

## ANNUAL MEETING

October 17, 2008

UW--Whitewater

### Minutes

The meeting was called to order at 11:42 a.m. by President John Culbertson. He introduced several guests in attendance and welcomed presenters and advisers.

Jan Kohls delivered the State of KEMPA address.

Four scholarships were awarded this year, two to advisers for Summer Workshop.

She asked that all members seriously consider joining KEMPA's board.

The awards were presented

1. Kaleigh K. Dunn advertising manager of Lake Zurich's *Bear Facts*, is the Gebhardt winner.
2. John Culbertson presented a special commendation to Hank Koshollek for his work on the Wisconsin Photographers Bill of Rights.
3. Mary Davidson presented the Outstanding Administrator Award to Nick Hughes, principal of Wauwatosa East.
4. Sandy Jacoby presented the Yearbook Adviser of the Year to Tracy Brogelman of Grafton High School.
5. Andy Wolfe of Superior, WI presented Newspaper Adviser of the Year to Mike Doyle of Belvidere High School
6. Linda Barrington presented the Friend of KEMPA Award to Mara Lee Searing of UWW.
7. Sandy Jacoby presented the Media Hall of Fame Award to Delia Chiapetta, operations manager of *Kenosha News*.

The Secretary's minutes for the October 17, 2007 Annual Meeting were approved.

The Treasurer's report was approved.

Linda Barrington reported on the Summer Workshop, reinstated after 2007's cancellation. It will be held June 24-27 in 2009. Thanks to its success and the popular travelling workshops, KEMPA's debt was reduced substantially.

Negotiations are currently underway with NIU for a KEMPA workshop there.

Two types of workshops will be offered. The first, a traditional multi-day event held on a college campus, will be held in June. The second, a custom one-day or two-day workshop, would take place at the host school requesting the sessions.

John Culbertson previewed the Winter Retreat.

The following were elected to the KEMPA Board:

Linda Barrington  
Sandy Jacoby  
Nancy Becker  
Tom Juran  
Kathleen Burke

Elaina Meier  
Jill Cook  
Henry Koshollek  
John Culbertson  
Rita Schopen

Kristy Degenhart  
Mark Thompson  
Kelli Doyle  
Stan Zoller

Jacoby, State JEA Chairman, encouraged the membership to join JEA.

Culbertson thanked Fall Conference Co-Directors, Jacoby and Becker.

The meeting adjourned at 12:25 p.m. Motion by Stan Zoller. Seconded by Audrey Kemp.

## KEMPA Board meeting

Feb. 9, 2008

Present: Barrington, Culbertson, Koshollek, J., Koshollek, H., Zoller, Becker, Thompson, Jacoby

Not present: Cook, Meier, Burke, Kemp, Gordy, Doyle, Schopen

1. Call to order at 9:35
2. Minutes approved with corrections.
3. Treasurer's report:
  - a. Balance \$6,286.09
  - b. Interlaken (now the Lodge at Geneva Ridge) has check \$500 deposit for Winter retreat
    - i. They canceled. Check should go to KEMPA. Has not yet. **THIS WAS A CONFUSING DISCUSSION. IT SHOULD HAVE BEEN RESOLVED WHEN THE CHANGES WERE FIRST MADE.**
    - ii. It was not clear weather Interlaken will use for 09 program if we decide to go there. **I READ THIS AS THEY'LL HANG ON FOR NEXT YEAR. NANCY'S TREASURER REPORTS ARE NOT ALWAYS CLEAR**
    - iii. Becker to monitor situation
  - c. 2008 budget
    - i. Shortfall of \$300
      1. 9,600 income v. 9,900 expenses
      2. Scholarship money
        - a. How distributed: Advisers v. students
          - i. Focus on advisers discussed, especially with more new and younger advisers.
          - ii. Scholarships intended for whom? So what did we decide? **CHECK WITH JOHN – THIS SHOULD HAVE GONE TO A MOTION.**
        - b. Silent auction to support KEMPA scholarships.
        - c. Scholarship disbursement will be discussed at March 29 meeting.
        - d. Letter to be sent to adviser who received summer workshop scholarship for the 07 program, which was postponed.
        - e. May 1<sup>ST</sup> deadline too soon for summer workshop scholarship. Fall conference budget
    - ii. Loss of \$138 for 07.
      1. Factors may have included PSAT testing, change to Wednesday.
        - a. Returns to Friday in 08 – Oct. 17, 2008
      2. Some UWW prices fluctuate.

