

**AAJA NATIONAL BOARD MEETING MINUTES**  
Fri., March 23, 2012, The Cannery, San Francisco

Roll Call:

Meeting started at 9:10 a.m.

Board Members Present: President Doris Truong, D.C., Vice President Broadcast George Kiriama, San Francisco, Treasurer Rene Astudillo, San Francisco, Secretary Theodore Kim, Texas, Yvonne Leow, Arizona, Chi-Chi Zhang, Asia, Tillie Fong, Denver, Niala Boodhoo, Chicago, Victoria Lim, Florida, Wes Nakama, Hawaii, Joz Wang, Los Angeles, Ankur Dholakia, Michigan, Nancy Ngo, Minnesota, Tali Smith, New England, Paul Cheung, New York, Sital Patel, New York, Renee Chou, North Carolina, Juliana Reyes, Philadelphia, Nicole Dungca, Portland, Pamela Wu, Sacramento, Hoa Quach, San Diego, Tomoko Hosaka, San Francisco, Tom Huang, Texas, Sanjay Bhatt, Seattle, Maria Ebrahimji, Atlanta, Vice President Print Thomas Lee (by video), Minnesota, Ellen Lee (by video), San Francisco, Bobby Calvin (video), D.C.

Board Members Absent: None.

Staff: Executive Director Kathy Chow, Staff Member Antonio Salas, Accountant Glenn Sugihara.

Guests: Jan Yanehiro.

Introductions:

Thanks and introductory remarks from Jan Yanehiro, host and one of the original founders of the San Francisco Bay Area Chapter. President Doris Truong says Thomas Lee and Ellen Lee and Bobby Calvin could not make the meeting, but connected via video.

Treasurer's Report, Other Business:

Rene presented the treasurer's report, most of which is included on worksheets created by accountant Glenn Sugihara. Rene said the revenue includes a \$150,000 scholarship endowment pledge from Anna Chennault to be paid over five years. The pledge also includes additional pledges of \$5,000 over the next five years to help the scholarship get started.

Rene overviewed the budgets for the 2011 Detroit Convention, JCAMP and the Executive Leadership Program and other programs. Rene detailed the investments of AAJA, which are broken down in the treasurer's report. Rene said AAJA's investment committee includes Bill Sing, Dickson Louie, Ameet Sachdev and Maureen Fan. Rene says he has requested Merrill Lynch to provide a three-year analysis of AAJA's investment performance.

Rene said the independent audit has found no significant findings this year relating to the national office. Rene said an audit of local chapters is still in progress. Rene said part of the audit costs will be shared by the chapters. The costs per chapter are based on two main factors: the number of members per chapter, and the assets of each chapter. Glenn said the estimated cost of the entire audit is about \$7,500.

Joz Wang and several others asked where the asset numbers come from. Rene said it's based on assets held by each chapter.

Rene discussed the 2012 budget. He said the national office has been notified that some \$100,000 of expected grant revenue was denied from the funders. Therefore, Rene said the budget needs to be tweaked. Rene discussed the AAJA endowment. Rene said it's important for the organization to have clear guidelines shepherding the endowment and its use.

Tali Smith asked several questions about UNITY. Executive Director Kathy Chow said some 650 registrations are projected; She said we're at 336. Kathy noted that the economy is far different than in 2008. Kathy noted that AAJA is doing better in early bird registration than other alliance organizations. Kathy said

UNITY is in the process of tweaking and cutting its budget, maybe in the range of some \$300,000.

Tali asked about the endowment's long-term future. Rene says even if there are changes, the intent would remain the same, which is for programs and to further AAJA's mission. Kathy said her recollection is that the endowment's principal was to stay intact and its funds would help pay for program deficits. But she said the finance committee needs to reevaluate whether the endowment is being invested in the best possible way.

Joz asked what went into the chapter audit fee formula. Glenn said the audit costs were based on half membership size (proceeds) and half unrestricted assets. Kathy said the national office intends to take the audit costs out of membership dues owed to chapters.

