

**ICES ANNUAL REPRESENTATIVE MEETING MINUTES**  
**Room 205, Duke Energy Convention Centre**  
**Tuesday, July 24, 2018**

The Representatives met with the Board of Directors and Show Directors for the Representative Breakfast in Room 205 at the Convention Centre Tuesday, July 24, 2018 at 7am. Jim Bender, Representative Liaison welcomed everyone to the Representative Breakfast. Cheryl Kemp gave the invocation. Oss Barbosa, International Liaison was introduced bringing greetings and highlighting International news/special events of the past year. Suzy Zimmermann, ICES 2017/18 President brought greetings from the board updating on board actions by the Board of Directors taken this past year. Cincinnati Show Directors Shari Buchanan and Karen Garback brought greetings from their Show Committee highlighting plans for the Ohio convention.

2019 Arkansas Show Directors Dottie Saulnier and Cindy Marshall informed the group of plans that are in the process for the 2019 Arkansas ICES convention in Little Rock, Arkansas, July 15 to 21, 2019. The 2017/18 Board of Directors was introduced. Representative Moderator Mary Jo Dowling and Representative Secretary Bonnie Blackburn were introduced.

At 8:45am the Representatives moved to Room 204 for their meeting. Mary Jo Dowling called the 2018 Representative Meeting to order. Mary Jo reviewed the attendance sheet sign in sheet process, the manner in which this meeting will be conducted, and that Roberts Rules will be used at this meeting. Scott Wolfe, Colorado will be typing in the motions that will be projected onto the overhead screen for all to view in the Rep's room. Mary Jo handed out cards to everyone so they can make suggestions/ask questions during the meeting.

May 16, 2018 Representative Webinar Meeting Minutes were presented by Bonnie Blackburn.

**Motion #1:**

Bonnie Fazio Richards, Florida Motions to approve the minutes from the May 16, 2018 Representative & Ambassadors Webinar.

**Seconded by:** Christine Arrington, Georgia

**Disposition of Motion #1:** Carried

**Discussion:**

- Questions were asked about Chapter Audits and will be answered when the Budget and Finance team address this question and any issues the members may have
- Informed that the Rep's handbook is in the process of being updated. The Rep's would request a detailed section on the Chapter Audit process to be included in the new updated handbook.

Everyone in the Representative meeting introduced themselves at this time and noted the S/A/P/C/C they represent. The July 24, 2018 Morning meeting attendance was sent around to everyone to sign in for the morning session.

Scott Wolfe voiced his concern about ICES declining membership, members not renewing and apparently even fewer new members joining. A discussion on this topic resulted in the following reasons for new possible members not joining / lapsed members not rejoining, ideas and suggestions on the topic are:

- Ask former ICES members in your S/A/P/C/C why they are not renewing
- Decorators come to Days of Sharing/ICES meetings do not want to pay for training, demos, or classes as they can get most of the instruction on line free
- Membership want a printed not a digital newsletter
- Promote ICES on Facebook
- Do videos or snapshots of demos/hands On classes and post on Social media
- A new guest at the Days of Sharing/ICES meetings be offered a discount on cost of joining ICES and given a nominal gift (maybe \$20 value) gift for attending/joining
- Encourage members to bring a friend to the Days of Sharing/ICES meetings
- Strongly urge to plan all skill levels demo/instruction at Days of Sharing/ICES meetings
- Encourage to plan some "back to the basics" of decorating
- Would like to see a name change to ICES
- Encourage when speaking about ICES that we try using our full name International Cake Exploration Societe

Discussion regarding concern about ICES declining membership (continued)

- Be excited when promoting ICES and encourage all members of your S/A/P/C/C to promote ICES not just the Representatives
- Members show up on the Rep's Membership Lists as to whether their membership choice is to receive a Digital or Hard copy newsletter
- Offer sign up on line for your Days of Sharing/ICES meetings and also promote that members can sign up to join ICES on line
- Send your S/A/P/C/C information to local Sugar art companies, suppliers, shops, bakeries, libraries, schools, and colleges to promote ICES locally
- ICES needs more members sharing information, ideas, article in newsletters both at local and the International level
- Reminder that we have a members only tutorial on the ICES website
- Send enmasse to your membership and past member's information on the Benefits of ICES and information on how to access tutorials.
- Get on Instagram to promote ICES
- Encourage members to send pictures to ICES newsletter Member's Page that is on the back page of the ICES newsletter.

