

ICES Representatives & Ambassadors Webinar September 19, 2018

Meeting was called to order at 8:04 pm.

Welcome: Representative Liaison – Tina Crews

Welcome to the first webinar since the convention. Scott Wolfe, Representative Secretary, was introduced and on the webinar. Scott was elected at the 2018 convention by the Representatives. Also elected at the 2018 Representative meeting was B. Keith Ryder; he was introduced as the Representatives Moderator for the annual meeting, which will take place next year in Little Rock. (Keith was not on the webinar.)

Words from our ICES President – Suzy Zimmermann

Thank all of you for taking the time to get on this webinar and our subsequent webinars that will be following. Tina is working very hard to make sure that these webinars are useful, that there is an open dialogue between our Reps and the Board so that we can solve problems in a timelier fashion, to not be afraid to speak up; but do remember that motions need to be submitted the Friday before the webinar takes place. Be aware of the deadlines. Know that we are all here to help, so if you have any questions – just ask!

Pam Dewey clarified that the Michigan non-profit law requires that motions must be submitted 72 hours prior to the scheduled meeting. That's when the agenda and the invitation for the webinar is sent out. That's the reasoning behind the motion submission deadline. (NOTE: Michigan is where ICES is chartered.)

Tina Crews thanked everyone for joining in on the webinar. Also thanked everyone who has been working on their forms, contracts and reports that have turned them in. We still have some missing. We understand that there are still some issues with the website. If you having any problems getting your reports or contracts submitted, please email me to let me know so that I can assist you with getting those done.

OLD BUSINESS

Any corrections to the Annual Representative and Ambassador Meeting Minutes from the 2018 Convention?

- No corrections were identified.

Motion #1:

Tina Crews, Representative Liaison, moves to accept the July 24, 2018 ICES Annual Representative & Ambassador Meeting minutes as presented.

Seconded by: Jennifer Noble, Mississippi

Motion passed.

(No other motions submitted by the Representatives & Ambassadors prior to this meeting for discussion. Motions may be submitted anytime on our Members Login Section of the ICES Webpage under Reps Forms page and listed under Miscellaneous Forms – Representative & Ambassadors Motion Request Form.)

2019 Little Rock Convention Chair – Deb Bashaw

A slide show was presented outlining information about the upcoming 2019 ICES Convention to be held in Little Rock, Arkansas, July 16-21, 2019.

- Marriott hotel is the host hotel for the convention. The convention center is directly connected to the hotel, so you will not have to go very far to get to the convention center. From the main lobby, you can take the stairs or escalators directly down to the lower level where registration and vendor room will be located. The elevator to the lower level is located outside the hotel near the Starbucks café. Free wi-fi will be available in the convention center.
- Little Rock was identified in Southern Living magazine as one of the *15 Southern States All Food Lovers Should Visit Now* (<https://www.southernliving.com/travel/southern-food-destinations>).
- Starbucks in the hotel is a full-service Starbucks.
- Hotel rooms have free internet, coffee makers, irons, and blow dryers. Bath & Body works products are provided in the bathrooms. There are no microwaves in the rooms.
- Scott Wolfe, Colorado, asked about refrigerators in the rooms. Suzie Zimmermann commented that the hotel ordered new refrigerators and are hoping to place a second order before the convention. Refrigerators are not part of the standard room, however you can put in a request for a refrigerator to be placed in the room.
- Pam Dewey mentioned that by the time our convention occurs, Walmart will deliver groceries directly to the hotel.
- Hotel room will run \$172.50 per night including taxes; this does include breakfast in the hotel Tuesday – Sunday for registered convention attendees. There are two parking garages near the hotel that will be offering reduce rate parking. The breakfast and the reduced parking rates are only available to registered convention members staying in the host hotel.
- Terri Castro, Alabama, asked about the size of the beds in the hotel. Suzie Zimmermann confirmed that the beds at the Marriott Hotel in Little Rock are queen sized beds.
- Kyla Myers, Texas, asked about Wi-Fi. Free Wi-Fi is available in all hotel rooms, lobby, and the convention center.
- Mary Gavenda, Illinois, asked if the breakfast at the hotel will be continental breakfast or a hot breakfast. Suzy Zimmermann commented that the breakfast will be an Executive Continental plus hot item each day that will be different each day.
- There is valet parking available at the hotel. The two discounted parking garages are within a few blocks of the hotel/convention center. More information will be available on the website soon.

