In Attendance:
Vincent Lopez – President
Ralph Hogan - Vice President
Ted Hand - Secretary
Andrea Cummis - Treasurer
Jeff Smith - Director
Joe Snelson - Director
Barry Thomas - IPP

John Poray - Executive Director (ex officio)
Chris Imlay - General Counsel (ex officio)

Excused Absent:

Guests:

All times are EST.

The meeting was called to order at 8:31 am by President Vinny Lopez.

The Roll Call and Quorum verification by Secretary Ted Hand.

The following items were added to the agenda:
Last Strategic Plan – Ralph Hogan
Add item from General Counsel Report
NAB Foundation – John

Motion to approve the Agenda as amended was made by Barry Thomas. Seconded by Ralph Hogan. Motion was voted on and passed unanimously.

Approval of the Consent Agenda
A motion to approve the Consent Agenda was made by Andrea Cummis. Seconded by Jeff Smith. Motion was voted on and passed unanimously.

Approval of the Minutes
Approval of the Minutes of the October 26, 2010 Board of Directors Meeting.
Approved by Consent Agenda.

Ratify the actions of the 2009/2010 Board of Directors

Treasurer’s Report (Andrea Cummis)
Net income from all cash and non-cash operations though December 31, 2010 was $-11,431 versus the budget of $-71,553, a positive variance of $60,122. Gross Income was $706,031 compared to the budget of $668,230 for a positive variance of $37,801. Expenses were $717,462 versus the budget of $739,783, for a positive variance of $22,321. Net income from
cash operations only, was $-73,979 which was $13,734 ahead of cash operations budget of $-87,713.

2011 SBE National Meeting in Columbus, OH  
John Poray
John has met twice with the OAB. SBE Awards Dinner will be at the Crown Plaza. OAB functions and SBE Membership meeting will be across the street at the Columbus Convention Center. There are currently issues with the Internet connection at the convention center to be used for streaming of the meeting.

Web Site roll out  
John Poray
John demonstrated the new SBE site, which went online in early January. The new site allows local chapters to add their own content and calendar information. Log-on and passwords were sent to chapter chairman. Many changes to toolbars, pull downs and page access.

National Staff Update  
John Poray
Debbie’s 5th anniversary will be in February. Carol’s 5th anniversary is in July. All staff positions are working out well.

Financial trends  
John Poray
Financial investments are in good shape. There has been some rebound from 2009/2010. Sustaining Membership has leveled off. Ratio between dues and non-dues revenue remains good.

Break called at 9:44 am

Reconvened at 9:52 am

General Counsel Report  
Chris Imlay
National Broadband Plan
Discussed the direction that the Society needs to have concerning NBP.
Discussed the Senate Bill to place an engineer on FCC Commissioner Staff Meetings with Congressional staff scheduled for February and March.
Discussed BAS Spectrum issues at 7 and 13 GHz.
Discussed Trademark statement of continuing use. This will be done by Chris, starting with two or three at a time. The first ones are due for renewal in 2012.

Rose Bowl/ESPN Letter  
Chris Imlay
The letter was not sent as the Action Item from the October 2010 indicated. Coordination seems to have taken place this past New Year’s Day. The issues appear to be settled. Chris will send an email to close any loops.

EAS Education Committee  
Vinny Lopez
The committee has been established. The current committee members are: Leonard Charles, Jim Leifer, David Preister, Chad Keller, Dale Gehman and Dave Ostmo. NASBA/NAB is starting its own EAS Education webinars. We need to keep the SBE web site FAQ updated. SBE will also do a second EAS webinar and update the SBE EAS Primer. The next big issue with EAS is the Part 11 changes and the release of the CAP standard.

NASBA/NAB  
John Poray
Discussed the EAS education program by NASBA/NAB and SBE participation in it. NASBA/NAB is requesting that SBE promote the events. John will contact Ann Arnold and get more details. John will report back to the Executive Committee at a later time.

Lunch Break was taken at 11:59 am
Reconvened at 1:02 pm

**Electronic Voting**  
**John Poray**

Discussed electronic voting and whether to do a hybrid system in 2011 versus a hybrid vote in 2012. The National Office still only has 85% of the membership email addresses. The electronic voting requires a by-law change. The proposal will be passed along to the By-Laws Committee and be voted on at the April Board Meeting. Three companies are currently being looked at, Survey & Ballot Systems, Votenet Solutions, and VElection Services.

**Strategic Plan**  
**Ralph Hogan**

Discussed the facilitator’s report from the 2006 strategic planning meeting held in Kansas City. Out of that meeting came two major issues, education and communications with members. All the changes that have been created since that meeting were discussed. Discussed whether the report is still valid and if additions to the plan need to be made. It was agreed that most recommendations had been accomplished.

1) Reaching out to the station managers
2) Creating strong relationships with State Broadcasting Associations
3) Certification, Education and Training Opportunities
4) Press Releases
5) Corporate Relations
6) Surveys
7) Mentorship/Internship Programs

Recommended that the Society have a tagline for web, signage and press releases.

**Book Digitization project - (Conrad Trautmann by written report)**  
**John Poray**

The agreement with Elsevier has been successfully terminated as of November 5, 2010. John and Conrad met with John Camarano of Aptara Corporation concerning digitizing SBE publications. The cost is 1.39/page. It is recommended that we start with the TV Operator’s Handbook, Radio Operators Handbook and Writing Station Operations Manuals. Protection against bootleg copies was discussed. Publications Committee will have a proposal in April for the Board and will discuss with the Certification Committee as well.

