

Approved February 1, 2013

**Minutes
National Communication Association
Executive Committee Meeting
November 14, 2012
Orlando, FL**

Participating in all or part of the Meeting

Richard West, President (presiding); Steven Beebe, First Vice President; Kathleen Turner, Second Vice President; Phil Backlund, Educational Policies Board Director; David Henry, Publications Board Director; Kristine Muñoz, Research Board Director; Ronald Shields, Finance Board Director; Kathleen Roberts, Finance Board Member (non-voting); Nancy Kidd, Executive Director (non-voting)

National Office Staff:

Mark Fernando, Chief of Staff; Kim Griffin, Chief Financial Officer; Jim Ketchum, Director of Publications; Brad Mello, Associate Director for Academic and Professional Affairs; Trevor Parry-Giles, Associate Director for Academic and Professional Affairs; Arlyn Riskind, Director of Public Affairs and Public Information

Guests: Carole Blair, Second Vice President Elect; Thomas Hollihan, Chair of the Constitutional Revision Taskforce; Jeff Neurauter, Parliamentarian

1. Call to order

President West called the meeting to order at 9:39AM Eastern time on Wednesday, November 14, 2012.

2. LA meeting review

President West and Executive Director Kidd reviewed the LA meeting agenda with the EC.

3. Organizational updates

Fundraising: Kidd told the EC that she is working with consultant Tracy Christeson to prepare the infrastructure for launching NCA's annual fund campaign in 2013. She also thanked the EC for so generously and unhesitatingly moving us toward 100% EC participation.

Membership brochure: Kidd drew the EC's attention to the new membership brochure that was mailed to members a couple of weeks ago. She indicated that this is not a marketing piece for prospective members, though it could possibly be useful in that regard, but rather something that is designed to increase current member awareness of the resources available to them through NCA membership. The current thought for the future is to expand the brochure into an annual report which can be used for multiple audiences including current and prospective members, donors, and foundations.

4. Goodbye to outgoing EC members

President West thanked outgoing Immediate Past President Lynn Turner and outgoing Publications Board Director David Henry for their good service during the last several years. He

also commended First Vice President Steven Beebe on excellent meeting planning for the 2012 convention.

5. Adjournment

With no further business, the meeting was adjourned at 10:17AM.

Respectfully Submitted,

Nancy Kidd, Executive Director