

APSA  
ARIZONA PROCESS SERVERS ASSOCIATION

Board Meeting Minutes  
November 2, 2013  
2502 N. Black Canyon Hwy, Phoenix, AZ

**MEMBERS PRESENT:**

Tom La Vance, Sabine Hilten, Ron Ezell, Frank Brinkman, Jenna Jones, Barry Goldman, and Bert Young

**MEMBERS ABSENT:**

Larry Ratcliff and Luis Figueroa

**CALL TO ORDER:** Mr. LaVance, President, called the meeting to order at 9:17 a.m.

**APPROVAL OF PREVIOUS MINUTES:** A motion was made by Mr. Ezell and seconded by Mr. Brinkman to approve the minutes of August 24, 2013. The motion carried unanimously.

**PRESIDENT'S REPORT:**

Mr. LaVance chose to hold his report until later in the meeting. Instead, he chose to speak about his 2014 objectives and meeting schedule.

He would like the board to continue meeting every other month. Board meeting dates for 2014 were established: 1/11, 3/15, 5/17, 7/19, 9/6 and 11/15.

During 2013, APSA did not hire a lobbyist and did not run legislation, though we were very busy in addressing of several bills. He would suggest in 2014 that we remain active legislatively by responding, defending, supporting or opposing bills as they are presented. He also suggested the assn. continue to pursue proactive changes in rules but not seek overall changes. He would like to focus on building relationships with the legislature, allied industries with a goal of defending and protecting the industry. It was agreed that funding was not available to pursue legislation during this upcoming session. He is the only designated lobbyist listed for the association so he should be the only person addressing legislators as a spokesman for the association. Other members are encouraged to speak on their own behalf.

He also asked the Board to consider that the association has a flawed business model. We have focused and centered all of our income on continuing education. There are a number of providers in today's market and we must find other streams of income if the association is to continue.

He suggested we build a master list of contacts and work with the AOC to identify all servers in the state. We need to add legislators, the judiciary committee members, court clerks, judges, NAPPS to the distribution list.

**VICE PRESIDENT'S REPORT:**

Mr. Goldman reported that he felt the conference was successful. He reworked the ACPS examination and it seemed better. He will be presenting the Tucson classes next weekend.

It was suggested that dates for 2014 be available for publication in January.

He is working on a newsletter to be presented in the next 2 weeks but did not provide a deadline date for submissions. He said he is always open to submissions from the Board members.

## **SECOND VICE PRESIDENT'S REPORT:**

Mr. Brinkman was not sure what his duties were going to be but offered to serve on the educational committee and thanked everyone for his election to the position.

## **TREASURER'S REPORT:**

Mr. Young presented the following account balances as of 9/30/2013:

Checking:	\$15,138.12
Legislative account:	\$14,936.19
Money Market:	\$19,829.59

Prior year's figures were presented for a comparison with this year's.

The expenses of the conference were discussed. There was a question of changing the venue for next year's event. Several members liked the location. Negatives were the cost of the happy hour and the AV expenses. Ms. Jones reported that AALPI has expressed a desire to continue the joint conference and they liked the venue. Mr. Ezell reported he had a lot of favorable feedback on the conference.

## **SECRETARY'S REPORT:**

Ms. Jones deferred her report to the Conference committee portion.

As far as the website, she has added the minutes from 2013. The annual meeting minutes are there.

## **ADMINISTRATOR'S REPORT:**

Mr. Young was asked about the links not working on the bottom of the website. This will need to be looked into. There has not been a lot of negative feedback since changing over to the ServeNow model. Many members are glad to have the issue resolved. We will go back and review the website to see that the proper information is posted. Mr. Goldman expressed he was not happy with the way the blast emails were sent out.

## **COMMITTEE REPORTS:**

**Education:** Mr. Goldman reported the conference went well. He suggested offering more 2 hour classes or lunchtime classes instead of the all day, weekend versions. He will work with Mr. Brinkman to 2014 dates. They will also need to look at costs, location, etc.

**Conference:** Ms. Jones reported a lot of positive feedback from the conference. There were some small glitches but it was a learning experience. She asked that we designate someone to focus on vendors. She stated she did not have the expertise or marketing for this portion. Mr. LaVance offered to take this role.

A discussion ensued regarding keeping the conference as a banner type event or going back to the smaller, less expensive option. All members expressed that the conference remain as the banner annual event. Ms. Jones will seek bids from other venues and would like to secure a date and venue at the January board meeting. She said expense control will be a focus next year in regards to the happy hour, AV costs and copy expenses. More joint classes for PIs and servers would be a bonus. There just wasn't time to get that accomplished this year.

Ms. Jones will look into options for next year's conference to compare with. She also suggested more joint classes with the PIs. We do need to try and make more money from the event and vendor fees could be restructured. She will also see joint registration with AALPI for attendees and vendors.

Mr. Goldman opened discussion about including other professional organizations, such as the legal document preparers, in the conference. He will check with them to see if they are interested. The Board discussed reservations about bringing too many groups together as there may not be the space and it could drive up costs. The Board will discuss this option at a future meeting.

Ms. Jones thanked all of those that made donations for the door prizes.

**OLD BUSINESS:**

None.

**NEW BUSINESS:**

Mr. LaVance reported that as of 1/1/14, no personal checks will be accepted by the Maricopa Superior Court. There is a move afoot to move to only credit card or debit payments.

The new action by the FTC against CALSPRO was discussed. The board looked at our current Code of Ethics and directed Ms. Jones to remove Section 3, lines 2 and 3.

New committee assignments:

Legislative: Tom, Ron, Barry and Jenna  
Education: Frank, Barry, Luis and Sabine  
Courts: Frank, Larry and Ron  
Arbitration/Grievance: Tom and Frank  
Membership: Sabine, Tom and Jenna  
Conference: Gerry, Sabine and Jenna

Mr. LaVance said he would like to review the administrator's contract at the next meeting, to include its roles and responsibilities.

The board discussed questions about serving on Indian reservations.

Motion made by Mr. Brinkman to adjourn & seconded by Ezell.

Meeting was adjourned at 12:40 PM.

Submitted by: Jenna Jones, Secretary