



Pi Chi Omega

The Professional Pest Management Fraternity

**Pi Chi Omega
Board of Directors Meeting
Conference Call
July 13, 2017**

Members Present: Dale Baker, Judy Black, Brittany Campbell, Andrea Coron, David Fincannon, Kim Kelley-Tunis, Cassie Krejci, Tom Wright

Guests Present: Kristin Coron

Apologies from: Gene White, Marie Knox, Tom Myers

The meeting was called to order at 10:03 am by Judy Black.

A motion was made by Dale Baker (seconded by Kim Kelley-Tunis) to approve the January 8, 2017 Pi Chi Omega Board Meeting minutes as written with one typographical change. The motion carried.

President's Report:

Judy focused her discussion on the strategic planning session. This was a momentous happening for Pi Chi Omega, from planning the event, to conducting the member engagement survey, to the pre-meeting webinar session, to the in-person session held in Ohio. Everyone came prepared and as a result a lot of hard work went into this successful effort, and it paid off. She thanked everyone for their commitment. She reviewed the Leadership Agenda, including the mission statement, vision statement and the strategic activities. She noted Core Values weren't defined, but we knew going into the session that we'd likely not get to them (Board will address at September meeting). She noted that as important as the mission and vision statements are, she felt the most important and somewhat surprising outcome was the identification of the strategic activities. Using the feedback from our members, the strategic activities reflect what our members' expectations and sense of organizational purpose are. She was glad to see that scholarships remain a key component of the organization's work, but was kind of surprised to see so much emphasis made on Networking, Mentoring, and Recognition and Awards. Whether we will be able to complete every task under each strategic activity remains to be seen, but this list gives us a very good place to start. Judy shared the next steps which are: prioritize work, plan the roll-out with Board approval, re-engage our committee structure, define our core values and develop the budget and financial plan needed to implement these activities.

A motion was made by Tom Wright (seconded by Dale Baker) to approve the Leadership agenda, including next steps, as developed at the Strategic Planning Session in Ohio. The motion carried.

We now need a group of people focused on moving this leadership agenda forward. It would be ad-hoc in nature, with the bulk of the work being done in the next 3 months prior to PestWorld. When asked,



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Kim, Brittany and Cassie volunteered to work on this Strategic Plan Implementation Committee. Tom would also like to help in developing the budget and financial planning need for this process. The Ad-hoc committee's purpose would be two-fold; 1. prioritize strategic activities, assess committee structure and direct committees (current and/or new) to move forward with the work, with an eye towards setting clear goals, measurable outcomes and fiscal impact on the organization. 2. To develop a plan to roll out the Leadership Agenda to the membership through various methods (press releases, social media, Pi Chi Omega newsletter and email alerts) over the next few months, with a big splash roll out occurring at Pest World.

Foundation – The topic of the Foundation has been researched and discussed for more than a year. We know it will be an expensive endeavor, we know it will take time and effort to form, and will need long-term management. At this point, Judy would like the Board to decide to move forward, or close the discussion on forming a Foundation. Judy opened the discussion for this. Tom feels like we need to increase membership and dues revenue, and reach a point where the current organization is strong and able to support this effort before it is even an option to discuss. David Fincannon indicated that the Board may be missing out on large personal donations from current members by not forming a Foundation. Discussion ensued. The Board voted to table the Foundation discussion until Pi Chi Omega is a healthy, thriving organization that has the full engagement of the membership in moving forward with this substantial undertaking.

Executive Director's Report:

Membership – We created and distributed electronically 2017 membership dues invoices – and have collected over 200 of those payments to date.

ACT 17 & 18 – 210	
ASC 17 & 18 – 117	
STU 17 & 18 – 14	
RET 17 & 18 – 34	Total 375

ACT 16 – 18	
ASC 16 – 4	
STU 16 – 1	
Ret 16 – 1	Total 24

Total: 399

There were some members that contacted us after the invoices went out to let us know that they no longer wish to be members because they have retired or are no longer working in the pest management industry. They are:

ACT – 2
ACTR – 2



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ASC – 3

ASCR – 1

Total 8

Finances – In March staff worked with WinTrust advisor to provide the information needed to create the investment account. The money was transferred from Citizens Investment Services into the WinTrust account. Accounting files were appropriately updated to reflect these account changes. The staff met with CPA to discuss the proper re-allocation of named scholarship funds as discussed in the treasurer's report later in this meeting; and discussed tax preparation for the 16-17 fiscal year. Staff renewed the D & O Insurance.