Scott Wolfe, Colorado showed on screen some Social Media pages, discussed how to access, and what is available to follow sugar art information/what is happening in sugar events locally and globally.

Discussion was held on how to get members back that have let their membership lapse:

- Contacted lapsed membership members over the past 2 years and asked them to return with new plans and ideas your state is implementing and most did return
- Send the lapsed members the local newsletter(digital but if necessary a hard copy)
- Have a Days of Sharing/ICES meetings- invite the lapsed members and also to bring someone with them to the Day of Sharing they could mentor
- Current members can offer to mentor visitors and new members joining your ICES group

Discussion on ICES Resources:

- Suggest sending out to members/and lapsed members report on Days of Sharing and list resources of teachers/demonstrators /vendors available in your area
- On ICES website is a list of approved teachers
- What is the appropriate dollar amount to pay judges (what is included, room, meals, travel, etc.)
- Ask a popular (well known) demonstrator or judge to come to your Day of Sharing or Cake Show..... they could be very interested in coming to your area.
- Ask local vendors to come to your cake shows, would they donate product, and/or come to your show to display their products and meet the local ICES members.

**Motion #2:**

Kathy Scott, South Carolina, moves that we be allowed to tweak a motion on the floor as long as it does not change the content.

**Seconded by:** Bonnie Fazio Richards, Florida

**Disposition of Motion #2: Carried**

It was discussed that 16,000 people visited the ICES Facebook page yet our membership has slipped to about only 1,600 memberships.

When posting to Social media note upcoming conventions, cakes on display, demonstrations you attend, new recipes, decorations, make a detailed description of any topics, define your group and ask for reviews and feedback. Representatives feel that our Social Media pages really need updated.

Break for lunch

Resume meeting at 1:30 pm for Tuesday afternoon session. Attendance sheets passed.

Jan Wolfe gave an interesting and interactive Diversity Training presentation to the Representatives.

The content of this training will help Representatives to respond and interact with their membership in a positive and proactive manner.

**Motion #3:**

Bonnie Fazio Richards, Florida, moves that ICES create an email group address comprised of all current members for each S/A/P/C/C.

**Seconded by:** Sandra Daggett, Washington

**Disposition of Motion #3: Failed**

*Discussion re Motion #3: To encourage and provide for cross interactive communication between members; provide a forum to seek assistance and/or help with issues and/or questions; provide support between members.*

**Motion #4:**

Kathy Scott, South Carolina, moved to table motion #3.

**Seconded by:** Marsha Brooks, Indiana

**Disposition of Motion #4: Carried**

**Motion #5:**

Merrie Lee Reese, Florida, moved that a Badge Ribbon be added to represent Legacy.

**Seconded by:** Bonnie Fazio Richards, Florida

**Disposition of Motion #5: Carried**

*Discussion re motion #5: Ribbon would be added to the registration badge (State Representative, Board Member, Past President, etc.); an acknowledgement of the continuation of passing the torch from generation to generation, family member to family member who have been ICES members; members would encourage other family members to become ICES members.*

**Board Action: motion - Failed - redefine Legacy**

**Motion #6:**

Diane Donahue, Pennsylvania moved that we create a memorial tribute page(s) in the Convention Souvenir book where a person can purchase space on the page to honor someone who has passed.

**Seconded by:** Kathy Scott, South Carolina

**Disposition of Motion #6: Carried**

**Board Action: Board returned the motion to Representatives for redefinition**

Little Rock, Arkansas Show Directors Cindy and Dottie visited the Representative Room to show a video presentation of Little Rock and Area. Cindy and Dottie gave an overview of the Little Rock Convention plans that are being planned. They answered questions noting the show will have changes that are new, exciting and the show directors are eager to work on the ideas to try brings new ideas/concepts to try at 2019 ICES convention.

