

Date:	3/20/26
Guest Attendees	7

Name	Present	Name	Present	Name	Present	Name	Present
Chairperson Chris Girone	YES	1st Vice Chair Gran Danby		2nd Vice Chair Aaron Winchman	YES	Communications Chair Ken Velasquez	YES
Event & Planning		Mentorship & Membership Karrie Caroll	YES	Marketing & Communications		Outreach & Engagement Felipe Chavez	YES
IAI Advisory Board Linda Campbell	NO	Past Chair Kevin Morrison	NO	IAI David Lund	YES	IAI Emily Kuhn	YES

Topic -	Attachment	Minutes
Motion to Start		David Lund motion Aaron Winchmann 2 nd All in Favor – yes Apposed – none Motion carried
Secretary Report /Review & Approval of the minutes •		Chairman Girone asked for unanimous decision to accept the minutes for the meeting on 2/20/26. David Lund motion Aaron Winchmann 2 nd All in favor – yes Apposed no Motion carried

Chairmans Report

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- Board Engagement Changes: Smaller subgroup work between meetings to improve efficiency and reduce time spent in discussions.
- Virtual Meeting Strategy: Upcoming meetings, starting April 23, will be virtual-only to improve participation and networking opportunities.
- Marketing Communication
Preparedness: Materials ready for launch once meeting dates are finalized, focusing on member recruitment and visibility.
- Education Workshop Planning: April 23 meeting includes a participatory interview workshop to enhance engagement and support.
- Certification Completion
Initiatives: Scholarships now bundled with exam fees to encourage certification completion and support members effectively.
- Committee Roles Updates: Most board committee roles filled, with few positions remaining open for education and marketing communications.

Meeting Structure and Board Engagement

The board is transitioning to smaller subgroup work between meetings to improve efficiency and respect members' time.

- The chair emphasized reducing heavy discussion during calls by encouraging subgroups to make progress offline.
- This change aims to avoid meetings becoming the sole work venue, which was inefficient and time-consuming.

- Members are urged to collaborate within their teams and keep leadership informed on progress between calls.
- This approach is expected to maintain momentum and reduce scheduling conflicts caused by investigation demands.

Virtual-only quarterly meetings are planned to increase participation while balancing logistical challenges of hybrid formats.

- Prior hybrid meetings saw declining in-person attendance as virtual options offered convenience, reducing networking value.
- The next Midwest meeting on April 23 will be virtual-only, with future in-person meetings offered exclusively in person.
- Virtual meetings use breakout rooms to foster interaction and engagement despite physical absence.
- This strategy aims to rebuild consistent attendance and networking opportunities while managing logistical complexity.

Efforts to engage active interviewers, especially field investigators, are a priority to increase chapter relevance and participation.

- Current attendance includes many members no longer conducting interviews regularly, limiting training impact.
- Outreach to Midwest retailers with active interviewers has been attempted but has yielded minimal response so far.

		<ul style="list-style-type: none"> • Board members recognize the need to involve those applying interview skills daily to maximize value from sessions. • Chris plans follow-up conversations with David to address engagement challenges respectfully.
<p>First Vice Chair Report</p> <ul style="list-style-type: none"> • Education & Planning <ul style="list-style-type: none"> ○ • Mentorship & Membership <ul style="list-style-type: none"> ○ 		<p>Marketing communications are ready to launch once meeting dates and topics are finalized.</p> <ul style="list-style-type: none"> • Aaron Wickman has prepared emails, LinkedIn posts, and recruitment materials pending confirmed scheduling. • He stressed the importance of blocking calendar time to maintain momentum amid heavy workloads. • Leadership is aware of competing priorities but committed to advancing marketing efforts promptly. • Coordinated communication will focus on increasing new member recruitment and event visibility. <p>New membership data collection via forms and QR codes enhances chapter outreach by capturing geographic details.</p> <ul style="list-style-type: none"> • Instead of directing seminar attendees to a general signup, the forms gather detailed info on chapter interest and leadership willingness. • Emily processes this data monthly, enabling chapters to identify and contact local prospects efficiently. • This system helps track participants from diverse locations attending national seminars, increasing targeted outreach.