- i. Linda B. –
          - 1. \$325 early, \$340 late.
          - 2. Housing: Single room an additional \$25 for advisers.
          - 3. Food costs discussed.
            - a. UWW suggests: collect meal tickets, cater morning break in lieu of breakfast.
      - f. Audit
        - i. Hasn't been done in long time. Suggested as a matter of checks and balances to ensure money is spent appropriately and numbers are accurately reported.
4. Summer Workshop
  - a. Preparations going well. One more lab assistant/-counselor needed.
    - i. Hank and Joe – photo
    - ii. Nancy – advisers
    - iii. Sandy and Elaina– design
    - iv. Stan and Mark – writing
  - b. Schedule:
    - i. Large groups in evening. No classes. 7-9 – some interactive. Some presentation. Topics not covered in curriculum, leadership (Linda Barrington), press law (Jim Peterson), convergence journalism (Scott Angus).
    - ii. No morning Song-and-dance/themed games.
    - iii. Three-hour block of time. 8:45-11:45, 90-minutes at lunch, 1:15 – 4:15. 4:30 – 5 group event. Games etc. (Not on Wednesday when program ends). Four labs. Each core will have 2 lab assistants.
    - iv. Sunday: 1:30 -2:30, 2:30-3:30, 3:30-4:30. Group activity 4:45 – 5:30
    - v. Last day – 15-minute farewell. *Maybe* a 5-7 minute “slide” show.
    - vi. Housing: May list roommate choice. If not, random placement.
    - vii. Everyone must bring camera. In lieu of Rubber Cement, also card readers or cord for download.
5. Membership Report
  - a. Paying members for 07-08 up to 102 from 87 in 06-07. Previous highs were 108 in 04-05 and 110 in 03-04.
  - b. Only 15 lost from 06-07. 15 rejoined after year of lapsed membership.
  - c. Invoicing popular. 49 have asked for previous year with 25 more for next year.
  - d. Free memberships to JEA mentees? What did we decide? – **NOT SURE. NO VOTE. SHOULD HAVE BEEN.**
  - e. Discount to KEMPA programs? What did we decide? – **NOT SURE. NO VOTE. SHOULD HAVE BEEN.**
  - f. For young members, Mark T. says it may be more beneficial for something individual and not school.
    - **Motion: KEMPA support JEA mentees in by offering them attendance at Winter Seminar. Passed.**

6. Executive Directors Report

- a. Scholarship applications coming in. Deadline March 15
- b. Membership mailing. Will include letter to adviser, sheet of membership, adviser response card, summer workshop brochure. Scheduled mailing dates: March 1 – 15.
  - i. Membership form revised. Greater clarity.
- c. Principal and student editor mailing for adviser of the year.
  - i. Timing good? (John). More effective way discussed. Better contacts? What did we decide? **NO Decision, Jan just informed us.**
- d. This year will be mailed in April.

7. Fall Report

- a. In University Center for 08.
- b. Fire code concerned for welcome. No more chairs than code?
  - i. Do 8:30 quick welcome and maintain welcome information for about 30 minutes.
- c. Schedule two “welcomes” 8:30 and 8:45 -- Welcome and updates. What did we decide? -- – **NOT SURE. NO VOTE – UP TO PROGRAM CHAIRS. CONSENSUS WAS YES, SANDY, THAT’S FINE.**
- d. Nancy to work with Sandy. Zoller to support as needed, with emphasis on Illinois schools and media.
  - i. Negatives? Two yearbooks not correctly scored. Has this been taken care of? – **AGAIN, NOT CLEAR. FEELING WAS GUY FROM ONE SCHOOL NEEDS TO RETURN SCORE SHEET. AGAIN, THIS IS A PROGRAM CHAIR MATTER, NOT BOARD**
  - ii. Delays in returning some yearbooks. Jacoby to check into the situation.