Sanjay Bhatt asked when AAJA gets paid for UNITY registrations. Kathy says AAJA gets a check each month from UNITY based on registrations. AAJA also gets installment payments from sponsorships.

[Break]

#### Governing Board Elections:

New members went around the table and introduce themselves. Several discuss how their chapters hope to launch new fundraisers in 2012, including trivia bowls and casino nights and media access workshops and even smaller events like gift wrappings.

Nominations for Small Chapter seat.

Yvonne Leow of Arizona nominated by Tali Smith, seconded by Sanjay Bhatt. Yvonne accepted.

Nominations for Medium Chapter seat.

Sanjay Bhatt of Seattle nominated by Tali Smith, seconded by Ankur Dholakia.

Sanjay declined.

Bobby Calvin of Washington, D.C., nominated by Tomoko Hosaka.

Bobby declined.

Joz Wang of Los Angeles nominated by Yvonne, seconded by Tom Huang.

Joz accepted.

Nominations for Large Chapter seat.

Paul Cheung of New York nominated by Niala Boodhoo, seconded by Victoria Lim.

Paul accepted.

Motion to vote by acclamation of the new Governing Board Members moved by Niala Boodhoo, seconded by Tali Smith.

Yes Votes: Unanimous, No Votes: None, Absentions: None.

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Nominations for three at-large seats

Tomoko Hosaka nominated by Paul Cheung, seconded by Ellen Lee.

Tomoko accepted.

Tom Huang

Nominated by Paul Cheung, seconded by Yvonne Leow.

Tom accepted.

Niala Boodhoo nominated by Joz Wang.

Niala declined.

Ellen Lee nominated by Tom Lee, seconded by Tomoko Hosaka.

Ellen accepted.

Sital Patel nominated by Tali Smith, seconded by Tom Huang.

Sital declined.

Victoria Lim nominated by George Kiriya, seconded by Paul Cheung.

Victoria declined.

Motion to vote by acclamation of the three new at-large Governing Board

Members moved by Joz, seconded by Tillie Fong.

Yes Votes: Unanimous, No Votes: None, Absentions: None.

#### President's Report:

Doris offered the president's report, which is in the attachments. Doris also discussed new revenue models for AAJA. Ideas include building a sourcebook of Asian-American experts, broadcast media training by AAJA members for non journalists to be "camera ready," fostering a partnership with AARP, using high-tech like Square to become a one-person fundraiser.

Doris said AAJA, others, are in discussions with the National Association of Black Journalists to come back to the UNITY fold. Doris said AAJA New York has bid for 2013 convention. Doris says members need to start thinking about what we should do about 2014.

#### Vice President of Broadcast Report:

Vice President of Broadcast George Kiriya offered his report. He plugged a Jeremy Lin Blog Talk Radio event, promoted AAJA calendars (some \$30,000 raised so far), gives progress snapshots of all the various splinter broadcast groups representing small market broadcasters, radio and other constituencies. George discussed creating a national Broadcast Council to discuss broadcast issues.

#### Vice President of Print Report:

Vice President of Print Tom Lee offered his report. He said he, Emma Carew and

others are refining the AAJA mentorship program. He said another goal is to strengthen the finances for Voices, perhaps tapping Voices alumni for fundraising. Tom said he hopes to strengthen local chapter leadership.

#### More Business:

Doris offered some random notes: She enlisted help on AAJA Handbook, discusses APA Heritage Month, AAJA perhaps rejoining AEJMC (Association for Education in Journalism and Mass Communication). She said she's on track to visit all 21 chapters.

Doris announced Advisory Board committees. They include finance, programming, membership, policy and issues, marketing and social media. Doris and Paul Cheung gave an overview of AAJA website redesign.

#### Advisory Board Committees announced:

Marketing/Social Media: Tomoko Hosaka (chair), Niala Boodhoo, Nicole Dungca, Nancy Ngo, Joz Wang.

Policy and Issues: Theodore Kim (chair), Ankur Dholakia, Hoa Quach, Juliana Reyes, Renee Chou, Sital Patel.

Membership: Tom Lee (chair), Wes Nakama, George Kiriya, Pamela Wu, Tillie Fong.