		<ul style="list-style-type: none"> • Aaron requested access to these QR codes for use in marketing materials to drive engagement. <p>LinkedIn management improvements aim to optimize group visibility and member recruitment.</p> <ul style="list-style-type: none"> • Board members are encouraged to obtain posting rights to share content without delays. • Care is needed to set posts' visibility correctly to reach intended audiences beyond private groups. • Monitoring post audience settings helps maximize marketing reach and event promotion. • Sharing invites via LinkedIn alongside email enhances connection attempts with potential members.
<p>Second Vice Chair Report</p> <ul style="list-style-type: none"> • Marketing & Communications <ul style="list-style-type: none"> ○ • Outreach & Engagement <ul style="list-style-type: none"> ○ 		<p>A virtual participatory interview workshop paired with an autonomy activity is planned for the April 23 meeting to boost engagement.</p> <ul style="list-style-type: none"> • The activity is expected to last about an hour, with the workshop potentially extending to 90 minutes. • Board members will lead sessions based on proficiency, with breakout rooms to encourage interaction. • The session timing is set for 1:00 PM to 2:30 PM Central to align with participants' daily workflows. • Pre-prepared questions and content will be shared to stimulate discussion and avoid silence during virtual calls. <p>Efforts to reduce certification drop-off include bundling scholarships and exam fees to increase completion rates.</p>

- Over 200 people last year completed prep but did not take the final exam, partly due to cost and test anxiety.
- Scholarship packages now combine prep courses and exam fees, ensuring recipients get full support without separate costs.
- Membership is required to accept scholarships, remove previous barriers and encourage engagement.
- Proposals include reactivating prep course access for lapsed users who purchase the exam to boost confidence and completion.

A study model is being developed to improve certification completion by fostering accountability.

- We will run on a structured four-week schedule with weekly goals, practice exams, and scheduled test dates.
- This model aims to overcome procrastination and lack of motivation that cause many to stall post-course.
- Early proof-of-concept involves 43 participants in a client pilot, showing promise for wider adoption.
- David and Chris are encouraged to promote this grassroots approach as a practical support tool for candidates.

Meeting Logistics and Final Coordination

Zoom will be used as the hosting platform for upcoming webinars to centralize registration and communication.

		<ul style="list-style-type: none"> • Care will send final agendas and details to Emily to enable registration setup and promotion. • Aaron and Philippe will support marketing and outreach efforts to maximize attendance. • The goal is to leverage WZ Zoom infrastructure for smoother event execution and broader visibility. • This integration aims to streamline processes and improve participant experience. <p>The meeting was formally adjourned after confirming no additional new business topics.</p> <ul style="list-style-type: none"> • A motion to adjourn was made and seconded promptly, reflecting efficient meeting closure. • Appreciation was expressed for members' time and efforts throughout the session. • Plans to continue momentum with follow-up communication and task ownership were underscored. • The next meeting and activities remain focused on advancing engagement and education goals.
<p>Old Business</p> <ul style="list-style-type: none"> • Topic 1 • Topic 2 		<p>Noted in discussion above</p>
<p>New Business</p> <ul style="list-style-type: none"> • Topic 1 • Topic 2 		<p>Noted in discussion</p>

Closing comments by Chris.

Send Tony Hayes introduction email for marketing communications role and follow up on his engagement.

- Provide final agenda and details to Emily for setting up webinar registration and hosting on WZ Zoom platform.

Aaron Wickman

- Execute communication plan with emails and LinkedIn posts once April 23rd date and topics are finalized.

Emily

- Manage the monthly data distribution from responses to chapters, including membership interests and contact information.

David

- Provide marketing team with scholarship packaging details and certification completion data to support sales pitch during webinar.
- Share study cohort schedule template with Carrie for education/mentorship programming.

Chris

- Follow up one-on-one with David to explore reasons for retailer non-responsiveness to engagement efforts and strategize next steps.
- Obtain moderator rights on LinkedIn group to facilitate content posting and invites.
- Develop autonomy activity content for April 23rd meeting and distribute materials to all board members ahead of time.
- Confirm education/mentorship team presenter roles and finalize workshop timing.
- Coordinate broad outreach through email and LinkedIn to maximize attendance and participation for April 23rd meeting.

Motion to Adjourn

Aaron Winchmann Motion
 Kaie Carol 2nd
 All in favor – yes
 Apposed – none
 Motion carried
 Meeting adjourned