



174 Crestview Drive
Bellefonte, PA 16823-8516
Phone: 877-326-5991
Fax: 814-355-2452
Email: info@aadmm.com
Website: www.aadmm.com

The Board of Directors of the American Association of Daily Money Managers met in Dallas, Texas on Saturday, January 25, 2014, with Louann Webber presiding.

PRESENT

Louann Webber, President
Bruce Ackermann
Jackie Bell
Caitlin Hall
Leah Nichaman
Gina Pirrone
Alison Salisbury
Sheri Samotin
Courtney Smith
Vivian Wright
Denise Ott, staff
Erin Connelly, staff
Lisa Reeves, staff

ABSENT

Pete Conklin
Lewis Knopf

Ms. Webber called the meeting to order at 8:26 a.m. Central time, and thanked everyone for their time and energy given to the association. She welcomed Caitlin Hall to her first official meeting.

Ms. Webber asked the Board to fill out their expense reimbursement forms and mentioned that the Philadelphia Board meeting has been moved to the weekend of July 25.

The minutes of the Board meeting held November 8, 2013 were approved as previously distributed on a motion by Ms. Salisbury, seconded by Ms. Bell, and carried unanimously.

TREASURER'S REPORT

Ms. Pirrone referred to the report of income and expenses compared to budget as of December 31, 2013; under income, AADMM received 17% more than budgeted – a total of \$33,856. Under expenses, she noted that expenses are under budget by 2% and that the year-end profit is expected to be \$32,428.44. She reminded the Board that these are preliminary financials and that a few minor adjustments need to be made.

Under the Balance Sheet, she mentioned that the CDs were renewed and reminded the Board that 25% of the excess revenue would be added to the cash reserve fund. The Board requested staff provide the list of vendors and charges for review.

Ms. Wright asked how quickly the monies are added to the cash reserve fund and requested it be taken care of within 30 days from reconciling the end of the year. Ms. Ott stated she would clarify the timing of this process and inform the Board. (Note: After the meeting, Ms. Ott clarified that the monies are added to the cash reserve fund when the CD has matured. Otherwise, a penalty would be incurred for early withdraw.)

Ms. Webber reminded the Board to review the cash flow report on Drop Box. She mentioned that this will help with planning for 2015 activities. The Board requested that the staff provide a cash flow statement along with the other financial reports for each Board meeting. Ms. Smith noticed net income was off by \$3450 but did not change the bottom line. It was noted that AADMM's annual income covers its expenses so the \$100,000 in the money market account could be used. Ms. Smith asked for clarification on how much of the

\$100,000 that AADMM has is prudent for the association to spend and what portion is for development. Ms. Webber noted that after the meeting she, Gina Pirrone, Denise Ott and Pat Heuser will discuss this question on a conference call and provide an explanation to the Board.

MEMBERSHIP REPORT

Ms. Webber reviewed the membership report with a total of 771 members and a 79% retention rate. She reminded the Board that the goal is to reach 1000 members in a couple of years. The Board asked staff to add a line on the report that shows who does not retain membership after the cut-off date of April 1st. She referenced the multi-year membership report which shows what the retention and new membership percentage was since 2006.

There was some discussion on why individuals are not renewing and the main reason is that the business is not successful. Ms. Smith mentioned that soon the demographic of the association will start to change as the DMMs who are baby boomers retire.

Ms. Samotin noted that turnover is due to the lack of value a daily money manager sees in the association benefits with regard to providing referrals. Ms. Ott mentioned that since the regional groups began a couple years ago there has been an increase in referrals. The association's goal is to create more regional groups so that members see the value; however, the challenge is in states like Colorado where it is harder to do this.

REVIEW ANTI-TRUST POLICY

Ms. Webber noted that after the conference, she reviewed the AADMM anti-trust policy since there was discussion regarding rates. She asked that this policy be included in the handouts for the Annual Conference to eliminate confusion and misinformation. The Board discussed having the membership affirm the policy during renewal time and when someone joins. It was decided to review the policy first before considering this step. After the discussion, Ms. Hall motioned to remove the last sentence of the second paragraph on the anti-trust policy "Individual AADMM members must make business decisions on their own without consultation with their competitors or the organization", seconded by Ms. Nichaman. After discussion the motion was not approved.

The Board discussed the ramifications of amending the policy without first contacting an anti-trust attorney. Ms. Webber informed the Board that the fee would be \$250 an hour. Ms. Hall made a motion to have the anti-trust policy reviewed by an anti-trust attorney, seconded by Ms. Wright and carried unanimously. Ms. Hall requested that the attorney comment on the last sentence of the second paragraph, specifically whether it is necessary to include it.

