



APMP Board of Directors
MINUTES
Thursday, January 21, 2021
MS Teams

Supporting Documents: *All supporting documents are found in the corresponding APMP Board meeting section.*


- A. Macomber called the meeting to order at 10:03am EST
- B. In attendance:
Krystn Macomber, Steven Coles, Mike Walsh, Hélène Courard, Jody Alves, Felix Becker, Alison Coon, Patrick Gueth, Blake Inkster, Mel Smith, David Gray, Anatalia Macik, Leigh Ann Newman, Nicole Shaffer, Kumiko Shikimachi, Bette Sturino, Kedren Dillard, Rick Harris, Peter Frank (guest)

Absent: none
- C. **MOTION** to approve minutes of the December 2020 meeting (Coles moved; Walsh seconded). Approved unanimously. (*Supporting materials: December_2020_Board_Meeting_Minutes_Final*)
- D. Macomber presented her opening remarks.

Macomber reviewed APMP's Mission and Vision with the Directors.

She also introduced the first of what will be a regular *Diversity and Inclusion Moment* - reviewing dates in the current month that are important to nations/cultures around the world. Other directors added to the list: Australia Day; the Holy Three King Day (Spain and Latin America); and Constitution Day (India)
- E. Macomber welcomed new and returning board members with a yearbook of fun, personal facts about each board member (Directors had to guess who was who, based upon the personal trivia presented)
- F. Discussion and Potential Vote

Macomber reviewed the new Affinity Resources Leader role and updated the Directors on progress to select a candidate. After reviewing applications and



interviews, the ExCom identified Kedren Dillard as the strongest candidate for this volunteer position.

MOTION to approve Kedren Dillard as the new Affinity Resources Leader (Walsh motioned; Alves seconded). Motion passed unanimously.

G. Chair Goals for 2021

Macomber presented/reviewed the initiatives upon which she would like us to focus this year:

1. APMP's rebrand initiative / winning business ecosystem / micro-certification
2. Intentional career path initiative / student membership
3. The emergence of digital marketing and awareness campaigns
4. An advanced DE&I strategy through the Affinity Resources Program Board operations
5. Nomination process, expectations, 1:1s
6. Action-oriented plans from task force, project, committee, and advisory group meetings
7. Evolve board meetings to focus on strategy and brainstorming solutions
8. Define committees, task forces, projects definitions, reporting, and playbook
9. Heightened transparency with members (dashboard, communications, videos)
10. Develop a Leadership Academy – pipeline for up-and-coming leaders
11. Increase involvement in and knowledge of LRP/Strategic Plan among Board members
12. Evolve APMP International awards program to include more individual awards

H. 2021 Board Member Assignments

Macomber introduced specific projects, task forces, and committees in which each Director will participate this year.

I. New Board Meeting Format


Macomber explained that our approach to our meetings this year will include minimizing reporting on the past (we will depend upon reports uploaded to the Board section of APMP.org, for that).

J. Deeper Dive Sessions

Directors brainstormed ideas for other things we can do during board meetings and topics we could/should address during meetings.

K. Purpose of the EXCOM

Macomber reviewed with the Directors the role of the ExCom and illustrated examples of issues requiring an ExCom vote compared with things requiring a BOD vote (the latter represents most of the votes).



Macomber also explained what the expectations are regarding vetting external (non-APMP) speaking requests for all Directors.

L. Discussion and potential vote – results of latest rebranding phase

Macomber addressed the results of the rebranding survey.

MOTION to move forward with the re-branding effort (Walsh moved; Gray seconded). Motion passed unanimously.

M. APMP FINANCIALS (Hélène Courard, Treasurer; Rick Harris, CEO)

Courard presented the financial report (Supporting materials: *2020_Treasurers Report*)

Harris provided an update for CBDC and its associated Certification Day. The registrations for both events are performing better than expected.

Future dates for APMP events:

- a. BPC Europe – July 4-6, 2021
- b. BPC Asia – September 2021
- c. BPC Denver – October 9-13, 2021

N. Vice Chair Project Overview

Coles explained that his focus as Vice Chair will be technology – the technology that we use to run the association and the technology that we use as business-winning professionals.

O. Closing

Macomber explained that we would like to move future BOD meetings to the fourth Thursday of the month, so that we can have the most recent financial reports available to us.

Macomber presented causes for celebration – both Macik and Gray have birthdays soon, and Coles just started a new job.

P. Meeting adjourned at 11:29am EST.