Programming: Paul Cheung (chair), Yvonne Leow, Victoria Lim, Tom Huang, Chi-Chi Zhang, Maria Ebrahimji.

Finance: Rene Astudillo (chair), Sanjay Bhatt, Tali Smith, Ellen Lee, Yvonne Leow, Tom Huang, Sital Patel.

[Break]

### National Office Report:

Kathy Chow presented the national office report, which she also turned in in written form. Kathy said that AARP plans to sponsor karaoke night at UNITY. Kathy also said AAJA is partnering with AARP on a membership program and other initiatives, and UPS on a membership initiative.

Kathy offered a progress report on the revamped Executive Leadership Program, JCAMP and other programs. Rene asked about the status of the AAJA website, which has been down as of late. Kathy said the site was outmoded and crashed following a traffic surge because of interest in AAJA's Jeremy Lin media advisory. AAJA is now looking at alternatives. The site temporarily points to a Tumblr page.

### More Business:

Doris gave an update on UNITY 2012. Paul Cheung discusses UNITY programming. He said some 70+ worksessions are being worked on. Sanjay Bhatt gives an update on the AAJA Silent Auction. He also wants chapter leaders to help recruit auction items. The goal is to raise some \$20,000. Doris offered an update on the gala keynote. Kathy said it is possible AAJA could sponsor a joint mixer with OCA (Pan-Asian group), which is having its national convention in Las Vegas at the same time as UNITY.

Several members asked logistical, travel and programming questions about UNITY. Kathy said as of recent days, there were 758 total early bird registrations among alliance partners. Doris said UNITY continues to try to secure the presidential candidates.

Doris began a discussion about the 2014 convention and how to proceed given the changed economy and costs, etc. Ideas include super regional conferences, or partnering with other journalism or Asian groups or using a university as a facility. Kathy said by the summer, the national office needs direction from the board about what to do with 2014. Tali and Sanjay said it might be helpful for the broader board to get some guidance on each approach.

Tom Huang said other groups, such as Poynter and the Society of Features Editors have used partnering successfully. He said it would be more cost effective. Several members discussed the university model and its pluses and minuses and how convention cities might be picked. Doris noted that using universities might present scheduling conflicts and bring other challenges. Kathy discussed work roles of chapter and national office.

Doris asked what other models might be out there. A number of members discussed other options and how best to proceed. Kathy suggested super regional conventions (East Coast, West Coast) or a joint partner convention. Paul noted that finding consensus is difficult on convention models. He suggested outlining the real reasons to continue to have conventions. Kathy said the main reasons members come, they say, is camaraderie, networking, programming, find a job.

Doris said several organizations have approached AAJA to partner with them in future years. George notes that partnering also brings challenges. Tali and Paul discussed joint conventions versus an AAJA-only convention.

Sanjay noted that financial realities demand change. Tom said a bigger risk is that keeping with the status quo. Paul suggested experimenting with smaller events to test out other ideas and even monetizing new parts of the convention. Rene suggested exploring less costly models, such as conventions at cheaper airport hotels. Doris said other groups have had significant cost savings with partnering.

Many members agreed the time for change is at hand. Kathy, Maria Ebrahimji and others noted that money from media sponsorships is declining every year and that the expectations and needs of sponsors continues to change.

[Break]

National Secretary Theodore Kim discusses some minor technical tweaks to the

bylaws related to proxies and governing board terms. Doris designates Governing Board Chapter “buddy” system.

Buddy system is as follows:

Yvonne: Arizona, San Diego, Portland, Denver.

Paul: New York, Florida, Chicago, Minnesota.

Joz: Los Angeles, Seattle, Washington, D.C., At-Large.

Tom Huang: Texas, Atlanta, Michigan, North Carolina.

Ellen: San Francisco, New England, Philadelphia.

Tomoko: Asia, Hawaii, Sacramento.

Doris began a discussion about AAJA Mediawatch and how AAJA is seeking new volunteers. She noted how it should be a shared, organizational effort. Doris, Kathy and others discuss future meeting dates.

