

Fall Conference for the Indiana State Council of Epsilon Sigma Alpha

October 22, 2022 at the American Legion in Roanoke Indiana.

Officers present – Jennifer Skinner, Megan Gray, Cindy Norman, Cyndi Murphy, Serena Williams, Alley Gary, Kary Soto, Robert Beal, Lyndsey Beal, Jennyfer Balkema, Mary Brewer, Courtney Ginder, Sue Bigler, Pam Vogel, Jan Rahn, Jan Lantz, Monica Haddock

Officers not present – Jennifer Morris, Kim Hockaday, Morgan Nichols, Brenda Campbell, Laura Campbell

Members present - 10 Chapter Presidents and 30 members

Past Indiana Presidents (PIPS) present - Gloria Wilson, Wendy Yaste, Carmen Oswalt, Debbie Frazier, Susan Waltz, BJ Voll, Diane Binkerd, Rozanne Robertson, Lynn Howley, Pam Grenard, Jan Rahn, Denise Hagerty, Alley Gary, Deon Cahill, Peggy Zimmer

Meeting called to order by Jennifer Skinner, president at 10:30 am after Registration/Ways & Means shopping from 9:30am-10:25am.

Opening ritual recited by all present members.

Opening thought – by Jan Lantz and Pledge of Allegiance

Welcome and Introductions by Jennifer Skinner, president.

- Board members, PIPs, MARC officers and IC officers

Welcome by Jennyfer Balkema, Alpha Zeta

- Bathrooms, where you can smoke, drinks available at bar if you want something else besides water, coffee, lemonade.

Humane Fort Wayne Information from Mary Baker

- Fostering program, pet pantry, how to adopt, ways to volunteer, spade/neuter clinic, working with people to keep their pets and avoid having to give them up
- Thank you to everyone who brought something in as a donation!

Roll call by Jennyfer Balkema, Recording Secretary.

Minutes from the State Convention June 2022 – Jennyfer Balkema moved to dispense with the reading of the minutes from the State Convention in June. BJ Voll, Past Indiana President seconded. There was no discussion, and the motion was passed.

First Time Attendees and Pledges - Cindy Norman

- No Pledges or Sponsors at the meeting, first time attendees stood.

Ice Breaker – Cheesecake Dates- Monica Haddock

- Answer questions with coordinating colors of cheesecake parts to make a full cheesecake.

Correspondence by Megan Gray, Corresponding Secretary – None to report.

IC/MARC Updates and Card making – Jennifer Skinner, president.

- MARC – will be talked about by the MARC reps.
- IC – We (Indiana) hosted, and it went really well despite the COVID cases during and after conference. No total yet on profit made due to hotel not sending the bill yet. The IC planning said thank you to the Indiana membership for helping and making it a success.
- IC Awards – 1st place for the ESA Foundation Turn around Fund and 2nd place for our Website.
- ESA Leadership is open to all now, not just incoming/current presidents. They took the hotel room out of the cost of registration so members can use their hotel of choice if they would like. Registration is \$350 plus travel plus hotel.
- www.sendasmiletoday.org – They send a smile a day cards that organizations make. They are happy and upbeat cards that get sent to cancer patients in the US once monthly. You can make cards, donate envelopes and stamps as well. Throughout today please make cards using the supplies brought in and Jennifer will send them in.

Budget Review – None – in packets and posted on website.

Mad Libs Golden Girls Fun Activity – Jennifer Skinner, president

Treasurer Report by Jennifer Morris, treasurer

- Tax Facts were due 9/15 and State/IC dues due January 1st. Forms on websites and donation forms too. Receipts for dues already paid will be out soon.
- Budget was approved and is posted on website.
- Fundraiser idea to make money to help build up the treasury and help budget. Plan to do a 50/50 through spring conference. Please sell the tickets in your packet and winner will be chosen at Spring conference – you do not have to be present to win. 1st place is 25% of the total, 2nd place is 15% of the total and 3rd place is 10% of the total. Will also sell tags at Ways and Means tables.

Recording Secretary Report, Jennyfer Balkema – No report.

Report by Megan Gray, Corresponding Secretary

- The officers were assigned email addresses that corresponded to their offices. Please use these email addresses for all the officers.
- Chapter packets – almost all things can be emailed so after today, no more paper packets unless there is some exception. Please email these things to Megan or hand her a printed copy and she will compile the information and all will get the packets instead of just the presidents.

