

**Chapter Leaders' Call
August 3, 2006**



Save the date!

Next call: September 7, 2006 from 1-2pm EDT

Present

Art Benson (Minnesota)
Art Finkle (New Jersey)
Sheikha Hobeiche (Texas – Dallas)
Tazewell Hubbard (Virginia)

Jim Rosenstein (Greater Delaware Valley)
Pat Shanahan (Northern California)
Ken Starr (Florida)

Others Present

Rita Callahan – Public Education Working
Group
David Hart – CEO

Andy Levin – Marketing Coordinator
(facilitating, recording)
Sharon Press – ACR Board Member, **Chair
CR Day**

1. Welcome and Introduction

Andy Levin welcomed participants and reviewed the agenda.

2. Update and Financial Report – David Hart

David Hart briefly discussed staff changes at ACR and gave a short financial report.

With the departure of Director of Membership, Chris Bailey, David will be overseeing the Membership Department. All Chapter Leaders who had previously been communicating with Chris will now work with Ashley, David and the ACR Membership team.

David recognized that ACR has not always communicated financial information clearly and consistently in the past. In the year-to-date, ACR has brought in more money than it is spent, with a net income of \$158,000. However, the major concern is that membership revenue YTD is far lower than anticipated. This is a particular concern in the post-Hewlett, post-dues increase era, wherein membership revenue is central to ACR's success. David also noted that we currently have total assets over 1 million dollars.

3. Conflict Resolution Day, October 19, 2006 – Sharon Press

Board Member Sharon Press spoke about 2006 Conflict Resolution Day efforts.

Conflict Resolution Day takes place annually on the third Thursday of October. Sharon described Conflict Resolution Day as a grassroots movement—ACR will not tell people how to celebrate it; they should celebrate it as they see fit. This year, Conflict Resolution Day will be a truly international affair, with co-sponsorship by the World Mediation Forum.

ACR provides many resources for those seeking out Conflict Resolution Day event ideas. There are sample proclamations available on the ACR website as well as a listing of past events that other organizations have conducted. ACR staff member Jennifer Druliner is another great resource; she has been working closely on Conflict Resolution Day efforts (jdruliner@ACRnet.org).

David Hart briefly talked about the most recent issue of Maryland Mediation and Conflict Resolution Office's (MACRO) publication, which featured a cover story and two-page story on Conflict

Resolution Day efforts in Maryland. The article begins, “As part of a national movement sparked by the Association for Conflict Resolution...”

If you do hold an event, please make sure to let ACR know so that it can be posted on the Conflict Resolution Day website. Also, contacting local press about your event is a good way to promote conflict resolution in your local communities.

4. Public Education Working Group – Rita Callahan

Rita Callahan delivered a brief overview and history of the Public Education Working Group. The latest report from the Working Group is available online by logging into the ACR Member Center.

The Working Group sees Conflict Resolution Day as a great opportunity to educate the public about the processes of Conflict Resolution and let them know about the different professionals working in the field.

The Public Education Task Force is interested in collecting ideas for innovative ways to advance public education projects—particularly those that are low- or no-cost. Examples given were the posters that have been created by MACRO and the ‘Make Talk Work’ bookmarks.

By the Annual Conference, the task force would like to have some tangible public education materials available. If you have any thoughts on Public Education, know of any efforts that others are conducting, or have ideas for programs/events that you would like to share with the task force, please e-mail Rita Callahan at rcallahan@mindspring.com.

5. Master Calendar of Events Update

Ashley Parker is working to compile a master calendar of events for all ACR activities—including Chapters, Sections, and all other ACR programs.

If you have not already done so, please e-mail Ashley a listing of your Chapter’s upcoming events. aparker@ACRnet.org

6. MMM Update

David Hart spoke about ACR’s efforts on the Mutual Membership Marketing Campaign. Previously, ACR has provided each Chapter with a list of ACR members in their area. Our Florida Chapter has already used this resource to more than double its membership.

Now, the next step in this process requests that Chapter leaders support recruiting full ACR members. To that end, ACR will be sending a letter to Chapter Leaders asking them to sign a letter that will then be sent to all non-ACR members of their respective Chapter. The letter will be co-signed by ACR’s President-Elect, Ray Lanier.

After the letters are sent to non-ACR members, ACR will be asking Chapter Leaders to engage volunteers in follow-up phone calls. This combination of direct mail and one-to-one communication is a very effective way of recruiting new members.

7. Annual Conference & Leadership Council Meeting, 10/25

David Hart reminded all Chapter Leaders to save the date for the 10/25 Leadership Council Meeting at the Annual Conference in Philadelphia. The meeting will include training, orientation, a mix of Section and Chapter leaders, and Chapter break-out sessions. Tara Fishler and Clarence Cramer are in the process of developing an agenda for this meeting.

Jim Rosenstein spoke briefly about the Annual Conference. He spoke of the attractive one-day rates, which should be popular for those in major cities on the East Coast. Jim also mentioned that there are no events scheduled during lunch periods, except for on Saturday, October 28. If you need to plan a meeting or another break-out session, the lunch hour would be a good time to do so.

8. Sections Report

David Hart delivered positive reports from both the Family Section and the EPP Section conferences. Both were programmatic and financial successes.

David also talked about the Sections Working Group, which recently met in Washington, DC. The purpose of the Sections Working Group is “to finish our unfinished business” and grapple with some of the issues that have risen since the merger.

9. Next Steps

- Re-examine the list of those who are receiving the announcements of Chapter Leader calls. Some people were unaware of this meeting.
- Greg Firestone of the Legislative & Public Policy Committee will be on the next call
- Next call: September 7, 1-2pm EDT
- *Don't forget – Early Bird Registration for ACR's Annual Conference will end Sep. 6!*