



Northland Community & Technical College Speaker's Bureau

November 22, 2006

8:00 – 9:00 AM

Room # 106 EGF / #545 TRF polycom

Membership: Brian Huschle, Kent Hanson, Margarita Bracamonte, Kathy Olson (A), Betsy Jensen (A), Rita Lealos

Guests: Lindsey Wangberg, Becky Holthusen

Topic	Responsible Party	Discussion/Outcome				
Mission/Goals	Lindsey	<p>Recruiting Faculty: A Suggestion of checking with Brian Suckow, EGF Welding, & Dave Hoefer, EGF Firefighting, to inquire on their interested in Speaker's Bureau Membership. Rita will follow through and contact them to check on their willingness to participate in the SB</p> <p>Draft Brochure/Script: Review and discussion of SB flyer (draft) that was developed. Discussion of photos use, cost of printing flyer and distribution of flyer to the Greater Grand Forks Chamber of Commerce and printing plan. A request from committee for a draft of flyer in both color version and black/white. Discussion continued with chamber inserts for GF/TRF including the below costs; while remaining within the budget guidelines. A suggested possibility of including a Speaker's Bureau ad along with the inserts for cost effectiveness, with a couple 100 flyers to pass out among community organizations. --Rita has a clipping of organizations and clubs from the Grand Forks Herald newspaper which could be followed up with. --TRF was not available to comment on availability of inserting SB flyer with the TRF Chamber of Commerce materials. It was thought that Kathy Olson would be advising on this.</p> <p>Another suggestion came forward to have the SB develop a guideline of FAQ's with a clip of topics of expertise. It may be handy for presenters to have a format of questions and/or guidelines to be made available to them in order to market SB accordingly.</p> <p><u>Grand Fork Chamber:</u></p> <table><tr><td>1) Insert Cost (1,750 circulation)</td><td>\$175.00</td></tr><tr><td>2) Glossy Paper 6 Reams/300 sheets@\$10.per ream</td><td>\$60.00</td></tr></table>	1) Insert Cost (1,750 circulation)	\$175.00	2) Glossy Paper 6 Reams/300 sheets@\$10.per ream	\$60.00
1) Insert Cost (1,750 circulation)	\$175.00					
2) Glossy Paper 6 Reams/300 sheets@\$10.per ream	\$60.00					

3) Copy W&B, 2 sided, inhouse, \$.10 x 1,750 =	<u>\$175.00</u>
Sub Total	\$410.00

TRF Chamber:

1) Insert Cost (385 circulation)	\$30.00
2) Glossy Paper 2 reams	\$20.00

*extra paper would be used for promotion!

3) Copy W&B, 2 sided, inhouse, \$.10 x 385	<u>\$38.50</u>
Sub Total	\$88.50

Grand Total \$498.50

*\$600.00 has been earmarked for beginning budget.

Lindsey will be working with edits and update draft to reflect changes and clarification of EGF/TRF contacts.

The following are key points of discussion and phrasing with the flyer:

- Expertise topics which can be made available to present at your event
- An expert in a specific field
- NCTC SB may have a speaker for your event; --the purpose of your event
- SB may provide you with a speaker who can motivate, educate or update your organization, inform.
- Administrative or counselors are able to become candidates for speaking.
- Lead discussions (War in Iraq)
- Specific availability within topics may vary; there is a good chance that we may be able to....
- Newly formed, but topics are expanding; --topics are continually changing and being updated.
- Affirmative action phrase to be made smaller
- Are you looking for an expert in a specific field, or someone involved in specific activities?

Speaking Topics: Topic list will be changing as new members come on board. It is understood that the initial draft of the flyer will be altered as the Speaker's Bureau develops.

Honoraria Form: Becky has approved honoraria form, the design and use with HR.

Community Contacts: Rita mentioned that there was interest in topics of speakers at the EGF Teachers conferences when she mentioned it to key high school instructors. (History, Biology, Sociology)

Stages of Promotion:

- **Chambers of Commerce:** As discussed above
- **NCTC Web** – Rita will check with Chad and his availability to come to next meeting. As soon as flyer is finalized, the flyer will be made available to Chad to be placed on the NCTC web.

Rita will email EGF/TRF speakers to assure of their preparedness and that the Speaker's Bureau is moving and going forward.

		Next Meeting: Dec 8 th @ 9-10 AM
Timetable/Winter		January flyers: Print & Mail Out

Next Meeting: Dec 8th @ 9-10 AM
Room: EGF #106 / TRF #545 polycom