Report for Alley Gary, Jr. Past President

Hope for heroes –

- Warmth for Warriors: Handmade items help boost morale and let soldiers know we are grateful for their service (hand knit or crochet warm wool hats or Christmas stockings) – instructions and flyers in chapter packets.
- Wreaths across America December 17 at 12p: four locations in Indiana where you can sponsor a wreath (Madison, West Lafayette, Bruceville, Greencastle) – can sponsor 1 wreath for \$15, 2 for

\$30, 5 for \$75 and 10 for \$150 – you can also volunteer to unload wreaths and lay them on graves. To sign up – www.wreathscrossamerica.org

- Coupons- these will be accepted 6 months past expiration date.
- There are a number of chapters participating in winter warm up collections.

Disaster Fund – This is not coming to the state level anymore and all entries are anonymous – can still donate though for Indiana. Send money and forms directly to LeAnn Wray, IC.

- Forms for Hope for Heroes and Disaster Fund – turn in at end of year instead of monthly and put on the main philanthropic report.

Member of the Year – Working on a new form that is point based with no essay or personal information and the only things included will be ESA related.

Report for ESA Foundation – Mary Brewer

Greetings!

Scholarship Info: The ESAF scholarship season opened on September 1st and is well underway. Currently the number of applications is flat from last year, but down from prior years. We need your help in spreading the word about the scholarships program. Please spread the word and share on social media to people who might benefit from a scholarship.

Email Addresses: ESAF members in Indiana are encouraged to be sure they have their current email addresses and their current chapter in the ESA Member Center database (MemberSuite). This will ensure you receive ESAF communications and newsletters. This is an important way for us to stay connected with our membership and ensures members will be able to vote in upcoming elections.

ESAF Dues: We feel membership is a simple way for people to feel a part of the important things the Foundation is doing.

In the last several years, we've asked the ESAF members to pay their dues early, before the paper statements are mailed to those who have not yet paid their dues. THE ESAF appreciates your support here. With the recently approved change in the dues cycle that now aligns with the calendar year, we will be mailing the paper notices to our members in early November with email reminders sent in December. We are hoping with your help, we can minimize the number of paper letters that are mailed to the members, thus reducing our postage costs, while being "green."

The focus continues to be on general membership this year and we are all encouraged to find someone new to join the Foundation or to get someone to come back to the Foundation if their dues have lapsed. Foundation dues are owed by December 31st (initial dues \$25, and annual renewal dues of \$15.). After January 1, the dues increase to \$40 per year, with no difference between new members and renewing members. ESAF is working with Headquarters to update the ESA Member Center with the change in dues and, as such they are unable to process the \$40 dues prior to January. Please refrain from paying 2023 dues until after January 1st.

Additionally, because of the chapter alignment change preparation, please be advised if you plan to pay by credit card, to do so before December 21st, as Headquarters closes the office shortly before Christmas through the end of the year.

Turnaround Funds: During the August training session, we discussed the turnaround funds. We often have chapters who run their donations through the turnaround funds and we would like to remind

everyone that individuals can also use the turnaround funds. This helps strengthen our 501c3 position and can simplify things for the individual too. This concept of the turnaround funds can initially be confusing - please let me know if you would like more information on the turnaround fund program.

LAMP report by Serena Williams, LAMP editor

LAMP articles are due November 1st to be published December 1st – Thanks to all who have sent in articles!

Halloween Bingo Fun Activity – Jennifer Skinner, president

Lunch Blessing, Lunch, Ways and Means shopping.

Report for Collegiate Coordinators – Robert and Lyndsey Beal

Phi Alpha is planning on two rushes – pre and post Greek rush weeks. They are working on recruitment continuously and they have also been in regular contact with the traditional chapters. They got 5 new members so far; we do not know the total numbers.

Report for 1st Vice President - Cindy Norman

I am excited to be the membership chair this year. I really hope we end this year with a membership growth. This year IC is promoting “Food with Friends”, pick a theme and have a rush party. Please let me know if you are having a rush and I will try to make it. Any chapter that has a new pledge before October 31, 2022 will be invited to “Charcuterie Shenanigans” zoom party on November 17, 2022. On June 1, 2022 we had 259 members in Indiana, since then we have had 6 pledges, 7 reinstatements and lost 8, that makes our new total 262 members. Chi Omicron had 1 new pledge and Ball State had 5 so those chapters will be invited to the IC zoom party.