The 2017 Draft budget was developed based on 2016 compiled information and some projections for 2017. It should be understood that the bottom line of the actual income/expenses may be impacted with the addition of strategic plan implementation needs.

Newsletter – Published the 1st issue of the newsletter for the year – that highlighted 2017 scholarship recipients and provided research updates from 2016 recipients. We have begun work on the 2nd issue – to be published at the end of this month.

Scholarship – Staff supported the Scholarship committee in the development and dissemination of the 2017 scholarship application. We also collected the 8 application packets, scanned them in and disseminate to the committee for their selection process. We notified the 4 recipients and let the others know that they were not awarded a scholarship this year. We disseminated the award checks and collected the appropriate letters of agreement. The application has been revised and is ready for distribution for the 2018 scholarship year.

Strategic Planning – A bulk of our time was spent in May and June preparing for and attending the Strategic Planning Session at JT Eaton in Twinsburg, OH. We coordinated communication and logistics among the participants, session leader and JT Eaton. We developed a survey of members to provide some guide for the strategic planning group. We had 42 respondents share their feedback. We met with board leadership and with Rich Ennis leading up to the session, and really enjoyed the time we spent with the strategic planning group in Ohio. It is so exciting to be part of a process where the collective minds and energy of so many great people in the industry come together to make a real difference.

I do want to express my personal and professional gratitude to Dale Baker and all the folks at JT Eaton for their hospitality; and to Rich Ennis for the contribution of his time, expertise and professional leadership through this process!

PestWorld 17 – We paid the speaker sponsorship and gave them the names of Bennett Jordan or Phil Koehler as our selected speaker. We secured our booth space and made hotel reservations.

Committee Reports



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Bylaws Committee: No report.

Finance Committee:

Taxes: Staff has discussed tax preparation documents with the Sponsel Group and will make all necessary documents available to the accountant by the end of July. As long as our gross receipts continue to come in under the \$50,000 threshold, Sponsel should be able to submit a 990 e-postcard.

Balance Sheet:

The Year End Balance Sheet stands at \$207,538.82 (as of 6/28/17). At this time last year, the balance sheet recorded \$199,800.35.

Two Board decisions made at the October 17, 2016 Board meeting and the January 8, 2017 Board meeting have resulted in some major changes to the Balance Sheet. Staff has asked the Sponsel Group accountant to review the explanation provided below, and has reviewed the presentation of the year-end financial reports and made one recommendation to delineate the Designated Scholarship funds under the Equity section of the Balance Sheets.

1. At the [10/17/16](#) Board meeting the Board approved a motion designating \$130,000 as scholarship funds. Those funds have always been shown on the Balance Sheet under "Other Assets", and continue to be listed there. Temporary tracking of the named scholarship funds was previously tracked under "Current Assets". It should be noted that the named scholarship funds and the General PCO Contributions were listed under "Current Assets" for tracking purposes only. The funds under "Current Assets" represent residual amount over the \$130,000 designated as scholarship monies, that can be used for any purpose, except for the funds included in the "General PCO Contributions" which are specified for scholarship use. Our accountant with suggested defining the designated scholarship funds on the Balance Sheet under Temporarily Restricted Assets. As you can see on the report provided this amount currently stands at \$138,129.08, and is composed of all monies listed under Other Assets and the General PCO Contributions under Assets, United Bank.
2. The Board motions made at the [1/8/17](#) Board meeting discontinued the need to track the named scholarship funds for the Osmun, Bertino, and Jackson funds. Tom Wright also decided not to continue fundraising efforts to increase the Wright fund to a minimum threshold. Therefore, each of these funds were moved into the United Bank Operating Account under "Current Assets". The funds previously listed under General PCO Contributions were also moved to the Operating Account under "Current Assets".
3. The only remaining named scholarship fund being tracked (until the end of 2017) is the Frishman account. The Frishman Fund has until the end of 2017 to reach a minimum threshold of \$20,000 (then will have 5 scholarships made in his name) or \$50,000 (if reached, then scholarships would be made in his name for perpetuity). If no threshold is met, the funds will be invested into the WinTrust investment accounts, once the M&T CD matures in 2018.