Representatives noted that they are to try and get membership increased but they wonder what the Board of Directors is doing to increase membership. The Board responded that they are working on updating Bylaws, fine tuning budgets, trying to get membership to have Digital Newsletter only subscriptions. Representatives voiced they want more communication from the Board of Directors. The Board responded that they are working on motions and issues and the Board will be in session mostly all days until the end of this week.

**Motion #7:**

Sherri Randell, Oklahoma, moved that we have an option to auto renew our membership online.

**Seconded by:** Tina Crews, Alabama

**Disposition of Motion #7: Carried**

**Board Action: Board referred to Internet Committee**

**Motion #8:**

Kathy Scott, South Carolina, called for the question on motion #7.

**Seconded by:** Mary Jo Manis, Tennessee

**Disposition of Motion #8: Carried**

Days of Sharing ideas:

- Live Cake Challenge – 2 tier cake to be done by a team in 30 minutes – fondant, icing, and some decorations supplied
- Cake challenge – a cake borders challenge
- Rice Krispie treats – 15 minutes to turn the treats into animals and decorate – icing and candies supplied to complete your animal
- Pictionary Game – supply bag and icing and contestants have to decorate.
- Decorate a cake by 2 persons (one hand behind back) – one holds icing bag and decorates while partner operates the turn table.
- Raffle off your old books
- Mystery box contains bag, colors, sprinkles, tips – 15 min to decorate the cake
- Mystery box - donated items - then ice and decorate a cake with these items and then donate cake.

Becky Lujan, Nominations and Elections asked for Representatives to consider running for the Board of Directors. If nominated fill in and sign the nomination papers. The results of the vote on Bylaws changes will determine the number of new Board members that will be selected from the election.

Chineze Ibuoka, Membership Chairperson asked the Representatives:

- For help and ideas to increase membership
- Encourage people to join ICES
- Encourage people to come to ICES convention
- Try new ideas to encourage members to join
- Representatives and members can contact the Board at any time during the year to suggest ideas to get membership increased
- Board is working on financial issues to make ICES financially sound again

Kathy Scott thanked Mary Jo and Bonnie for the job they are doing at this meeting.

At 5:16 pm Mary Jo closed today's session.

### **Wednesday, July 25, 2018**

At 7:30 am Representatives and Board Members met for a Continental Breakfast in Room 205.

After Breakfast the Representative Meeting began in Room 204. Treasurer Elizabeth Dickson with President Suzy Zimmermann addressed the Representatives with the ICES Budget/Financials and presenting a line by line overview of a four year Budget and Financials with full explanations. Rep's could ask questions about the budget at any time during this informative presentation. Elizabeth then explained how the ICES insurance policy works informing the Representatives that ICES insurance was available to the Chapters when having cake shows and related events. Your Chapter just needs to apply and inform the Treasurer of your need for Insurance for the event. Attendance was passed.

Mary Jo updated the Representative room that the Board is working on and will be reporting back later regarding motions sent to the Boardroom. The ICJ (ICES Certified Judging) program was discussed and anyone with questions regarding the program could ask questions which Mary Jo answered.

The Board asked the Representatives of how they felt about the change of Midyear from March to now coming in and start the Representative meeting on the Tuesday prior to Convention Wednesday start. The board asked if the Representatives wanted a 1 day, 2 day and or 3 day meeting. Consensus was the Representatives preferred the 2 day format and felt it was the appropriate meeting length since they are now doing Bi-monthly webinars to discuss their ICES Representative business requirements.

