

**PDA Board of Directors Meeting: via Zoom Conference Call
May 10, 9:00 -11:30 a.m. EST
Meeting Minutes**

Color Key: ACTION ITEMS highlighted in Yellow. VOTES highlighted in Turquoise. FUTURE meetings and agenda items

In Attendance: (X=present)

X	Kelly Gfroerer <i>Executive Director</i>	X	Jody Malterre <i>Co-Chair</i>	X	Nuria Rodriguez Font <i>Co-Chair</i>
X	Suzie Bohm <i>Treasurer (Until 9:30 a.m.)</i>	X	Omneya Askar <i>Director (Joined at 9:20 a.m.)</i>	X	Gloria Cleve <i>Director</i>
X	Lois Ingber <i>Secretary</i>	X	Judy Wu <i>Director</i>	X	Esmat Lamei <i>Director</i>
X	Aisha Pope <i>Director</i>	X	Vanessa Zablah <i>Director</i>	X	Fernanda Lee <i>Director</i>
X	Brad Ainge <i>Consultant</i>	X	Jane Nelsen <i>Founder</i>		Lynn Lott <i>Founder</i>

The meeting was called to order at 9:00 a.m. EST.

Opening Activity. Jody led a connection activity.

Approval of Minutes. Gloria moved and Esmat seconded to approve the April, 2022 BOD Meeting Minutes as recorded. Unanimous approval of those present and eligible.

1. Financials Update.

- a. **Trainer Daily Training Fee Pricing.** Due to the wide range of fees charged by Trainers, the office is finding it difficult to provide meaningful quotes when requests for trainings are received, and it is resulting in lost business. These requests include introductions, certification workshops and other trainings. Having a standard range of Trainer per-day fees (which could include travel) was proposed in order to match the requestor's needs. An online range can also be established. A published rate such as \$1800 maximum would allow for a starting point for negotiation to a lower fee. **ACTION ITEM: A survey will be sent out to Trainers to learn the range of fees used, by region.**
- b. **Public Registration: Program Price Comparisons.** Some Trainers have requested bringing PDA certification workshops into parity with comparable certification program fees. Research done shows that fees vary due to region, number of days, translation, etc. Some programs are materials only, without a training. Pricing also affects countries other than the U.S. Discussed the possibility of different pricing structures by workshop (TP, PDC, etc.), recognizing that workshops are of different lengths across the globe. This would take research. The goal is to find a balance between value and participants' ability to pay, and in consideration of supply and demand. One way to view this is through cost/benefit vs. hour for hour: what return there is for the participant beyond just the hours of the workshop. Ongoing support through mentor groups is an example of a benefit.

2. **Fall On-line Think Tank.** Jody Malterre and Kelly Pfeiffer are the planners with Deb Owen-Sohocki assisting to incorporate a DEI/ cultural awareness focus. Translations will be offered in French, Spanish, Portuguese and Arabic.
3. **Committees.**
 - a. **Names of Committees.** Names of the approved BOD Committees needs to be determined. **To be discussed at the in-person meeting:** LT Advisory, International, Brazil Committee, Diversity/Equity/Belonging (or other name), potential Research Committee. Discussed the difference between task forces (short-term focus) and Committees (ongoing), which are aligned with the [Core Values](#)
 - b. **Brazil Committee Update.** Fernanda reported on the transition of the former Affiliate to a Committee structure in the PDA for member support. There is a leadership Committee meeting regularly discussing continuing education, content in social media, mentor meetings, bookclubs, and connection (such as using WhatsApp). Every certified Educator receives the PDA free membership. The landing page on the website has specialized content.
4. **International Advisors.** Gloria as liason to the BOD reported that Fernanda is helping with the Padlet set up by Cathy Kawakami for the Affiliates to connect. Judy shared the conditions in Shanghai are challenging due to the pandemic.
5. **International Affiliate Updates.**
 - a. **Spain Think Tank.** Nuria reported the Spain Affiliate is discussing a possible TT for 2024. There is a new board in place.
 - b. **France.** Kelly reported the French Affiliate also has a new board, and she is helping orient them in their role.
6. **Anniversary Planning.** The PDA turns 20 in 2024, and a small task force is meeting to plan a celebration at the 2024 TT.

7. Reflections / Appreciations and Closing

The meeting was adjourned at 11:30 a.m. EST.

Upcoming Conferences and Think Tanks

- *May 26, 2022 Conference in collaboration with NASAP in Washington, DC/ Northern VA (English) Registration open.*
- *Fall 2022 Online Think Tank: October 22-23*
- *Think Tank and Conference, San Diego, United States: Summer 2023*
 - *Conference Friday, July 28; Think Tank starting Friday evening and ending Sunday 30. In person Board meeting following events.*
- *Think Tank and Conference 2024 – Dallas, TX*
 - *Conference Friday, July 12; Think Tank starting Friday evening and ending Sunday 14. In person Board meeting following events.*

Board of Directors online Zoom meetings are the 2nd Tuesday from 9:00 – 11:30 a.m. EST.

Upcoming Board Meeting dates 2022:

May 29-30, 2022 In-person meeting, Alexandria, VA
June 14, 2022 *No meeting in June
July 12, 2022
Aug. 9, 2022
Sept. 13, 2022
Oct. 11, 2022
Nov. 8, 2022
Dec. 13, 2022

Respectfully submitted by

Lois Ingber, Secretary