

Idaho Snake River Section – AACE International

Section Meeting Minutes

Monday, May 12, 2014

ATTENDEES: John Baker, CEP, Lynn Melander, Jared Neumeier, PSP, Steve Smith, EVP, Joseph Martin, CEP

The meeting came to order at 6:35 p.m.

Section President, Jared Neumeier, presented “Laws of Forgetting”, a discussion module prepared by Peter Garber of Amherst, MA. Garber is an accomplished author with many published works in the area of business communications, human resource management and other business topics. According to Garber, forgetting is a natural way for us to order and prioritize information; key to our well-being.

John Baker reported on the section community outreach activity, participated in by section members, John Baker, Rick Staten and Jared Neumeier. The section visited Idaho Falls High School and presented to the students the opportunities that exist in Scheduling and Cost Estimating, and how to pursue those careers after high school. The section, in conjunction with the AACE, is offering a \$500 scholarship to the winning essay offered at the school.

Jared Neumeier then discussed the state of the section as the section year closes. He announced that the section added 10 new members in the previous quarter and the official section roster had never been so high, however, direct participation was lacking. He reported that he will be sitting down with other section presidents at the annual meeting to brain storm ideas to help motivate greater participation and growth.

A discussion was held regarding filling particular vacancies in the board with members present. Joseph Martin agreed to return to web master duties for the AACE replacing Bob Rogers who has changed career directions and is looking for a more limited role in the section. Lynn Melander agreed to replace the retiring Bruce Wallace on the ad hoc committee chair for the next season. Jared Neumeier agreed to continue as president for one more season, stating that after the 2014-2015 season, he will nominate potential replacements within the section as needed. Further, Neumeier agreed to contact potential western Idaho members to align a board representative from that part of the state to participate in board meetings and help set up teleconferencing options for future section meetings.

Finally, keynote speaker for the evening, Rory Sutherland, TED Talk Speaker, spoke for 15 minutes on “Life’s Lessons from an Ad Man”. It was an informative and amusing talk, culminating in an example of a british company that produced a square wheat cereal. The humor ensued when they had a batch of the square cereal come out on a conveyor belt turned 90 degrees, making the exact same squares look “diamond” shaped. The company went through discussions, meetings, panels to determine how to

market this “new” diamond shaped product. It turned into a very amusing view on how advertisers can present the same product in just a different way, making it seem like a completely different product.

The meeting adjourned at 7:40 p.m.