**Motion #9:** Bonnie Fazio Richards, Florida  
Moved to remove from the table motion #3.  
**Seconded by:** Jennifer Noble, Mississippi

**Disposition of Motion #9: Carried**

**Motion #10:** Sherri Randell, Oklahoma  
Moved that life time memberships be phased out by 2020 for inactive members.  
**Seconded by:** Teri Castro, Texas

**Disposition of Motion #10: Sherri Randell, Oklahoma, WITHDREW the motion.**

**Motion #11:** Diane Donahue, Pennsylvania  
Moves to create a memorial tribute page(s) in the Convention Souvenir book where a person can purchase a 1/30<sup>th</sup> page ad to honor someone who passed at \$20.00 per ad. Multiple ad spaces may be combined for purchase. Unused page space may be used at the discretion of the show.  
**Seconded by:** Bonnie Fazio Richards, Florida

**Disposition of Motion #11: Carried**

**Motion #12:** Jennifer Noble, Mississippi  
Recommends to the Board of Directors that a By-Laws change be made that the existing Lifetime membership recipients receive digital only ICES newsletters after notice is given to a member three times within a 90-day period by the ICES Membership Chairman. During this 90-day period, the member may request to continue to receive the hard copy version of the ICES newsletter. If the Lifetime member decides to go back to receiving the hard copy newsletters, no gratis back issues will be provided.

**Seconded by:** Sherri Randell, Oklahoma

**Disposition of Motion #12: Carried**

**Board Action:** Board referred to By-Laws committee

**Motion #13:** Suzanne Daly, Wisconsin

Moves effective September 1, 2018, the hard copy ICES newsletter is discontinued and only the digital newsletter be provided to all ICES members.

**Seconded by:** Diane Donahue, Pennsylvania

**Disposition of Motion #13: Carried**

**Motion #14:** Merrie Lee Reese, Florida

Moves that a Convention Badge Ribbon be added to represent the Legacy of related multiple family ICES members. The ribbon will read "LEGACY MEMBER". The ribbon would be provided to all ICES Legacy members.

**Seconded by:** Bonnie Fazio Richards, Florida

**Disposition of Motion #14: Failed**

Discussion among the Representatives regarding - Has a site for the 2020 convention been chosen? The Board responded that they are presenting to the Annual General Membership meeting a list of possible sites for the membership to choose a site from the list. Note: At the Annual General Membership Reno, Nevada was chosen by the membership for the 2020 convention. A Hotel/Convention Center in Reno will be chosen in the near future.

12:00- 1:30 break for lunch.

Wednesday afternoon session resumed at 1:30 pm. Attendance was passed.

Jennifer McRoberts, Ways and Means Chairperson explained the Step Challenge that will start on Friday July 21, 2018 and encouraged members in the room to participate. Kyla Myers, Internet, Publicity and Social Media Chairperson informed that the Internet Website is being updated to attract the public to check out ICES. The Update is to be ready by mid-August 2018. Kyla noted there are 2 Facebook pages - ICES Facebook and Friends of ICES Facebook.

Kortney Istre, Louisiana demonstrated to the group - How to access Social Media sites, those being Instagram, Facebook and how to link to the various Social Media sites.

Mary Jo Dowling, Moderator shared a video on - How to assemble a booth at a cake show.

Sandra Frezza, Massachusetts/New Hampshire asked a question about reimbursement for meetings and a discussion was held on the topic of Representative reimbursements.

Scott Wolfe, Colorado was nominated for 2018/19 Representative Secretary. Elected

B. Keith Ryder, Virginia was nominated for 2018/19 Representative Moderator.

Bonnie Brown, Florida was nominated for 2018/19 Representative Moderator.

Representatives voted on the 2 nominations for Moderator.

B. Keith Ryder won the election and will be the 2018/19 Representative Moderator.

A discussion was held on why the Board Executive Committee is only a 1 year term?

A discussion was held regarding the name change of ICES.

- It was suggested why doesn't the board talk regarding this topic with another attorney(s) for insight on the issues?
- Do as a doing business as not change for what we stand for?
- Is it money that is the issue regarding getting a new name change?
- What is entailed in changing our name?
- Will tax ID numbers need to be changed?

Kathy Scott, South Carolina announced the Millennium Hotel has released ICES of any attrition charges.

Discussion about the Millennium Hotel was held:

- Regarding room rates as some attendees checked in a day early, receiving lower room rates than those checking in a day later
- Reps unhappy with the accommodations
- Accommodations advertised are not what we received - i.e. not queen beds as advertised but much smaller beds in the rooms
- When a Convention City sight is selected - What is the criteria for picking Convention host hotels?