- Things to be on the lookout for at the 2019 convention:
 - o The Sugar Art Fashion Show & Competition will return for a second year. The theme for 2019 is Bling Bags! Decorated purses, handbags or clutches to be made from sugar art and modeled on the runway.
 - o Live cake challenge – teams of three; theme is the Treasurers of Arkansas.
 - o Mystery box – maybe cookies inspired by CookieCon
 - o Cupcake tasting event
 - o Treasure Chest Challenge – like the 2018 Mad About Hats challenge from the last convention. Guildcraft Furniture has the Styrofoam treasure chest dummies for \$5.00. You can order them now. The hat challenge was well received in Cincinnati and the treasure chest should be as equally fun in Little Rock.
 - o Theresa McKibbin, North Carolina, asked if the dummies could be ordered bulk versus single. Suzy Zimmermann commented that yes, you can order in bulk. Just call Bob at Guildcraft for more information.
- More information about the 2018 Convention will be address at upcoming Reps meetings.
- Everyone needs to encourage those attending the convention to stay at the host hotel. It is a lovely facility. If you have any questions about the hotel, just contact me and I will run down to the hotel/convention center and get the answers you need.
- There are new formats to come of the classes being offered. Classes will now be offered in 2, 4 or 6 hours blocks. Price will be higher for longer classes. Teachers are being contracted now; new teachers that have never offered classes at ICES before are asking about the upcoming convention. Instructor applications and vendor applications are available on the 2019 ICES convention web site (<https://icesconvention.org>).
- Suzy Zimmermann commented that at the end of the 2018 Cincinnati convention, there were more vendors signed up for the upcoming 2019 convention that had signed up at the end of 2017 for the 2018 convention. Another vendor from CookieCon signed up to be a vendor at 2019 convention who has never been a vendor at ICES before. Two more vendors from Texas have also signed on to be at the 2019 convention who have never been a vendor before.
- Discussion about the 2019 ICES Convention logo was held.
 - o Jennifer Noble, Mississippi, commented that the logo wasn't a terrible idea. How will it translate to the show pin or show patch? The show pin will not include the treasure chest.
 - o Scott Wolfe, Colorado, commented that at convention, we talked about not saying/using ICES, but use the full title in media.
 - o Kyla Myers, Texas, asked about current logo board approved logo versus the proposed/revised logo. Both logos were displayed on the screen. Both logos would be used for the show, and it has been done in the past at other shows.
 - o Marsh Brooks, Indiana, agreed with Scott that we should use the full name (International Cake Exploration Societé) instead of ICES.

- MaryJo Dowling, Pennsylvania, commented that she had a problem with using two similar logos for the convention. Also that both show logos were very complicated with a lot of elements. None it says cake – it says cupcakes and pastries; there is no real cake in either logo. She did like the newer logo better because it wasn't pink and purple. If we are trying to attract a younger audience, and a more diverse audience, we need to get away from the excess of pinks and purples.
- Suzy Zimmermann commented that the updated logo was based on the board approved logo, but with newer elements. The show pin is actually the outline of Arkansas with a stone in it. The logo is not being used in the same traditional ways it has been used in the past.
- MaryJo also went on to comment about the use of colors and how the show bag is limited to about three colors and this logo has many more colors. Pam Dewey commented that it would depend on how the motion was presented for logo approval.
- Valerie Archer, Arizona, commented that there are a lot of cupcakes and hand pies and things like that. To attract the younger generation, we need to show something that is more contemporary. There are no gumpaste flowers. Cut back on the cutesy things and have something to show that we are trying to step in the positive direction into something that is more contemporary. Have at least one item that is a showier cake; there is no cake on the logo.
- Deb Bashaw commented that the show committee will take into consideration all of the comments made before the logo goes before the Board of Directors for approval.
- Terri Castro, Texas, commented that all she could see was “Discover the Treasures of ICE”. Suzy Zimmermann commented that “Discover the Treasures of ICES” is the approved tag line.
- MaryJo Dowling, Pennsylvania, commented that the logo indicates that people who come to the show will get pastries. Looks like things we are going to offer them; they can buy pastries. Logo might be slightly misleading. She also thinks the logo leans more toward Pirate than cake decorating.
- Valerie Archer, Arizona, commented that we are missing the boat on who we are and what we are trying to do. We need to be more contemporary on our presentation.
- Sandra Frezza, Massachusetts, ask if the logos usually have the entire date? Pam Dewey commented that the logos usually only have the year. Sandra continued with the comment that the newer logo has more purple space on the left side than it does on the right side; the logo is not centered on the background.

