



MEETING REPORT

DATE: October 16, 2006

FACILITATOR: Jay Beals

RECORDER: Christiana Tjhin

TIMEKEEPER: Ed Dempsey

SUBJECT: Foundation Members Meeting

ATTENDEES: Jay Beals, Beals Alliance
Ron Edwards, Beals Alliance
Devin Conway, Beals Alliance
Christiana Tjhin, Beals Alliance
Steve Abella, Delta Bluegrass Co.
Scott Warr, RainBird
Tim Crowley, City of Folsom
C.J. Collins, FieldTurf
Ed Schmidt III, William Jessup Univ.
Justin Clarke, William Jessup Univ.
Parker Wood, Sports Turf Solutions
Scott Russell, City of Sunnyvale
David Mooney, City of Menlo Park
Aaron Manezes, Jensen Landscape
Rich Genoff, San Francisco 49ers
Jeff Roberts, Sierra Pacific Turf
April Lincoln, Target Specialty
Daryl Zappe, Robert A. Bothman, Inc.
Ed Dempsey, Jensen Corporation
Scott Morton, City of Sunnyvale

MEETING TYPE: NCC STMA

TIME ALLOTMENT: 11:30 am – 1pm

MEETING LOCATION: Sacramento & Santa Clara offices video conference

COPY TO: Tony Wood, Beals Alliance
Bill West, Sac City USD
Nancy Voorhees, Target
Andrew Rowley, FieldTurf
Sal Genito, UC Davis
Cutberto Santana, UC Davis
Greg Dunn, West Coast Turf
Manual Azevedo, EGUSD
Pablo Manzo, Los Rios CCD
Mike Smith, Toro Irrigation
Joe Borrowman, LRCCD

MEETING CONTEXT: Reformation of the NCC STMA chapter

MEETING PURPOSE: To inform and engage potential members

INTENDED RESULTS:

1. To obtain the names of at least 25 individuals who will sign on to be founding members.
2. To obtain names of potential members.
3. To identify pro-temp officers and board members.
4. To delegate responsibilities for reformation.

The potential foundation members meeting took place after the inaugural meeting of the reformation of NCC – STMA on September 25 to discuss and answer questions from potential members. The meeting was held in **beals alliance**'s Sacramento and Santa Clara offices via video conference. The following is a recap of the events of that meeting:

- We will have two regions under the NCC chapter. For now, we have a Bay Area and Sacramento. The Bay Area region extends from San Francisco to Salinas and the Sacramento region extends from Chico to Reno and Stockton to Vallejo.
- Each site will have their own regional Vice President who will be the main contact person and responsible for various coordinating in their respective regions. Ed Dempsey has volunteered to be the VP for the Bay Area region.
- Jay is willing to take the position of President until we get the chapter up and running (January 2007).
- National require us to have 4 meetings per year. Possibilities of meetings were discussed. Ideas about making them more fun and relatable were brought up such as playing golf or going to a baseball game. Another suggestion was to keep meetings small (10-15 people) and divided by Region, as this would allow Managers to really interact with and learn from one another.
- Steve Abella, past president of the chapter talked about the previous chapter's biggest problems: "Not very many new faces came on board; there was not a constant flow of new blood." Since positions were on a volunteer basis and there were no new leadership members, those leaders on the Board felt they were the only ones participating.
- Different areas and regions also contributed to problems. Also, there was not a constant flow of new blood.
- Ideas for re-start were brought up to keep members interested and new or potential members to want to join such as newsletters, e-mails and updates.
- Discussions were held about groups to be involved. Targets include other organizations such as AB, CASH, ASBA, ASLA, NRPA, CARPD, CPRS, CLCA and NCTLC.
- Informational e-mail relating to the re-formation of this chapter has gone out statewide to all STMA members.

Next Steps:

- Each person present at the meeting will submit 3 names of people in their area of expertise who they feel may benefit from being involved with STMA to Christiana (christiana@bealsalliance.com) by Wednesday, October 25, 2006. Please review the attached spreadsheet and make sure that you are not giving Christiana names of people that are already on the list.
- Jay Beals will contact Kim Heck from Nationals regarding any money that they still owe this chapter. Sal Genito mentioned that it is about \$3,000.
- The Go – No Go meeting to present this at the January meeting of STMA will be held in mid November.
- If it is determined that we are ready and prepared to go forward in 2007, a meeting will be held in mid December to prepare and finalize all required information to be sent to National.
- If it is determined that additional time is needed, the next meeting will be held in January as the first of four quarterly meetings as a trial for the Chapter prior to National sanction.

Next Meetings:

- The next meeting was not decided during the meeting but will be held on Tuesday, November 7, 2006 at 11:30am to 1pm. **beals alliance** will host this in both offices and hold the meeting via video conferencing.

- There will also be a meeting on Monday, December 11, 2006 and Monday, January 8, 2006. Both meetings will begin at 11:30am and take place in **beals alliance's** Sacramento and Santa Clara offices.
- We will standardize the monthly meetings from this point on to be the 2nd Monday of the month. Please save the dates for future meetings.

End of Meeting Report