International.
- Barbara
  - We need to maintain the stairstep with international. This whole thing came to pass because of the 19<sup>th</sup> amendment.
  - Road map is a challenge to people. Learning what is on the website and what is on social media.
  - With this access to Ms. Magazine, how often do we try to put in an advertisement? (never) Offer the opportunity to submit a postcard/business card submission for Ms. Magazine on the chance that they are going to get a post on Ms. Magazine. National pages, local pages, chamber pages, etc... these postcards could be used elsewhere.
  - Kicking members into getting something done for themselves that also helps us share their information nationally.
- NFBPWC Important Information
- Upcoming meetings:
  - NFBPWC Board Meeting: September 13, 2018 6 PM Mountain, 8 PM Eastern.
  - NFBPWC – Virtual Chapter Meeting: September 20, 2018 7:30 PM Eastern, Open Forum Discussion Next
  - Momentum Club Meeting: September 12, 2018 9:15 AM Mountain, “How do we find and recruit potential members?”
    - **Homework:** Each person please come with one great idea with specific and attainable instructions on how you would go about this action.
      - Example: Attend a Chamber of Commerce Meeting and share information about NFBPWC, hand out business cards, take business cards, and follow-up with each potential member.

10:15 AM (MDT)

- Adjournment