- Michelle Marcsik, South Carolina, asked when the rack cards for the show will be available. Deb Bashaw reported that the card is designed and needs to be approved by the board. Possibly next week.

Vice President Jan Wolfe – Board special events for convention

- Bling Bags – all of the rules and entry forms will be on the website soon; this is part of the Ways & Means. You will show off your skills for making a handbag, purse or clutch. The dimensions are listed on the rules. The models will walk through the crowd displaying their show pieces.
- Step Challenge will be back again for the 2019 convention.
- Deb Bashaw commented that she didn't understand that the step challenge money goes to ICES. This is a really nice way for members to show support for the organization. Jan commented that they will ensure advertising includes that information.

Internet Committee Chairman Kyla Myers – Update on website

- Convention web site is ICESconvention.org. The only thing up right now is the vendor form and the instructor form. It is also pinned to the top of the Facebook page. Tag/share that link with instructors or vendors you think should be at the 2019 show.
- Still working on the upgrade to the main ICES web site while they were working on the convention site.
- Problems with the forms area was due to an upgrade by our host site to our forms which they didn't inform us about. There are still some sporadic issues with the area. We are working those issues on a case-by-case basis due to browsers, operating system, etc. that people are using. We will be moving to a new forms product very soon.
- Michelle Marcsik, South Carolina, asked, if possible, that with the new forms platform, there would be a way to review everything before it is submitted. She ran into some issues where they had to submit their forms three or four times due to errors after being submitted.

Budget & Finance Committee Chairman Elizabeth Dickson – Upcoming Audits

- Everyone should have already received their letter for the upcoming audits. They know what is expected – it's all identified in the notification letter.
- Scott Wolfe, Colorado, asked what states are being audited. The states are: Louisiana, South Carolina, Arizona, Georgia, Texas, Colorado/Wyoming, Maryland, Delaware, Washington DC, New York, Oregon, Kentucky, Kansas, Alabama, Mississippi, and Connecticut/Rhode Island. The notifications were sent via email to the state representative on record as of August 15, 2018.
- Several states have sent in requests for insurance for their Days of Sharing. Make sure that those requests are sent in as soon as you identify the need; it may take several days to get the insurance paperwork from the insurance company.

Representative Liaison – Tina Crews

Has your S/A/P/C/C submitted all of their contracts, forms and reports? How can you find out? Keeping good S/A/P/P/C records.

- The best way is to stay in contact with your officers. When they submit their report or contact, to forward you that confirmation email that way you will have it with your files and you will know if they did their job in submitting that form.

Reps Handbook and knowing your job description/duties and deadlines.

- Reps hand book, section 8, page 10, is a calendar list of all the things that are required for each month/date. You do need to fill out the S/A/P/C/C form anytime an officer change is involved, and it also has to be filled out each year. Deadline was September 15th, but we are working a case by case basis due to problems with the website.
- On page A13 is the representative's duty checklist. I encourage all of you to read through the duties. You are required to hold two business meetings each year. You can hold more than two meetings, but you must hold a minimum of two. You can combine business meetings with days of sharing; but the important part is the business meeting.
- Jennifer Noble, Mississippi, asked if the required meetings could be conducted via Skype or some other form of medium. Pam Dewey commented that the format of the required meetings is undefined and suggested to Tina Crews that she and her committee meet and make some recommendations or motions for the next Board meeting so it can be defined. Some research into the By-Laws and non-profit laws will be required.
- Jan Wolfe commented that while she was still the state representative for Colorado/Wyoming, she used Facetime to connect into a CO/WY meeting/day of sharing and presented her report and participated in the meeting although she was away from the area.
- Scott Wolfe, Colorado, asked a question about voting online. Pam Dewey responded that it has been looked at in the past, but will require a By-Laws change. It is something that needs to be worked on going forward.