BOARD ACTION ITEMS

- a. Board Action Item on Certification Board Recommendations – Ms. Pirrone mentioned that the Certification Board met and discussed the recommendations that the Board proposed during the November Board meeting. She stated that Roberta Gosier, committee chair, provided the following recommendations to the Board. The Board made the following points:
 - The Board discussed why a Professional Daily Money Manager (PDMM) should not receive unlimited credits for outside recorded education events. The Certification Board proposed that only two credits be approved in any given year. Since it is difficult to receive re-certification credits why not allow this to be as many as the (PDMM) can earn in a year. The Board asked the Certification Board to clarify their reasoning.

- The Board agreed with the Certification Board on the following points: that volunteer hours will not count towards re-certification and that teaching credits are earned based on time of instruction – if the instruction is less than 30 minutes the PDMM can earn attendance credit for the session if applicable.
- The Board disagreed that self-study courses should not be approved. The Board has asked the Certification Board to re-review and provide their reasoning on why self-study courses are not approved.

The Board asked Ms. Pirrone to have the Certification Board review these and provide a recommendation along with their intent on the recommendation before the Board votes.

- b. Board Action Item on Atlanta Chapter Dues – Ms. Nichaman referred to the Atlanta Chapter dues structure for 2014; \$50 for an individual, \$90 agency, \$50 affiliate member. She reminded the Board that it is their responsibility to approve any dues changes for the chapters. In 2013, the dues were \$30 for everyone regardless of the membership category. Ms. Nichaman made a motion to approve the dues as presented, seconded by Ms. Samotin. After some discussion the motion was not approved.

The Board considered whether a person who is an agency member with national had to be an agency member with the chapter. After the discussion, Ms. Nichaman made a motion to accept the dues levels as proposed with the condition that an agency member could join as an individual in the chapter, seconded by Ms. Samotin, and carried with Ms. Wright abstaining.

- c. Board action item on Speaker Policy – Ms. Salisbury presented the changes to the speaker policy with Ms. Samotin speaking on behalf of the conference committee.

The following changes were made by the Board:

- The Board asked to clarify under conference keynotes expenses what an AADMM Board member and non-AADMM Board member receives. There was a question on why the Board does not receive complimentary registration to the conference similar to an AADMM member and Ms. Webber reminded them that their travel expenses are reimbursed, so if the conference registration fees were waived, they would attend the conference for free and the Board did not agree that should be the case.
- When reviewing conference breakout speakers, the board asked to update the language from “cash” to “monetary” when discussing speaker honorariums.
- During the panel discussion, the Board asked to update the language for honorariums from “cash” to “monetary” and add that conference registration for the day will be complimentary and a reduced rate will be offered for the full conference.
- There was a misspelling under pre-conference speakers with “commiserate” which should be “commensurate.”
- The board discussed at length whether vendors who speak should be required to provide a sponsorship. The Board did not agree with this updated policy and asked for it to be removed. Also, during the conversation the board realized that there should be clarification that if the conference chair is a board member, that person will not receive a complimentary registration to the conference.

Ms. Samotin made a motion to approve the speaker policy with changes, seconded by Ms. Pirrone and carried unanimously.

Ms. Samotin left the room prior to the discussion on the addition of her book to the bookstore.

- d. Board action Item on addition to online bookstore – Ms. Webber noted that Sheri Samotin’s book “Facing the Finish, A Road Map for Aging Parents and Adult Children,” was reviewed by Robyn Young who provided a recommendation to add the book to the bookstore. After discussion with Ms. Samotin, it was decided that

AADMM would purchase the book for \$10 each and sell it for \$13 to members and \$15 for non-members. Mr. Ackermann made a motion to add "Facing the Finish, A Road Map for Aging Parents and Adult Children" to the bookstore at a fee of \$13 for members and \$15 for non-members, seconded by Ms. Salisbury, and carried with Ms. Samotin abstaining.

OLD BUSINESS

- a. 2015 Annual Conference location discussion – Ms. Salisbury reminded the Board that during the November meeting it was decided that Austin, Texas would be the location for the 2015 Annual Conference. After the committee reviewed the hotel options, it was determined that Austin was too expensive. Ms. Salisbury requested a recommendation from the Board of other cities the committee should consider. The Board decided that their first choice would be New Orleans and second choice Phoenix/Scottsdale.
- b. Wall Street Journal article on Financial Fraud – Mr. Ackermann shared an article with the Board that was published in December 2013 in the New York Times and expressed the need for a process to respond to such articles. Ms. Webber stated that there is a process and that Erin Connelly does respond to these (including the article mentioned by Bruce) when provided the articles. The Board discussed maybe adding this to the strategic planning discussion about how to monitor and respond to articles.

NEW BUSINESS

- a. AARP Money Management Program – Ms. Smith updated the Board on the AARP Money Management program. She noted that she and Leah Nichaman created a letter to send to the agencies introducing them to AADMM and offering to provide referrals to daily money managers in their area. The Board reviewed the letter and agreed that it would be mailed to those agencies that are part of the AARP Money Management program. Courtney Smith and Leah Nichaman will work with staff.

The meeting was adjourned at 11:09 a.m.

Denise Ott

2-10-14 do