



## CHAPTER MEETING MINUTES

### Submission Instructions

The Chapter President must submit this form, via **email** at least thirty (30) days post the scheduled meeting. Please send the form to \_\_\_\_\_.

<p><b>Chapter:</b>  <b>Meeting Dates:</b>  <b>Location (city/state):</b>  <b>Host Museum:</b>  <b>Participating Museums:</b></p>	<p>Western Chapter            Friday, Jan. 20 – Sun. Jan 22, 2017            Las Vegas, NV            International Market Center (Las Vegas Market) is host; events held at (non-member) Las Vegas Natural History Museum and (non-member) The Mob Museum.</p>
<p><b><u>Opening Reception</u></b>  <b><u>Friday Night:</u></b></p>	<p>Las Vegas Natural History Museum-Member Social Via Bus from SLS host hotel</p>
<p><b><u>Call to Order</u></b>  <b><u>Saturday Morning:</u></b></p>	<p>9:00 AM</p>
<p><b><u>Museum Store</u></b>  <b><u>Members in</u></b>  <b><u>Attendance:</u></b></p>	<p>Jennifer Barnella &amp; Eleanor Harper-Dutt, Phoenix Art Museum            Molly Brunell &amp; Elena Seaberg, Nuclear Museum            Annette Burdette &amp; Lori Peterson, Church History Museum            (*) Only able to attend beginning Saturday, 1/21 in evening.            Mary Christensen, Museum of Flight            Lucia Fierro, Exploration Place, Inc.            Brenda Hargan, Batucada            Stuart Hata, Fine Arts Museums of San Francisco            Susan McKenna, Cabrillo Marine Aquarium            Andrea Mercado, Bloedel Reserve            Lydia Mila Garmaier, Clyfford Still Museum            Pam Pesetti, Crocker Art Museum            Marilu Rix &amp; Tianna Seller, Desert Caballeros Western Museum            Carrie Santell, USS Hornet Sea, Air &amp; Space Museum            Mike Silverman, Oakland Museum of California            John Stafford, Museum of New Mexico Foundation            Andrew Uchin, Norton Simon Museum of Art            Dustin Wax, The Burlesque Hall of Fame            Diana Wientraub, Lowell Observatory</p>

	Alison Ebner & Jason Harbonic, MSA HQ!!!
<b><u>Vendors &amp; Sponsors in Attendance:</u></b>	<p>The Las Vegas Market: Sarah Jones          Kristina Fassberg, Creative Playware          Felicia Casper of Big Hairy Dog          Brenda Hargan, Batucada          Peter Irwin, Museum Store Products          Victoria Karpas, Custom Projects          Fiona Lin &amp; Sonic Ching-Hua Tseng, Linpeng International Inc.          Ed Ripp, Bullpen Book Sales          Steve Santangelo, Popcorn Custom Products          Paul Stewart-Stand, Stewart/Stand          Li Taikkun &amp; Guest, Diwudada Inc.</p>
<b><u>Introductions &amp; Old Business:</u></b>	<ul style="list-style-type: none"> <li>• Announcement that Teisha Matthews (We term Chapter MSA VP) was unable to attend due to a family emergency</li> <li>• Introductions of MSA National Board members present:              Stuart Hata-MSA Board President              Jason Harbonic- MSA Executive Director              Allison Ebner- MSA Associate Director, Marketing and Communications</li> <li>• Quick Round table self-introductions and initial thanks to our vendor supporters</li> <li>• Reading &amp; Approval of Minutes from Atlanta meeting              Motion to approve-Susan McKenna              Motion Seconded: Ed Ripp</li> <li>• Membership Drive Update              Reminder from Stuart that membership/recruitment needs to be an agenda item at all meetings              Paul Stewart- Stand, vendor incentive is to acquire more new customers with face to face(human) actions.              Jason- reminder that there is no substitute for personal relationships. Need to have a recruitment “elevator speech” ready to succinctly communicate MSA Benefits &amp; rewards.              We are in a sharing a non-completive retail environment that is a benefit to new store members. ‘We share the wealth.’</li> </ul>
<b><u>New Business:</u></b>	<p>2017 Chapter Officer Volunteer?          We’re a little behind because of our meeting occurring now!</p> <ul style="list-style-type: none"> <li>• Currently the chapter officers make a three year commitment as secretary, moving on to vice president, then as president in the final year.</li> </ul>

	<ul style="list-style-type: none"> <li>• The main duties of the position are organizing the annual chapter event and recruitment of new members both at museums and within the vendor communities.</li> <li>• For Carrie it has been a great personal experience with fantastic personal &amp; professional development in addition to being LOTS of fun too!</li> </ul> <p>As outgoing Chapter President, Carrie will continue to help with the Membership Drive.</p> <ul style="list-style-type: none"> <li>• Thoughts on next chapter meeting? Location? Format?</li> </ul> <p>Mike Silverman lead discussion about mixing it up? Trying to have the next meeting earlier to align with traditional MSA calendars so the meeting happens in Fall not Winter. Possibly having it back in a larger metropolitan area with museums to tour many gift shops. Even Hawaii could be a possible destination if the costs could be grouped by a carrier? A doodle pole will try and be sent to members to gauge interest. Also talk of partnering with other chapters?</p> <p>Lydia supported the idea to move the meeting around&amp; John Stafford likes the big City approach</p>
<p><b><u>Announcements:</u></b></p>	<p>For those of you who know him: Raymond McKenzie, will be back in the MSA fold because he’s taken a new position as Head of Retail Operations at Filoli, a National Historic Trust property in Woodside, CA.</p> <p>We also want to welcome back Diana Weintraub of Lowell Observatory back too.</p>
<p><b><u>Meeting Agenda Items:</u></b></p>	<ul style="list-style-type: none"> <li>• Sponsor presentations per support agreements with vendors</li> <li>• Main Educational content session; “Coaching by Wendy” Wendy Preyssler is an executive coach. She spoke about the leadership Circle that is a tool that looks at hoe creatively approach or reactively respond to circumstances. It was insightful as to how we as leaders operate</li> <li>• Product Development Show &amp; Tell</li> <li>• Second Educational content session – Stephanie Buntin, Intellectual Property Lawyer. This session focused on issues related to rights and reproductions as well as product development and branding.</li> </ul>
<p><b><u>Chapter Reception</u></b></p>	<p>Mob Museum</p>

<b><u>Saturday Night:</u></b>	
<b><u>Sunday Morning:</u></b>	<ul style="list-style-type: none"><li>• Chapter Breakfast provided by Grand Patron In Kind Donor: The Las Vegas Market.</li><li>• Final Thank you to vendor sponsor</li></ul>
<b><u>Adjournment:</u></b>	10:30 AM Las Vegas Market open for buyers!