Membership Chairperson - Helen Osteen

- I can produce lists of people who did not renew their memberships in your area for the past 2, 3, or 4 years. We have found that works fairly well in Texas. Sometimes they don't even know that their membership expired. Just contact me and let me know how many years you want to go back and in what format you want the product: Excel, PDF, RTF (word type).
- You can also make that choice for your bi-monthly report – in which format do you want to receive the product.
- Tina Crews asked how many reps on the call had read the reps handbook. It was identified that 10 reps had indicated they had. The reps handbook has been revised at convention and needs to be revised again due to changes.
- There will not be a reps breakfast at the upcoming 2019 convention. But you will be able to have breakfast at the host hotel.

- In order to receive reimbursement at convention, you must stay in the host hotel. That is a requirement for the reimbursement. You must also complete your contract, forms and reports on time to receive the reimbursement.

Drawing for Rep/Ambassador early form completion; Drawing for S/A/P/C/C early report completion

- 3 S/A/P/C/Cs completed all their contracts, forms and reports before the due dates of August 29th for contacts, September 9th for reports: Jennifer Noble, Mississippi; Theresa McKibbin, North Carolina; Suzanne Daly, Wisconsin
- 6 S/A/P/C/Cs had all their activity and financial reports turned in on time: Valarie Archer, Arizona; Mary Gavenda, Illinois; Jennifer Noble, Mississippi; Theresa McKibbin, North Carolina; Michelle Marcsik, South Carolina; Suzanne Daly, Wisconsin
- 8 SAPCC that were early with their contracts and officer form: Scott Wolfe, Colorado/Wyoming; Amy Marsh, Idaho; Linda Harmon, Iowa; Cathy Hansen, Kansas; Sandra Frezza, Massachusetts; Jennifer Noble, Mississippi; Theresa McKibbin, North Carolina; Suzanne Daly, Wisconsin
- Scott Wolfe, Colorado/Wyoming, was selected as the first winner in the drawing. He chose the \$25 Starbucks gift card.
- Theresa McKibbin, North Carolina, was selected next to receive the health bands for everyone in her chapter. Mary Gavenda, Illinois, was also selected to receive the health bands for everyone in her chapter.

Open Discussion

- Meeghan Burnevik, Minnesota, commented on the frustration on submitting the forms, reports, and contracts. She submitted all the required documents and received all the auto confirmation emails from the submissions; but was contacted that everything had not been submitted. Pam Dewey commented that the records to go more than one person; she displayed the tracking sheet that showed when the reports were received. Multiple records are kept to ensure that different people get the records in case someone else deletes them or their system goes down.
- Theresa McKibbin, North Carolina, asked when the next webinar would be held. The normal schedule is the third Wednesday of the odd months. However, the November webinar will be held on November 28th, the Wednesday after Thanksgiving. (NOTE: Motions will be due no later than Friday, November 23rd.) Tina then asked if Wednesday was a better day for everyone or would another night of the week work better, working around the other webinars. Theresa commented that Wednesdays are bad due to the religious services that take place on Wednesday nights.
- Mary Gavenda, Illinois, asked if the board has given to any thought to giving a reduced membership rate in the membership fee to Gold Key members. In the past, they Gold Key members received a \$10 reduced rate if they had been a member more than 15 years and over age 60. Now that their membership is the same \$45 as everyone else, it looks like they are not receiving any appreciation for their longevity.

- Pam Dewey asked how do the reps feel about this? Should there be a continued reduction for the Gold Key members? Is \$10 enough or should it be proportional to the amount it was previously.
 - Suzy Zimmermann commented that it was a recommendation at the last General Membership meeting was that the membership dues remain at \$60. General membership cannot set the membership prices. While we are saving money, we have also reduced ICES income. That is something that I would like to hear everyone's opinion on.
 - Mary Gavenda asked how much it costs a member now? Before it was about \$56 of the \$60. Suzy said she would get the information. However, before the information was framed around what is cost for the newsletter; but what about all the other expenses – website, convention losses, general operating funds, insurance, historical storage units. Membership is the only income generator. We have to look at it in a broader sense – what's paying for scholarships, etc. What does our budget cost per member?
- Lisa Bennett, Connecticut, asked about the officer form. The Connecticut Treasurer completed her form, but there was a stipulation where she would have to supply a picture. She did not supply a photo. Does this affect the state representative when it comes time to apply for the reimbursement? I'm assuming that all of our committee reports were submitted on time, if not, shame on me. Tina Crews stated that she spoke with the Treasurer and that the form(s) were submitted on time and everything is fine.
 - Jennifer Noble, Mississippi, this question came up at the Annual Representatives Meeting at convention – what is the board doing to increase membership. It was brought up that the board has been finetuning the budget, working on the website, updating bylaws - but have we seen any increase in membership?
 - Suzy Zimmermann commented that they updating of the ICES website was behind due to the convention website work. We are trying to modernize/update/get new rack cards. Do whatever we can to promote membership. Bottom line is membership starts at the local level.
 - Jennifer went on to ask what are the member benefits. Discounts at vendors that we don't get any more. Suzy commented that vendors commented that members were not taking advantage of the discounts. We need input from the reps as to what would be benefit to the member. Members what more/different contact for the newsletter, but if no one is willing to submit articles, etc., where do we get them? Same with YouTube, etc. Please give us your input – what would help you, what member benefits would help you? Pam Dewey commented that she has been on the board 5 years hearing the same membership discussions; they have tried marketing specialist, increase social media footprint. We always here *we want more*, but never what *more* is. *We are not getting enough* – what would make it enough? *It's not beneficial to me...* what would make it beneficial? We need to question people as to what they want. They have to identify what the issue is. Jennifer went on to say that some of her members are also members of Sugar