**McGraw/Hill Whitaker Project**  
**John Poray**

Discussed a proposal from McGraw-Hill to create a Handbook of Broadcast Engineering to be edited by Jerry Whitaker. SBE would help find candidates to write sections or chapters. SBE will also promote the book through the web site and membership communications. McGraw-Hill would be responsible for editorial production and marketing through their distribution channels. SBE would receive a 3% royalty override on sales as well as 10% royalty on all sales via McGraw-Hill website that are driven to the McGraw-Hill website by SBE promotion.

A motion to approve the Editorial Agreement between McGraw/Hill and the Society of Broadcast Engineers authorizing the Executive Director to negotiate and enter into a final agreement, to be reviewed by counsel, subject to final approval by the president, was made by Jeff Smith. Seconded by Andrea Cummis. Motion was voted on and passed unanimously.

**Nominating Committee**  
**Ted Hand**

The following names were presented to make up the 2011 Nominating Committee (in addition to Chair, Ted Hand):

Otto Schellin – Pittsburgh, PA Chapter 20
Denise Mastrullo – Virginia Beach, VA Chapter 54
John Demshock – Orlando, FL Chapter 42
A motion to approve the nomination committee members as presented by Chairman Ted Hand was made by Jeff Smith. Seconded by Ralph Hogan. Motion was voted on and passed unanimously.

NAB Foundation
John Poray
John received an email from Michelle Duke of the NAB Education Foundation asking if SBE could assist in their new engineering internship program. This is an outgrowth of the Mentorship program of a few years ago. They are looking for a technology company to host a learning session (approximately 10 people); an apprenticeship at the end of session would be requested. John will discuss with Michelle for more details.

National Meeting Streaming
John Poray
Discussed network bandwidth issues at the convention center, mostly upstream rate. We will look for the local chapter to help with production. John will get more information and report at the April meeting.

Board Binders to be web based
John Poray
Board of Directors/Officers information binders and updates will be made available online, beginning after the NAB Show. This will make the information more accessible and save money in paper and binders used.

Summer Executive Meeting
John Poray
The summer Executive Committee Meeting will be held in Indianapolis on Saturday, June 4.

The date for the 2011 Summer Executive Meeting of June 4th was established by Presidential Decree.

Proposed Budget changes to the 2011 Budget
John Poray
Discussed staff medical coverage plan, trademark renewal, streaming National Meeting and long-range planning for SBE 50th Anniversary in 2014.

Meeting was closed at 3:25 pm

Meeting was reopen at 4:01 pm

A motion to approve changes to the 2011 Budget as presented by the Finance Committee with revisions was made by Barry Thomas. Seconded by Ralph Hogan. Motion was voted on and passed unanimously.

Term Limits
Andrea Cummis
Discussed extending the number of years for board of directors and officers terms. No action was taken.

Action Items:

1) Chris Imlay will arrange Feb 10th (now the 17th) meetings in Washington, DC; Jeff Smith may attend. DONE
2) Chris Imlay to setup meetings in Washington, DC on March 13 and 14 with FCC and Congressional staff. Vinny Lopez, Barry Thomas, John Poray to attend with Chris.
3) Chris Imlay will write white paper on National Broadband Plan by Feb 10th for Feb 16th SBE-news.
4) Chris Imlay and John Poray will complete filing on 1st Trademark continuation by March 1.
5) Chris Imlay will send email to Jeff Willis at ESPN regarding Rose Bowl, closing Frequency Coordination Issue by Feb 7th. **DONE**
6) EAS Primer production to Publications Committee. Vinny Lopez and John Poray to update Ralph Beaver.
7) Vinny Lopez and John Poray will contact Conrad Trautmann concerning EAS Primer.
8) Vinny Lopez and John Poray will contact Leonard Charles, asking to write EAS Primer.
9) John Poray will present to the Board in April a proposal for electronic voting. He and Gary Kline will send to the Board proposed By-Law changes by March 9th.
10) Ralph Hogan and John Poray to work on updates to current strategic plan and preliminary plans for next strategic planning meeting, including any budget needs, for the April board meeting.
11) Digitization of Books - Conrad Trautmann and John Poray to bring proposal with costs to Board in April to digitize the TVOP and ROP books – and work with Cert Committee and Megan Clappe to work out procedural details and security questions.
12) John Poray to negotiate and Chris Imlay to review agreement with McGraw/Hill on the Whitaker project, subject to final approval by the President.
13) John Poray will meet with Michelle Duke on NAB Foundation engineering apprentice project.
14) John Poray and Vinny Lopez will discuss with Columbus Chapter concerning help with streaming production at National Meeting
15) John Poray will check with Columbus convention center on Internet upload speed.
16) John Poray will proceed with creating a web-based board of directors manual.
17) John Poray to send Ralph Hogan copy of final Strategic Plan report (authored by B. Thomas and C. Trautmann)

A motion to Adjourn was made by Jeff Smith. Seconded by Ralph Hogan. Motion was voted on and passed unanimously.

The meeting was adjourned at 4:16 pm.

Respectfully submitted,

Ted Hand, CPBE, 8VSB, DRB, AMD
Secretary