My next job is to fill the board positions for next year. I would love to have enough people to get me their nomination forms so I don’t have to start begging. The forms are on the website and are due to me by December 31, 2022. I would like to have so many we have some competition this year.

We also need chapters to submit forms to host fall and Spring Conference next year. Those forms are also on the website and due to me by December 31, 2022.

Spring Conference is March 18, 2023 at The Little Flower School hosted by Gamma Pi, Indianapolis. State Convention is June 9-11, 2023 at Embassy Suites North, Indianapolis hosted by Eta Pi, Fishers. State Convention 2024 will be June 14-16, 2024 at the Terre Haute Convention Center hosted by Beta Phi, Rockville.

Report for 2nd Vice President – Kary Soto

- Philanthropic Forms are due at the end of the year – May 15th – they are on the website.
- Anna’s Celebration of Life – waitlist gifts – there are 3 kids to sponsor – let Kary know if interested.

Upcoming event is Rock the Night on December 3rd.

- Camp Riley – helped at camp and it was a good day, better than just a tour

- IC – How to for IC newsletters for various events to showcase Indiana and other states (send these How-to's to BJ and Kary)

Report for Parliamentarian – Cyndi Murphy

Cyndi reports that she is excited to be on board and reminded the membership of the deadline to submit a by law change. That deadline is January 1st.

Report for Educational Director – Morgan Nichols

Hello and Happy Fall everyone! I'm sorry to be missing Fall Conference this year, but I know you all will have a fantastic day!

First, I wanted to start off with some fun facts about what was happening the year that ESA was established: 1929. This also goes along with Jennifer's 1920's theme:

On January 10th "The Adventures of Tintin" was first published in Belgium. This is one of the most popular European comic books.

On January 17th The comic strip hero Popeye the sailor, first appeared.

On May 16th in Hollywood, the first Academy awards were awarded

On June 8th the first woman, Margaret Bondfield, is appointed to the Cabinet of the United Kingdom

On August 11th, Babe Ruth becomes the first baseball player to hit 500 home run club (i.e 500 home runs in his career with a home run at League Park in Cleveland, OH)

On November 7th, In New York City, the Museum of Modern Art opens to the public.

Now onto business, I have received 4 educational reports this year from two educational directors. So, Debbie Frazier from Beta Phi-Rockville and Brandy Small from Gamm Pi-Indianapolis, please come up and get your fall-themed prize for being the first ones to submit educational reports. 😊 To everyone else—please submit your educational forms as soon as possible, even if they are for previous months. I'd love to see more forms submitted. There might be some prizes to look forward to at spring conference! If you believe I should have received a report from you, please email me at inesa.educational@gmail.com.

Please note that the educational form is now in a Google Forms format, so you should be able to follow the link on the website and it will open the form up directly to be filled out. If you need assistance, please reach out to me or Courtney Ginder and we would be happy to assist you!

If there is an option for projection at fall conference, I've attached a PowerPoint with a few screenshots of the website and where the educational form can be found. I will also email this PowerPoint out to the educational directors that I have listed on the chapter rosters. So, if your chapter roster has not been updated, please do so ASAP so I send these notes to the correct individuals.

Finally, Courtney Ginder and I will be planning a virtual educational event with a tour of the website and its recent updates. We have not scheduled a date and time, so be on the lookout for those details. We plan to host the event via Zoom to allow everyone from across the state to attend. We will also attempt to

record it and make it available to anyone who is unable to attend live. We will send out details via the blast once we get it scheduled.

If there is interest in other virtual educational events, I am happy to host more in the future, just please reach out requests or ideas on topics that you would like to learn more about. I am happy to research or get experts to assist.

I am looking forward to seeing what everyone has planned for this year! And, as always, please don't hesitate to reach out if you have any questions or concerns.

Report for Awards Chair – Kim Hockaday

No report.

Surprise Fun Activity – Megan Gray and Morgan Nichols- Scattergories with Golden Girls

Report for Association of the Arts – Brenda Campbell

No report.

