

MPABA December 22, 2014 Meeting Minutes

1. **Membership Update** – We are excited to report on the following membership related updates.
 - \$150 worth of membership dues have been collected from numerous members.
 - A \$500 allotment was provided by the Borough of Mount Penn
 - We'd like to welcome our newest member **Berks Fire Equipment** and look forward to helping you maximize the benefits of your membership.
2. Thank you to **Lutz Funeral Home** and **Richard Hart Insurance** for volunteering to split the cost of the food provided at the Post Election Social held on November 4th – we had a great turn out and the food was excellent. Thank you again for your support and continued involvement!
3. **UPDATE ON Continuing Education Dinner, Fundraiser, and Chinese Style Auction** - The revised tentative date of February 28, 2015 from 4:00 PM to 7:00 PM has been rejected due to numerous member scheduling conflicts. We are currently waiting on several members to provide specific scheduling information as discussed at tonight's meeting. An event date will be ratified and approved upon receipt of that information.
4. **The Menu for the First Dinner Seminar Series Event is undergoing ratification.** – The official event date of **Monday March 16, 2015** from 6:30 PM to 9:00 PM has been unanimously approved by the MPABA officers for this event. A three or four course meal will be served. Details on the meal are pending. Once the meal details are ratified, tickets will go on sale. More details will be forthcoming upon ratification of the menu. The subject of the first event deals with some of the computer security risks small businesses face and how to minimize those risks. A live demonstration will be presented while you dine and will show specific ways cyber criminals penetrate the computer systems of small businesses. A question and answer session will be held afterward. The flavorful dinner and exciting yet educational presentation will truly serve up nourishment for both your mind and body. Be sure to register to secure your seat at this unique and exciting event! A link to register and ticket purchase will be broadcast once it is live. The seminar is being presented by Aloye Computer Enterprises through the ***"Hack Attack: Secure Your Business Episode # 1"*** Seminar Presentation.
5. **Growth & Funding:** The growth of the MPABA and its impact on both its member businesses and the surrounding community requires funding. Funding opens doors and will enable the MPABA to more effectively bring its member businesses to potential customers. Some ways in which we help get our members in front of potential customers while adding value to the surrounding community is by hosting events, sponsoring activities, offering services, providing information, and serving up data to be used by people and organizations within the region. Funding goals were discussed and several fund raising objectives were noted. One of our goals as an organization is to grow the MPABA into an entity that has the resources and capability to significantly impact our member businesses and the surrounding community. One pathway we are taking to achieve this objective is to steadily increase the frequency and types of activities we organize, host, sponsor, and partake in. Activities such as business networking events, advertising campaigns and other business promotions, and event sponsorship, in addition to anything else that can put our member businesses in front of potential customers is our goal. We have already taken our first steps to increase MPABA's funding by means of the following events and offerings:
 - Continuing Education Dinner, Fundraiser, & Chinese Style Auction
 - Dinner Seminar Series Event
 - Premium Membership Packages & Multiple Levels of Membership

Many of our members bring up excellent ideas, and all of your ideas need to be moved from the idea phase to the action phase. In order to do this, we ask you to take your ideas and create an implementation plan on paper. Bring that implementation plan to the next MPABA meeting and make sure we get a copy of it so that we can work to turn it into a reality. We want to turn your ideas into events and activities but we need your help to do it.

6. **The Topic of Offering Premium Membership Packages & Multiple Levels of Membership Has Been Discussed and Flushed out in Greater Detail** – The idea behind this, is that member businesses would offer products and services to the MPABA to be bundled with a Premium Membership Option. Each product or service would be categorized and ranked as a class A, B, or C offering based on the value of the offering. A certain allotment of class A, B, or C offerings would be provided with each type of premium membership. Current or potential members would then have the option of purchasing a Premium Membership option such as a Bronze, Silver, Gold, or Platinum Membership. Each type of premium membership would include some combination Class A, B, and/or C products and services. This would enable member businesses to gain direct access to products and services provided by other member businesses as part of their membership. The member businesses providing the product or service to the MPABA would benefit by getting paid for their offering. The MPABA would benefit by being able to use this mechanism as one more source of funding which will open new doors and opportunities once the MPABA reaches

As always, we need **YOU** to help us continue to expand and raise the profile of the Mount Penn Area Business Association so that it can help you meet your business objectives.