



SATW Associates Council Meeting Minutes

October 28, 2016—Wenzhou, China

Welcome

Deborah Wakefield, Associates Council chair, called the meeting to order, welcomed everyone and thanked the Associates for attending. She welcomed the new associates and first timers and introduced the Marco Polo members. She also introduced Associates representatives present at the conference: Meryl Pearlstein, Associates Council Secretary, and Magalie Boutin, Associate-at-Large.

Approval of Minutes

The Chair called for approval of the minutes of the Associates Council meeting held in Houston, TX, in May 2016. The minutes were approved.

Treasurer's Report

The Chair reported that the Council's treasury balance to date consists of \$5,117.22 cash and \$39,294.60 in CDs, for a total of \$44,411.82, putting the Council in very solid financial standing.

Marketplace Recap – China

Deborah reported that although members in the Emeritus category are now allowed to attend Marketplace, only one member did so in China. The category is considered fluid and will comprise a service element as in the previous Seniors/Alumni category. A question was raised about the need to poll members about Emeritus members' attending future marketplaces. As the number of Emeritus (formerly Alumni) members asking to participate in marketplace at the last four Society conventions has been negligible, it was decided that a poll was not necessary.

Concerns were raised about the complexity of booking appointments at Marketplace, with Actives not responding to requests from Associates, thereby holding up the process of Associates' securing desired or alternate meetings. Various alternatives to our current scheduling system were mentioned for future consideration. Deborah indicated that other possibilities are currently under consideration. Open marketplace was also mentioned as being a positive aspect for the next conference, where, unlike at the China meeting, there should be a more balanced ratio of Associates to Actives.

Non-competition / Conflict of Interest Contract Clauses

There was discussion regarding SATW vendors and the need for those vendors to not be involved in ventures that compete directly with SATW Associates for business and/or present a real or potential conflict of interest with the Society's interest, mission and goals. It was agreed that a task force would be assembled to draft criteria to help guide the selection of future vendors.

Introduction of New SATW President: Catharine Hamm

Catharine introduced herself to the Associates Council and expressed her excitement at taking over the leadership of the organization.

SATW Board Meeting Highlights

Deborah presented key topics discussed at the SATW Board Meeting:

- 2017 Conference – Spain – Confirmed dates are October 29-November 3.
- New Buddy System – The Board approved a plan to develop a buddy system for both welcoming and supporting new members. This would be in addition to the First Timers' Reception and buddy/first-timers pairings, chaired by Meryl Pearlstein.
- Bloggers, Independent Publishers and Photographers – New guidelines are being developed for showcasing bloggers on the home page of the SATW website, under the guidance of Anietra Hamper. Additionally, two sub-councils are being considered to be included under the Freelance Council: one for independent publishers and one for photographers. These would not have separate officers or bylaws. These would function along the lines of affinity groups.
- Auction – the annual SATW Auction, chaired by Debi Lander, runs from November 17-December 4. Donations are still welcome. Please use the hashtag #satwauction and publicize via social media and any other means available.

Joint PRSA/SATW Meeting

It was announced that the next PRSA/SATW conference will be held May 21-24, 2016, in Palm Springs, CA.

Adjournment

Nancy Hamilton moved for adjournment. The motion was seconded by David Blandford. The motion passed.