

SATW Eastern Chapter Meeting -- Wenzhou, China, Meeting Minutes, October 26, 2016

Call to Order

The meeting was called to order at 8:02 am by Acting Chair Judy Wells (representing outgoing Chair Bob Jenkins).

Welcome

Ms. Wells welcomed all Eastern Chapter members and introduced the chapter officer present in Wenzhou, Joan Brower, who is continuing in office as Eastern Chapter Secretary. Other officers are meeting currently in the Outer Banks.

Introduction

Honored members were recognized including Marco Polo members Stu Newman, Martha Steger, Elliot Gillies, Yves Gentil and Lois Gerber. Past President Dale Leatherman also was introduced.

Minutes

A motion to adopt the Minutes (copies distributed on each table) from the Chapter meeting in Raleigh, NC, was made by Lois Gerber and seconded by Stu Newman.

Treasurer's Report

The Treasurer's Report prepared by Karyl Leigh Barnes was distributed at the meeting (also posted on the Chapter's pages on satw.org), indicating the Chapter's overall financial health, with a balance (checking and CD) of \$69,605.73 total. The Chapter membership has donated more than \$1,500 to the SATW Foundation this year, and once again agreed to match up to \$1,500, dollar for dollar. A motion to accept the Treasurer's Report was made by Elliot Gillies and approved by Lauralee Dobbins.

Old Business

- Ms. Wells reminded members that this summer the Eastern Chapter successfully changed its schedule of voting for all officers at the same time. Some of the seven members were elected to the usual two-year terms, while others were elected to one-year terms. Those one-year officers will be up for election again next summer – but for two-year terms. From next summer's election going forward, the Chapter will be electing "some" officers each year, which will eliminate the chance of all the incumbents leaving office at once, with the resulting loss of institutional memory.

The slate of officers for 2016-2017 was stated:

Chair – JoAnn Greco (1-year term; then return to the normal 2-year term)

1st Vice Chair – Kim Foley MacKinnon (2-year term)

2nd Vice Chair – Jason Frye (1-year term)

Secretary – Joan Brower (2-year term)

Treasurer – Karyl Leigh Barnes (1-year term)

Associate Representative – Aaron Tuell (1-year term)

Active-at-Large – Theresa Medoff (2-year term)

- It was restated by Ms. Wells that the Chapter has voted to match its members' donations to the SATW Foundation, up to a total each year of \$1,500. The Foundation receives no money from the Society, with its only mission to operate the Lowell Thomas Travel Journalism Competition, bringing SATW enormous recognition in the journalism community. Typically, two-thirds of the winners in the roughly 24 categories are NOT SATW members. Those non-members are offered a free year of membership. Entry fees do not quite cover the costs of the cash prizes, honoraria to judges, etc., so donations to the Foundation are encouraged (through its own web site and/or linked to the Society's satw.org website).

New Business

- Incoming SATW President Catherine Hamm greeted Chapter members and briefly presented her platform for SATW: To become a "culture of service" by asking SATW members:
 - Who are we as an organization?
 - What do we want to become as an organization?
- Eastern Chapter meeting
Judy Wells announced that the 2017 meeting will be in Sheridan, Wyoming. Core meeting dates are June 22-25, with pre- and post-trip dates to be confirmed. This is an ALL-INCLUSIVE meeting, apart from transportation to/from the destination. This means the registration fee includes accommodations, meals, dine-around, and tours PLUS all pre- and post-tour offerings.

It was noted that Sheridan is in northern Wyoming, less than 20 miles south of Montana and 425 miles north of Denver. It features Bighorn Mountain terrain and is among the premier destinations in the American West for history buffs. Possible half-day and full-day tour options include a Brewery Tour; Coal Mine Tours; King's Saddlery and Ropes; Cemetery Tour; Battle Site Tours; Bicycling along a ridge trail. Potential pre- and post-tours (unconfirmed) include: Dude Ranch; Bighorn Mountain Backpacking Trip; Bighorn Mountain Road Trip; Battle of Little Big Horn and Devils Tower Road Trip.

The Executive Committee members are currently discussing a website provider for the conference, and members will be advised about the web site as soon as it is created. Once a contract for that is signed, conference details will be e-blasted (i.e., fees, registration dates, and more).

Martha Steger suggested looking at relationships of SATW members with rental car companies in order to secure possible discounts.

Elliot Gillies noted that the clips/results are coming in from the Chapter's Raleigh Conference held in April 2016, and that they are looking stellar.

Ms. Wells noted that the Executive Committee Officers are considering having the Chapter subsidize part of the transportation for the Sheridan meeting in order to help defray costs.

- **Volunteers**
Volunteers were requested for Chapter committees for the coming years, including those who would work on the Sheridan, Wyoming Chapter conference. Topics include Marketplace, Sites, Clips for Cash, Professional Development, Writing and Photo Contest. Volunteers should contact the new chapter chair JoAnn Greco at joann@joanngreco.com
- **Board Meeting Review**
Judy Wells reported to members on subjects covered during the Board meeting discussions held in China prior to the Wenzhou Convention opening. Subjects covered included:
 - Making SATW more relevant
 - Creation of sub-councils within each council (i.e., independent editors, photographers)
 - Spain Convention planning/late-Oct. 2017 (dates to be announced at Wenzhou Closing Reception)
 - Member survey results
 - Organization's stable financial status
 - Development of a buddy system for new members (i.e., Marco Polos to mentor)
 - Showcasing bloggers on the website
- **SATW Auction**
Debi Lander is seeking support with additional contributions (i.e., hotels, packages, admissions tickets), and requested that members publicize the Auction, which is running November 17-December 4.

Elliot Gillies suggested social media postings. Karen Weiner Escalera suggested creating a hashtag #SATWAUCTION. Judy Well advised that the Chinese scroll given to SATW by the City of Wenzhou will be offered as part of the auction.

Meeting Adjourned

A motion to adjourn was made by Lauralee Dobbins and seconded by Elliot Gillies at 8:47 am.

Respectfully submitted,

Joan Brower
Secretary
SATW Eastern Chapter
November 17, 2017