Report for Chaplain – Jan Lantz

She wants to send celebration and encouragement cards too, not just the sad but also the happy. Please send her chapter good and sad news.

Played a game with 4 quotes and which golden girl they go to – had prizes. Talked about Golden Girl information and the importance of thinking about what words describe your legacy.

Report for Easter Seals – Monica Haddock

Easter Seals donations are due March 31st. She will share more information when she has it.

Gave a golden girls/easter seals fact – the “sick and tired” golden girls episode is about chronic fatigue syndrome and this was based on Susan Harris’ real life story and she went to Easter Seals.

Report for MARC – Jan Rahn and Pam Vogel

The 37th Annual Midwest Area Regional Council (MARC) Conference was held in Tulsa, Oklahoma, on October 7-8, 2022. This year’s theme was Get Your Kicks on Route 66. The Oklahoma State Council proved to be a wonderful host for the conference with their friendliness and helpfulness to make sure everyone felt welcome.

The first day of the conference started with leadership. The first class welcomed News 6 Anchor Lori Fullbright. Lori used her 30 years of experience to provide us with tips for protecting ourselves from predators with a serious, yet fun approach. She made us aware of the necessity of being familiar with our surroundings and the importance of developing a plan of action before an incident occurs. She made us feel empowered verses fearful of a possible incident. Lori even provided us with whistles as a means of protection at the end of the session.

The next speakers were from the Child Abuse Network (CAN). This group spoke of how to spot and report child abuse with emphasis on the importance of saying something to help children in their time of need. They also explained their individual roles and how they are important in helping a child navigate the system. There are many things you should and shouldn't do to help a child in an abusive situation.

The last speaker for the day was Dr. Michael Horton of The Coffee Bunker. He provided everyone information on how The Coffee Bunker helps veterans, as well as inviting a mother of a former veteran to come and tell her son's journey after deployment. It was very eye opening and heartfelt. At the end, Dr. Horton provided everyone information and discussed the possibility of 'a coffee bunker' in our hometowns to provide opportunities to serve our local veterans.

Saturday morning opened with our flag ceremony, Celebration of Life ceremony, and a welcome from 2021-22 President Kim Poling. Roll call was taken by state and minutes from the July 2022 meeting were approved.

Treasurer's report is as follows:

Beginning Balance	\$10,606.23
Receipts/Income	\$ 7,271.67
Distributions/Expenses	\$ 9,808.05
Balance on Hand (10-8-22)	\$ 8,069.85

By Law/Standing Rule change was voted and approved. Treasurer's proposed budget was declined on first vote. With a few modifications suggested to reduce travel expenses for upcoming year and a modification to a current by-law, the new proposed budget was passed.

Nominations for the upcoming board were presented and a vote was taken by all delegates from each state. The following will be the MARC board for the 2022-23 year:

President – Bonnie Templeton (Kansas)
Vice President – Jill Shull (Illinois)
Treasurer – Brittany Rosemund (Michigan)
Secretary – Amanda Rowland (Ohio)
Communicator – Jennifer Sparkman (Oklahoma)
Parliamentarian – Heather Hoey (Michigan)

The general assembly ended with the passing of the gavel, a few surprises for outgoing President Kim Poling, and retiring of the flags. The evening ended with the Installation Banquet held in the hotel ballroom.

We look forward to seeing everyone again next year in East Peoria, IL.
Handed out the MARC proposed budget.

Report for St Jude – Sue Bigler and Laura Campbell

First of all, thank you so much for all of your contributions to St. Jude so far this year, whether it was through special events, golf outings, Walk/Runs, memorials, donations, etc. A few that I am aware of are:

The Indianapolis and Evansville Walk/Runs. Thank you for donating, volunteering, or walking.

Eta Pi's golf outing. Expected to raise \$25,000, the best year yet!

Memorials and Donations in honor of Paul Hansen.

Our \$50 for 50 is currently at 35, but I am hopeful that we will increase that amount to at least 50 by the end of the year. If you or your chapter would like to make a donation, you can send it directly to headquarters filling out a St. Jude

Donation Form but be sure to check the box \$50 for 50 challenge, or you can send to me. I will be having an online fundraiser for the \$50/50 in November, so be on the lookout. It will be a Facebook fundraiser, but of course you may send donations to me either individually or by chapter. With any donation of \$25, you will receive this St. Jude tote bag!