Days of Sharing (DOS) discussion:

- If member pays the Day of Sharing fee, then does a demonstration - they should be given back the remuneration Day of Sharing fee (or more if funds are available)
- Our State gives gratis Day of Sharing free if demonstrating
- Our State does a Weekend of Sharing. Instructors are paid to teach an all-day class on Saturday and sometimes a Sunday morning class. The Day of Sharing meeting is on Sunday afternoon and those paid instructors must agree to do a free demonstration at the Sunday afternoon meeting
- Our State pays in state demonstrators \$100.00 for demonstration and \$200.00 to an out of state demonstrator for their Days of Sharing
- Our State gives a small gift of approximately \$25.00 value to demonstrators
- Our State pays \$50.00 to demonstrators
- Our State pays \$125.00 to demonstrators and have raffles to offset the demonstrators cost
- Our State has a Continental breakfast, lunch and raffles. Charge \$75.00 for in-state members, \$125.00 for out of state members, 1<sup>st</sup> time attendees pay ½ price if they join ICES. They usually have 20-25 persons attend
- Our State holds Days of Sharing in the Baking area of the State College charging \$20.00 for the day. College students are invited to attend.
- Our state has Days of Sharing in the local church or at the college nearby depending on the funds in their treasury. The cost of the Day of Sharing varies.
- Japan has 2 Days of Sharing per year
- Our state has members doing the demonstrating but sometimes invite out of state persons to do Days of Sharing. They charge \$30-35.00 for Days of Sharing
- Our State holds Days of Sharing twice yearly, lunch on your own charging \$20.00 for members and \$25.00 for visitors
- Our State holds Days of Sharing with members paying \$25.00, visitors who join ICES get their entry fee paid towards their ICES membership. This state gives out tickets, a ticket for attending, if you bake/contribute to lunch/breaks for the DOS you get a ticket, etc., etc., Accumulate the tickets towards monetary/gift or rewards at year end
- Our state Days of Sharing are \$10.00, 1<sup>st</sup> time visitor is free, lunch is paid by attendees, demonstrators are paid \$20.-\$25.00., 4 meetings per year
- Carmen Pimentel, Dominican Republic announced she has learned a lot of new ideas to use when planning her Days of Sharing
- Columbia Days of Sharing - 3 Demonstrations and everyone pays for lunch
- Our state has 4 Days of Sharing per year in different areas of state; they use areas where they can get free kitchen space, only charge a fee if they have to pay for kitchen space. Demonstrators are not paid.
- Our state charges \$35.00 for meeting, lunch and demonstrations.
- Our state has had 1- 3 hour Day of Sharing so far charging \$15.00 and had 1 demo, planning more Days of Sharing in the future.

At this time Representatives wishing to do so went to observe the Board of Directors in session.

Cherryl Kemp, Recording Secretary gave the Motion Recap from the Board meeting up to this point in the Board Convention meeting. Suzy Zimmermann, President and Rhoda Sheridan, Bylaws and Logo Chairman discussed the question asked by the Representatives regarding the issues facing the Organization to try and get changed the name International Cake Exploration Societe (ICES). One of the names suggested by the Representatives has already been taken. ICES Board has their Lawyer searching the issues and reporting to the Board of their findings. Suzy explained the Internet/Website Contract to the group.

James Bender, Representative Liaison explained the Representative Reimbursement Form that is on line for Representatives/Board to use to submit their expenses for reimbursement.

A request was asked by the Board for everyone to consider Volunteering at the convention. Volunteers are needed at the membership booth. Volunteers are needed to work at the volunteer booth in the Sugar Art Gallery/vendor room Saturday and Sunday to talk to visitors all about ICES i.e. what we do in the organization, how to join, etc., etc.,

Mary Jo Dowling in her closing comments thanked the Representatives for a job well done at this meeting and for all that was accomplished at the meeting.

**Motion #15:** Tina Jones, Missouri, moves to adjourn the meeting.

**Seconded by:** Sandra Frezza, Massachusetts

**Disposition of Motion #15: Carried**

Respectfully submitted:

Bonnie Blackburn  
Representative Secretary