Meeting Recessed until March 24.

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AAJA NATIONAL BOARD MEETING MINUTES, Sat., March 24, 2012:  
The Cannery, San Francisco

Meeting started at 9:04 a.m.

Board Members Present: President Doris Truong, D.C., Vice President Broadcast George Kiriya, San Francisco, Treasurer Rene Astudillo, San Francisco, Secretary Theodore Kim, Texas, Yvonne Leow, Arizona, Chi-Chi Zhang, Asia, Tillie Fong, Denver, Niala Boodhoo, Chicago, Victoria Lim, Florida, Wes Nakama, Hawaii, Joz Wang, Los Angeles, Ankur Dholakia, Michigan, Nancy Ngo, Minnesota, Tali Smith, New England, Paul Cheung, New York, Sital Patel, New York, Renee Chou, North Carolina, Juliana Reyes, Philadelphia, Nicole Dungca, Portland, Pamela Wu, Sacramento, Hoa Quach (video), San Diego, Tomoko Hosaka, San Francisco, Tom Huang, Texas, Sanjay Bhatt, Seattle, Maria Ebrahimji, Atlanta, Vice President Print Thomas Lee (by video), Minnesota, Ellen Lee (by video), San Francisco, Bobby Calvin (video), D.C.

Board Members Absent: None.

Staff: Executive Director Kathy Chow, Accountant Glenn Sugihara.

Business:

Paul Cheung and Sital Patel presented the New York chapter's bid for the 2013 AAJA Convention, which they distributed in Powerpoint form.

Tali Smith expressed concern that New York might be too expensive for members and said it is an opportunity to further experiment with new lodging models. Several members brought up both advantages and possible logistical and pricing challenges about holding the conference in New York. Paul and Sital noted that New York is the media capital and provides a range of lodging and travel and hosting options. Kathy said planning and negotiations continue. Sanjay

Bhatt suggested looking into partnering with SAJA at Columbia University.

Paul said the 2013 convention would allow AAJA to experiment with new convention models on a smaller scale. Sanjay said broader discussions about convention models could take place later. Kathy said it would be unrealistic to radically switch convention models for 2013. But she said AAJA also needs to move forward.

Tom Huang suggested a convention task force work with New York with an eye toward hatching future AAJA convention models.

Various committees meet.

[Break]

Sanjay Bhatt presented the Finance Committee report. Sanjay said the committee discussed drafting endowment policies, vetting the proposed budget for next year and future audit practices. Sanjay said the website should allow easy access to the annual report and donation capabilities for specific programs.

Paul Cheung and others presented the Programming Committee report. Yvonne Leow suggested creating an AAJA resource for common events like trivia bowls. Maria Ebrahimji suggested featuring some 20 Q&A profiles of members for APA Heritage Month. Paul suggested chapters nominate possible candidates. Paul suggested creating a task force that would help forge a more formal pipeline system for all levels of journalists, including early and mid-career journalists. Maria and Paul said outsourcing this effort should be considered.

George Kiriya presented the Membership Committee report. George said the committee discussed improved outreach to younger/student members, as well as alumni of JCamp and Voices who have not renewed. George also said the committee discussed creating short monthly membership testimonials to highlight members. The next progress report could be August.

Paul suggested reaching out to folks who work for media companies with sales, technical-type or other skills. Kathy and Sanjay discussed whether AAJA would meet their needs.

Doris asked about membership initiatives for senior members. George said the committee continues to discuss reaching out to other demographics, but said that students are first. Doris asked if there was a discussion about raising member dues and said it's worth looking at. George said no.

Theodore Kim presented the Policy and Issues report. He discussed the committee would craft a proposal, for the August meeting, to recalibrate what constitutes a small, medium and large chapter. Members also had a lively discussion about whether the board should add a VP Digital position to the governing board. Members expressed a willingness to take a look at the whole board structure and come up with various options to pursue for the August meeting.