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The WinTrust investment funds have been established, and the funds from the Citizens First Investments have all been all transferred.

Profit & Loss Actual vs. Budget

The Year End Profit & Loss Actual vs. Budget - a -\$13,102.26 income over expense was budgeted, however a positive income over expenses by \$5,884.61 was realized. On the income side of the budget we came in over budget on every income line, except for membership meeting income, which was off by about two meals. On the expense side of the budget, we came in right on budget or under budget on every expense line. We brought in a total of \$11,631 in scholarship contributions, which left an excess of \$2,631 after the \$9,000 in scholarships were awarded. A general journal entry moved \$2,631 into the General PCO Contribution holding account.

Proposed Operating Budget

An operating budget is presented to the Board that is based on historical accounting data and forecasting. Additional work as a result of the strategic meeting is not yet included in this budget, as the financial needs of each committee are yet to be determined. Staff does want to point out that in the 2016-2017 fiscal year, we realized higher than normal dues revenue. The reason for that was that in 2016 dues invoices were issued July 1st for the 16-17 membership year and revenue was realized in July/August. Dues invoices for the 17-18 membership year were issued on June 1st, and a bulk of dues payments were realized in June 2017. Essentially receiving double dues revenue in one fiscal year. Moving forward invoicing will commence on June 1st and we will aim to pull in the bulk of dues payments during the last month of each fiscal year. The membership income line on the proposed budget is based on this billing cycle and current membership numbers. The current operating budget shows a net loss of \$9,447.50. Staff has recommended several ways to overcome that loss, that include membership growth, dues revenue increase and additional corporate sponsor revenue.

As treasurer, I believe we need to be fiscally responsible with the funds we have been entrusted with, but I also believe that we have the funds to implement the changes that we discussed at the strategic planning session, some of which are not covered in the current budget. I believe that not changing is more dangerous to Pi Chi Omega than investing money in change. I believe that any tactics developed from the strategic plan should be looked at as investments with clear goals and metrics for success. As committees begin to tackle the work outlined in the strategic plan they should develop budgets for meeting their goals and tasks and feed any income and/or expense items to staff to add to the working budget. They should also set clear goals for themselves and ways to measure their success in meeting those goals.

After some time reviewing my thoughts on the strategic planning I believe that making many of the changes discussed will attract more people and more money to accomplish where Pi Chi Omega wants to go in the future. Pi Chi Omega is at a critical juncture, but by investing in new programs and new



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strategies to strengthen and define our organization, we will eventually realize a positive return on those investments.

A motion was made by Tom Wright (seconded by Kim Kelley-Tunis) to approve the financials as presented. The motion carried.

A motion was made by Tom Wright (seconded by Kim Kelley-Tunis) to approve the draft budget with the understanding that the strategic plan implementation may impact the budget. The motion carried.

Marketing & Website: We are working on getting all approved minutes on our website.

Membership Committee: No new applications at this point.

Nominating Committee: A number of people have reached out to Kim – she will be forming a list.

Scholarship Committee: The scholarship application is ready to go for 2018.

Awards Committee: Chair has asked Board to really think about these awards and be ready to discuss in September.

Old Business

50 Year Book Update – Heather Gooch let us know that the final draft of the book is on schedule and will be distributed to the board prior to the August 3 deadline for their review. Production pricing has remained stable since the proposal of \$3.25 per book. The proposed sale price is \$12.95.

New Business

Schedule next board meeting – Judy indicated that one recommendation that she would make to Dale as incoming president would be to set regularly scheduled meeting dates at the beginning of his term so that Board members could save the date/time on their calendars. She felt that that would address Tom Wright's comment that Board members need to participate fully as elected leaders of the organization. The next meeting date was set for Sept. 12, 2017 10:00 am Eastern

Motion to adjourn by Kim Kelley-Tunis (seconded by Tom Wright) at 12:18 pm.