Geek Show and Sugar Ed Productions. Sugar Geek Show elite members are sent a gift every month. Inexpensive little things to recognize being a member. Something to just let them know thank you for your membership. Suzy asked what the cost of the membership is. Kyla provided the costs: \$30-40 per month; \$360 per year. Mississippi board just voted to start doing something like that for their ACTIVE members. Must have maintained their membership and attended one of the three meetings/days of sharing during the year.

- Chris Arrington, Georgia, her members don't ask what ICES can do for them, they just grumble about how they don't get many members to come to meetings. But when it comes time for us to have a meeting or email, no one responds. My last meeting is coming up and I can't get anyone to replace me. Suzy commented that every organization is facing the same issues. Being a member of ICES is about what you care about being a sugar artist. It's that stamp to the world that I care enough about my profession that I belong to an organization that promotes my profession.
- MaryJo Dowling, Pennsylvania, commented that in the past there were comments about sending out welcome packets when people joined as member, letting them know that something happened when they gave us money. Nothing really happened to that Suzy commented that new members do receive an electronic welcome letter from Helen Osteen. MaryJo commented that while we just adjusted the membership rate to \$45, it would be calling foul to raise it up to \$60 when we just took away the physical newsletter. Suzy commented that the \$60 rate was a recommendation from the floor of the general membership meeting, not a board proposal. Student memberships are still at \$25, Charter is at \$20, Associate is at \$24.
- Deb Bashaw, Arkansas, viewed the 2018 convention as to the decision point as to stay in ICES or not. She came away from convention with the decision that ICES is worth saving. We need to put something into it to get something back. You need a commitment.

Motion #2

Chris Arrington, Georgia, moved to close the meeting.

Seconded by: Jennifer Noble, Mississippi

Motion passed.

Minutes respectfully submitted.

SCOTT W. WOLFE

ICES Representatives Secretary

CO/WY State Representative

Representatives Attending:

Alabama – Tina Crews

Arkansas – Deb Bashaw

Colorado – Jan Wolfe

Connecticut – Lisa Bennett

Arizona – Valarie Archer

California – Thelma Howland

Colorado – Scott Wolfe

Dominican Republic – Carmen Pimentel

Florida – Marcela Avila Rivera
Idaho – Amy Marsh
Indiana – Marsha Brooks
Kansas – Cathy Hansen
Louisiana – Elizabeth Dickson
Massachusetts – Sandra Frezza
Mississippi – Jennifer Noble
Pennsylvania – MJ Dowling
Texas – Terri Castro
Texas – Helen Osteen
Vermont – James Bender

Georgia – Chris Arrington
Illinois – Mary Gavenda
Iowa – Linda Harmon
Kentucky – Brenda Harrington
Maryland – Camela Bocchino Fitch
Minnesota – Meeghan Burnevick
North Carolina – Theresa McKibbin
South Carolina – Michelle Marcsik
Texas – Kyla Myers
Texas – Suzy Zimmermann

REMINDERS:

October 20, 2018 – Deadline for newsletter articles

November 20, 2018 – Deadline for newsletter articles

November 23, 2018 – Deadline for motions for next Rep/Ambassadors meeting

November 28, 2018 - ICES Representatives & Ambassadors Webinar