Tomoko Hosaka presented the Marketing and Social Media committee report. The committee began an effort to survey chapters to gauge a sense of their current social media operations. Tomoko also discussed the need to have a more definitive strategy for the national AAJA social media accounts. Tomoko discussed launching a member competition to find a one-line motto for AAJA. Tomoko said the committee expressed the need to create some kind of a printed promotional material for AAJA that could be passed out at various events.

#### Announcements:

Doris discussed a couple of promotional opportunities.

Paul made a motion to adjourn. Yvonne seconded.

The board adjourned as of 12:16 p.m.

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**AAJA GOVERNING BOARD MEETING MINUTES**, Sat., March 24, 2012:

The Cannery, San Francisco

Meeting starts at 1:18 p.m.

Board Members Present: President Doris Truong, Vice President Broadcast George Kiriya, Secretary Theodore Kim, Treasurer Rene Astudillo, Vice President Tom Lee (phone), Paul Cheung, Tomoko Hosaka, Tom Huang, Ellen Lee, Yvonne Leow, Joz Wang.

Staff: Executive Director Kathy Chow, Accountant Glenn Sugihara.

Observers: Sanjay Bhatt.

Business:

Motion to approve Summer 2011 and Fall 2011 minutes by Theodore Kim. Seconded by Rene Astudillo. (Send them to Antonio for record). Yes Votes: Unanimous. No votes and abstentions: None.

Rene discussed a downward revision of the 2012 budget as some grants applied by AAJA were declined. He noted that other grant proposals are still pending. Members asked a number of minor logistical questions about the budget and how it is put together. Ellen Lee asked some questions about UNITY's impact on AAJA's budget for the year. Rene said AAJA's haul will depend on attendance and other factors.

Glenn asked if/when UNITY is going to propose a new reduced budget. Doris said uncertainties remain with the UNITY budget. Yvonne and other members asked questions about the UNITY budget as it influences AAJA's budget. Kathy underscored that uncertainty with the UNITY budget has put some pressure on AAJA to continue to look for sponsorships and revenue opportunities. She noted the organization has tried to remain fiscally conservative in its projections.

Motion to approve modified 2012 budget by Rene, seconded by Tom Huang. Yes Votes: Unanimous. No votes and abstentions: None.

Motion to approve modification of bylaws for Section 14, Proxy Voting by Ted, seconded by George. Yes Votes: Unanimous. No votes and abstentions: None.

Motion to approve modification of bylaws for Section 3, Governing Board Terms by Ted, seconded by Yvonne. Yes Votes: Unanimous. No votes and abstentions: None.

Motion to approve New York as host for 2013 AAJA Convention by Joz, seconded by George. Yes Votes: Unanimous. No votes: None. Abstentions: Paul Cheung.

Kathy noted that if a task force works with the NY Chapter on exploring new convention models or ideas, she urged the committee to work quickly to come up with those ideas.

Doris began a discussion about the Independent Task Force recommendations, which are detailed on a worksheet that she distributed (see attached sheet). Paul asked whether there could be greater coordination between the national office and local chapters on fundraising. Members discussed using some chapter dues to hire a development coordinator for fundraising on the local and chapter level.

Board members discussed adding non journalists to the Governing Board in an advisory capacity. This will come back to the Advisory Board in the summer. Board members discussed how chapters will now be audited every year.

Motion to move into Executive Session by Joz to discuss a personnel matter, seconded by Tomoko. Yes Votes: Unanimous. No votes and abstentions: None.

Motion to exit Executive Session by Paul, seconded by George. Yes Votes: Unanimous. No votes and abstentions: None.

Motion to adjourn by Joz, seconded by Paul. Yes Votes: Unanimous. No votes and abstentions: None.

Adjourned 5:10 p.m.

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## **Addendum: AAJA Spring 2012 Governing Board Minutes**

### **BOARD ACTION**

#### **March 31, 2012:**

On March 31, 2012, Doris Truong via email called for a motion to revise Fall 2011 Governing Board minutes. The motion was seconded by George Kiriyaama.

Yes votes via email: George Kiriyaama, Tom Lee, Theodore Kim, Paul Cheung, Tomoko Hosaka, Rene Astudillo, Tom Huang, Yvonne Leow, Ellen Lee, Joz Wang. No votes: None. Abstentions: None.