Please visit me today at the St. Jude table where I have these St. Jude bags for sale and three auction baskets, as well as a donation jar. All proceeds will go toward our \$50 for 50 Challenge fundraiser.

See me if you have questions or need my address.

Report for Webmaster and Scrapbook Chair – Courtney Ginder

Website & social media

- Forms
 - All forms that I have received are updated and on the website.
 - New forms!
 - Anything that doesn't have to be mailed (meaning it doesn't have to include a check or donation) has now been turned into a digital Google form!
 - Submit these forms online and they will be recorded in a Google Spreadsheet that both the officer and the Webmaster have access to
 - Stay tuned for an online Educational with myself and Morgan on an overview of the website and these new forms and how they will help IN ESA!
- Office Email Addresses
 - I know the rollout with officer emails has been a little bumpy!
 - We looked into getting emails with our own domain (@indianaesa.org), but unfortunately, we are priced out of many options.
 - We did have some addresses locked out because Google assumed they were spam accounts (since I made them all at once), but they were reopened on appeal.
 - If you email an officer account and it bounces back, please let me know so that I and the officer can appeal to Google if the account has been disabled.
- Social Media
 - 248 Facebook Likes, 106 Instagram Followers

- Since State Convention (June 13, 2022 – October 21, 2022)
 - Reach (People seeing our posts in their feeds)
 - Facebook Reach: 6,495 people (down 19.8%)
 - Instagram Reach: 658 people (up 77.4%)
 - Profile Visits (people actually going to our Facebook or Instagram profile)
 - Facebook: 242 (up 13.6%)
 - Instagram: 196 (down 26.9%)
 - New Likes & Follows
 - New Facebook Likes: 16
 - New Instagram Follows: 31
 - Top 5 Posts by Reach (amount of people who saw the post)
 - 1. Ball State Fall Rush Info on 8/27/22:** 928 people reached, 12 likes & reactions, 0 comments, 12 shares
 - 2. Become your best self with Indiana ESA on 6/26/22:** 801 people reached, 33 likes & reactions, 3 comments, 7 shares
 - 3. Meet the Chapters Chi Omicron Avon on 6/30/22:** 764 people reached, 20 likes, 2 comments, 4 shares
 - 4. ESA Members Contribute over 650,000 Volunteer Hours on 8/31/22:** 650 people reached, 50 likes & reactions, 0 comments, 9 shares
 - 5. Meet the ISC Educational Director Morgan on 8/26/22:** 560 people reached, 76 likes & reactions, 11 comments, 1 share.
- Social media has proven to be a major connector between people, especially with the pandemic and the rise of remote work and virtual events.
- If you see our posts, please like/react to them and share them! That is how we improve our reach and engagement.
- If you have suggestions on things you would like me to share, please let me know! I'm always open to new ideas.
- **PLEASE SEND ME YOUR EVENTS. Fundraisers, socials, recruitment events, anything!**
 - I cannot promote the things I don't know about.
 - I'm not going to see everything posted on Facebook on your personal accounts, but I want to share events that you all have worked so hard on!
 - We are able to reach thousands of people via social media (Facebook and Instagram). I want to be able to take advantage of that reach!

Scrapbook

- I'm so excited to get to be creative and make Jennifer a scrapbook for her year. (a digital one!)
- Please send me pictures from events that your chapter has done, whether it's a fundraiser or a social so we can remember how we all roared for ESA this year!

Halloween Trivia Activity

Chapter Announcements and Raffles –

- Annual Camp Riley bowling event is 11/12, \$20 per person. See Gamma Pi for more details.
- Eta Pi's Zip up jacket fundraiser closes 11/1 and is posted online.
- Beta Phi's Thanksgiving Dinner is 11/16 from 11a-1p and \$10 per person.
- Chi Omicron's wreath sales for Easter Seals are both online and in person.

Important Dates –

- Spring Conference is March 18 at Little Flower School hosted by Gammi Pi
- State Convention is June 9-11 at Embassy Suites North Indianapolis hosted by Eta Pi

Closing Ritual recited by all present members.

Meeting adjourned by Jennifer Skinner, president.

Submitted to the board on 3/13/23

Jennyfer Balkema, Recording Secretary