

**ASSOCIATION OF ESD PROFESSIONALS
4601 FAIRFAX DRIVE
ARLINGTON, VIRGINIA**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
VIA TELECONFERENCE
MARCH 19, 2022, 1:00 P.M. ET**

BOARD MEMBERS:

Julie Harmon	President
Faye Henry	Treasurer (from 1:48 p.m.)
Sally Van Wright	Secretary
Michele Elefante	Director
Michael Peñafiel	Director
Onyemma Obiekea	Director

GUESTS:

Samantha Waterman	Executive Director
Lorena Araujo	Recording Secretary, Minutes Solutions Inc.

ABSENT:

Magdalena Diaz	Director
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1. CALL TO ORDER

There being a quorum present, and the Directors having been given adequate and proper notice of the meeting, the meeting was called to order at 1:13 p.m. ET.

2. APPROVAL OF PREVIOUS MINUTES

On a motion duly made, it was resolved to approve the minutes of the meeting held on February 18, 2022. Motion carried.

3. BOARD INFORMATION ITEMS

Board information items were included in the Executive Director's report. Items requiring further elaboration are outlined below.

Report from Executive Director

- a. Membership:** The \$600 membership provides access for three organization representatives, two with voting rights. Incentives for Organization Membership include discounts on the credentialing exam, on memberships for additional organization team members, and on event registrations and booths, as well as VIP passes and Organization features in newsletters, magazine, and podcast.

ESD Global, Power of XYZ, MyPwr, and Play It Safe Defense were advised that membership is open. Additional organizations will be contacted soon according in accordance with the marketing plan.

- b. **Women's History Month:** The March issues of the newsletter and blog focus on Women's History Month and International Women's Day. The blog highlights the history of women's self-defense and women 'warriors' from around the world.
- c. **Website:** Power of XYZ will provide a website revamp quote as the primary pages are too text heavy. Additional graphics and downloadable How-To PDFs will be added.
- d. **Communications and Events:** Began distribution of outreach emails to ESD leaders requesting meetings, have sent 12 of about 15 so far, and several interviews have already been scheduled. Outreach will continue. ESD mixers are being hosted by Sheila monthly, a podcast will be developed in April for May release, Office Hours with Tom Rose will begin at the end of April, and S. Waterman will record Instagram Live popups (short discussions of Association features and topics covered by how-tos).
- e. **Credentialing Program:** The first credentialing exam will occur this summer. More than 70 responses were received for the validation survey which closed on March 18, 2022, and 60 of those expressed interest in participating with the credentialing process (on the Advisory Council or on the Council of Experts).

The Council of Experts (9 people have accepted the invitation to participate) will be divided into two groups; each group will review one of two exams and provide feedback. Then the groups will take the exam (the one they did not review). Council members will review the exam but also have the opportunity to earn credentials themselves.

The Appeals Panel (or Review Panel) will be created from members of the Council of Experts. Members will take turns serving on the Review Panel and will commit to that duty at least once per year (if there is a need to convene the Appeals Panel). The Panel will address any grievances brought by exam takers. Inclusivity and the importance of recruiting diverse council members was highlighted.

The first exam will be in English, but the second exam will be translated as needed. Design of the exam is taking into account exam takers who may speak English as a second language and accommodations will be made. Ultimately, the exam handbook and a glossary will also be translated, as needed.

The Board agreed on the importance of the Credentialing Committee Chair, M. Peñafiel, taking the exam.

- f. **HR & Personnel:** There were 25 executive assistant job posting responses received and a few interviews conducted. A former Afghan deputy minister was interviewed, and although highly overqualified, they will be considered for other ad-hoc projects. Lisa Musty, who is geographically close to S. Waterman, was contracted as executive assistant as of April 4, 2022.
- g. **Financial:** An additional loan of \$200,000 was secured, thanks to the generosity of Yudit Zicklin-Sidikman. The loan was made at the lowest possible interest rate, of 2.14% at the time. The draft budget foresees requiring approximately \$560,000 per year. Revenue streams could include advertising on websites, but sponsorships (for event, magazine, podcast) will be a bigger piece.

4. **COMMITTEE REPORTS**

a. **Ethics Committee Update:**

On a motion made by M. Elefante, seconded by M. Peñafiel, it was resolved to approve the code of ethics. Motion carried.

The Board agreed to review the code of ethics yearly and to post it free of charge on the website as a downloadable file.

5. **NEW BUSINESS**

There was no new business to discuss.

6. **NEXT MEETING**

The next meeting will be held on April 30, 2022, at 12:00 p.m. ET.

7. **ADJOURNMENT**

With no further business of the Association to transact, the meeting was closed at 2:37 p.m. ET.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Association. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Sally Johnson Van Wright, Board Secretary

Date