Voting closed April 2. Motion carries.

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### **BOARD ACTION**

#### **April 2, 2012:**

On April 2, 2012, Doris Truong via email called for a motion to approve the Budget Policy, as proposed to into effect for the 2013 calendar year. The motion was seconded by Paul Cheung.

Yes votes via email: George Kiriyaama, Tom Lee, Theodore Kim, Paul Cheung, Tomoko Hosaka, Rene Astudillo, Tom Huang, Yvonne Leow, Ellen Lee, Joz Wang. No votes: None. Abstentions: None.

Voting closed April 5. Motion carries.

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## **BOARD ACTION**

**May 11, 2012:**

On May 11, Rene Astudillo via email called for a motion to acknowledge and accept the findings and recommendations of the chapter audits. Doris Truong called for a vote via email. The motion was seconded by Tom Huang.

Yes votes via email: George Kiriyaama, Theodore Kim, Paul Cheung, Tomoko Hosaka, Rene Astudillo, Tom Huang, Yvonne Leow, Ellen Lee, Joz Wang. No votes: None. Abstentions: None. Did not vote: Tom Lee.

Voting closed May 15. Motion carries.

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## **BOARD ACTION**

**June 26, 2012:**

On June 26, Rene Astudillo via email called for a motion to accept AAJA's 2011 Tax Return Form 990. Doris Truong called for a vote via email. The motion was seconded by Theodore Kim.

Yes votes via email: George Kiriyaama, Theodore Kim, Paul Cheung, Tomoko Hosaka, Rene Astudillo, Tom Huang, Ellen Lee, Joz Wang. No votes: None. Abstentions: None. Voted 'yes,' but after the deadline: Yvonne Leow.

Voting closed July 2. Motion carries.

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## **BOARD ACTION**

**May 31, 2012:**

On May 31, Doris Truong via email called for a motion allowing Executive Director Kathy Chow to finalize the hotel contract for the 2013 AAJA Convention in New York. Paul Cheung makes the motion via email. It is seconded by Tom Huang. Voting closed June 1.

Yes votes via email: Theodore Kim, Tom Lee, Tom Huang, Paul Cheung, Tomoko Hosaka, Ellen Lee, George Kiriya, Joz Wang, Yvonne Leow.

No votes via email: Rene Astudillo. (With the following explanation):

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Explanation of my vote:

- 1) The \$135,000 minimum food & beverage would be a huge expense when we're trying hard to increase convention revenue and decrease expenses. In addition, more and more we're facing the challenge of raising convention sponsorship and registration revenues and to spend \$135K on food & beverage alone is not fiscally sound as that would be a huge chunk of the convention revenues we would raise (last year we raised about \$200K in convention sponsorships.)
- 2) Holding the 2013 spring board meeting and the ELP intro class at the Hilton does not really help our bottom line since we're forced to use the Hilton for both meetings at the Hilton rates, when we could look for less expensive venues for the board meeting and ELP.
- 3) While I understand this is New York and cost standards are among the highest in the country, the negotiated sleeping room rate can be a huge challenge for our convention attendees, many of whom are paying their travel expenses out of pocket. I also

do not understand why we would agree to a contracted room rate ONLY for 50% of our room block.

4) I know that time is of the essence since the 2013 convention is just a little over a year away. That's why in the past, we've always identified the host chapter and negotiated the hotels 2-3 years out.

5) Lastly, the board has repeatedly discussed finding new ways to hold our convention given the economic realities, yet we keep on focusing on the convention hotel mode.

I may be the only one voting nay, but I'm voting my conscience in accordance with my duties as treasurer. If this motion passes and we move forward with the Hilton, I certainly hope that all my concerns will be proven wrong. Having said that, I full support the NY chapter as host for the 2013 convention.

In the future I recommend NOT using a third party vendor and deal directly with hotels or venues because this gives us better leverage in negotiating costs.

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Abstentions: None. Motion carries, June 1. (Amended and approved, Sept. 3)