

**Minutes of IFCA Board Meeting**  
**Thursday 28 October 2010, 16:00 GMT.**  
**By Conference Call.**

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**Present:** Ray Hirschfeld, Director, Treasurer, Chair  
Jon Callas, Director, Vice President  
Sven Dietrich, Director  
Andrew Patrick, Director, President  
Burton Rosenberg, Director, Secretary

**Minutes**

- Meeting called to order 16:00 GMT/12:00 EDT.
- The chair moves to accept the minutes of the last meeting. The chair calls consent; upon hearing no objection, the minutes are accepted.

***Review of Action Items***

- Steven has presented a preliminary budget for FC11 to the board.
- Ray to send a preliminary closed FC10 budget to board.
- Burt to re-quote and get competing quote for commercial liability insurance. Continuing.
- Workshop information for WECSR is up on the FC website, but the other two workshops have no links. Sven to talk to Steven to get links up.
- Andrew to contact Dan Schutzer and John Fricke of FSTC/BITS. Andrew sent a detailed invitation to conference, with explanations highlighting area of common interest, and suggesting way to collaborate. Andrew to follow up.
- Andrew to submit a second letter of reference to conclude due diligence to C.E.G. Andrew has sent letter to CEG. Burt to follow up.

***FC11***

- The preliminary FC11 budget was discussed.
- Andrew reworks the budget. The summary of his recommendation is to cut registration fees in half, and to pay attention to expenses. Among the particular recommendations: cutting registration fee for industry participants from \$1,800 to \$900; adding a budget item for the invited speakers; reducing food costs for rump session, mid-week BBQ and workshop meals. Given the changes to the budget, Andrew projects a loss of \$15,000 for FC11.

- Ray concurs that the fees planned for by the preliminary budget are too high, but would not cut them as far as half.
- *Action Item:* Ray is to talk to Steven about reducing fees, and to talk to Fabian about reducing expenses.
- There was a discussion about whether the budget should be balanced. Ray noted that IFCA has \$75,000 in reserves, of which \$50,000 is cash in bank, and \$25,000 is prepaid expenses. Andrew feels that we must have a good budget, but not necessarily a balanced budget. There is a general concurrence that a small deficit would be ok.
- The running of elections at the General Meeting should be placed on a future agenda.
- There is a discussion about promotion of the conference. Sven asks for a budget item for promotion. Ray points out that previous promotional schemes did not work out well.
- *Action Item:* Sven to talk to George and Steven about promoting FC11 via mail bursts and social media.
- *Action Item:* Andrew to look into using Google Ads to promote FC11.
- There were 74 submissions, down from previous years. Ray thinks it possible that the submission deadline of October 1 was too early.

### **FC12/FC13**

- Ray reports on his trade fair visit in Bangkok. He is awaiting proposals from hotels in Okinawa, Krabi and three in Hua Hin.
- If the conference were in Okinawa, Kazui would be General Chair. Although Japan is expensive, March is off-season. However, beaches don't open until April.
- Jon thinks the Japan destination can be inexpensive, and would seem a more serious destination. Ray notes that local attendees would boost the attendance numbers.
- *Action Item:* Ray to circulate background information in anticipation of more discussion at the next board meeting.
- Ray notes that Katrina Gillard will help with site selection for FC13 and beyond. Ray offered a complimentary accompanying person attendance to Katrina as compensation.

### **FSTC/BITS**

- Andrew has sent an email to the FSTC/BITS organizers and is waiting for a reply. *Action Item:* Andrew follow up with organizers just before next meeting, unless they respond first.

***New and concluding business***

- The FC11 conference chairs will be invited to participate in the next board meeting.
- Next meeting is set for Monday, November 29, 16:00 GMT/11:00 EST/8:00 PST.
- The chair hearing no objection adjourns meeting at 17:05 GMT/1:05 EDT.

**Appendix: Agenda** \_\_\_\_\_

1. Minutes of previous meeting
2. Review of action items
3. FC11 St Lucia
4. FC12/FC13
5. FSTC/BITS
6. New and concluding business

**Appendix: Open Action Items** \_\_\_\_\_

1. Ray is to talk to Steven about reducing fees, and to talk to Fabian about reducing expenses.
2. Ray to close FC10 budget.
3. Ray to circulate background information on future FC destination in Okinawa, Krabi, and Hua Hin.
4. Sven to talk to George and Steven about promoting FC11 via mail bursts and social media.
5. Burt to follow up with C.E.G concerning Andrew's due diligence.
6. Burt to re-quote insurance, and get a competing quote.
7. Andrew to look into using Google Ads to promote FC11.
8. Andrew to follow up on his contact with Dan Schutzer and John Fricke of FSTC/BITS.

**End of Minutes** \_\_\_\_\_