

# 2015-2016 AFDO FINAL COMMITTEE REPORT

## Associate Industry Membership Committee

\*Chair: Cynthia Culmo, CC Consulting, Ft. Worth, TX

Chair: Doug Saunders, Coca-Cola, Atlanta, GA

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**Charge 1:** Provide a Master of Ceremonies for the Wiley Award Banquet.

**Discussion:** A Master of Ceremonies for the Wiley Award Banquet was confirmed with Jerry Wojtala and Courtney Bidney

**Recommendations:** There is a need to discuss this at the Board meeting and future direction of the banquet and need for a Master(s) of Ceremony. Jerry has said this is his last year.

**Executive Committee Action:**

Approval  Disapproval  Date 6/24/16

**Charge 2:** Submit a worthy candidate for the AFDO Associate Industry Award. The prior year's winner will be the chair and the past 7 recipients will comprise the Associate Industry Award sub-committee. The sub-committee chair will advise the committee chair of the nominee annually by March 15<sup>th</sup>. The committee chair will present the award at the Wiley Award Banquet at the Annual Conference.

**Discussion:** An industry Associate Award recipient was chosen for this year. Recipient will be announced at the Wiley Award Banquet.

**Recommendations:** Continue with this charge for next year.

**Executive Committee Action:**

Approval  Disapproval  Date 6/24/16

**Charge 3:** Survey industry associate members for regulatory concerns that should be brought to the attention of the Board.

**Discussion:** Although not a regulatory concern, the committee members suggested the need for social media pages and an AFDO group (by invite) to Facebook and LinkedIn. A meeting was held via conference call to suggest and received continued support of the need, but there's been no further action to date

**Recommendations:** Continue this charge through next year.

**Executive Committee Action:**

Approval  Disapproval  Date 6/24/16

**Charge 4:** Provide ideas and recommendation on how to increase industry membership and participation.

**Discussion:** Committee agrees if we continue with the social media actions, this will benefit participation and membership. Additionally, encouragement to the members to further disseminate information and promotion of the Association via their pages and links.

*\*Responsible for submission of reports*

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**Recommendations:** Continue this charge through next year.

**Executive Committee Action:**

Approval



Disapproval



Date

6/24/16

**Additional comments:**

Although not a formal charge for this year, the committee agrees it will continue to support the Affiliates when requested by suggesting topics and speakers for Affiliate meetings.

Also, the committee overwhelmingly participated and supported committee member, Stan Hazan's call for donations in support of the Welcome/Industry Associates Reception. I understand it's a record setting year!

*\*Responsible for submission of reports*