8. Winter Retreat

- a. Numbers: 32 as 2/9; 26 staying for dinner.
- b. Nancy said overall organization is good; banquet manager not as strong. Some difficulty getting in touch with her. Nancy to arrange meeting at some point. Jan and Nancy to meet with her on Tuesday, Feb. 13 to review facilities and meal planning. Looking at separate buffet / meal – more cost effective to use dining room? Herff-Jones to underwrite lunch/ Look at choices for meals.
- c. Plated dinners best choice. Will e-mail attendees for entrée choice about a week before.
- d. Wine and cheese? Still up in air? No sponsorship avail.
- e. Speakers set. Equipment for speakers needs to be acquired. Projection units available? What was decided?. **Program note. Too much discussion on it. Sandy or I will either bring one or pick it up. Remember, Sandy lives 8 miles from Antioch.**
- f. Dinner – nothing What does this mean? We’re having nothing for dinner?
- g. Roundtable – Linda and John

- h. Silent auction – Acquire and bring - -Not too much discussion. Again, program chair needs to just report and request. items. Reminder – pay by Cash or check. (minutes are simple with implied verbs.
- 9. Web page:
  - a. Membership updated.
- 10. New business
  - a. Specialized workshops
    - i. With Herff-Jones. Late July/early August at Sheboygan North.
      - 1. Seems organized. Has curriculum.
    - ii. With Herff-Jones. Aug. 1, 2 in Rockford.
      - 1. May compete with Doyle’s program (below)
    - iii. Mike Doyle @ Belvidere North
      - 1. Looking at 30 students.
      - 2. At Belvidere North (new school)
    - iv. Some concerns about availability of KEMPA “instructors”
  - b. JEA Anaheim Friday night activity –
    - i. No auction?
    - ii. Pledges of money asked of press associations and other donors
    - iii. “Piano bar” requests? **What does this mean? - -The pianist will take requests for donations.**
      - 1. Sandy Jacoby offered to reach into people’s pockets What does this mean? Sandy said it, so howmam I supposed to know what means. Simply, she implored us to reach in our pockets.
    - iv. Funds will be solicited at Winter Retreat.
  - c. Adjourn
    - i. 1:08.

KEMPA BOARD MEETING  
March 29, 2008  
UW – WHITEWATER, ROSEMAN 2005

**MINUTES**

1. The meeting was called to order by John Culbertson at 9:32 a.m...
  - a. Present: Barrington, Becker, Burke, Culbertson, Doyle, Jacoby, Kemp, Kohls, Meier, Zoller
  - b. Absent: Cook, Gordy, Koshollek, Schopen, Thompson

Minutes for the February 9, 2008 meeting were approved as changed.

3. Becker gave the Treasurer's Report. As of March 29, the current balance is \$4,141.19.  
Becker reported that she is still awaiting a refund of the \$500 check deposited in 2007 to the Lodge at Geneva Ridge.  
Becker recommended raising the 2009 Winter Retreat fee to \$70.  
All but Becker voted to raise the fee to \$75, with a late fee of \$85.

Budget Clarifications

Becker noted that KEMPA has full control over the Seminar budget.  
Barrington noted that KEMPA has full control over the travelling camp budget.  
UWW controls Summer Camp and Fall Conference budgets.

4. Culbertson made the President's Report. He and Kemp have reviewed and Doyle will review KEMPA scholarship applications.  
Board Roster was revised and will be sent out.
5. Barrington gave the Membership Chairman's Report. She sent invoices out early and will send e-mail reminders April 1 and May 1. So far, 13 schools, Taylor and three board members have joined or renewed.
6. Kohls presented the Executive Director's Report.  
The recipient of the 2007 Summer Scholarship will attend this year.  
A late application misdirected because of misinformation on the website will be reviewed.  
Adviser of the Year letters will be sent to principals and editors in April.  
Zoller provided further information on the Illinois High School Media Directory.  
He represents KEMPA and will return with more information after his meeting in Springfield April 5.  
Kemp offered to cover \$75 for the ad  
Jacoby will design it.

7. Old Business

#### A. Summer Workshop

Barrington distributed the redesigned brochure.  
Zoller has set up a Facebook site for it. Barrington has added pictures.

Barrington distributed the Travelling Camp Calendar:

Rasmussen College	Yearbook Only	6/20-21
Belvidere North High School	Combined	7/28-29
Sheboygan North High School	Newspaper	7/31

Zoller will supply prompts for newspaper contests.

Discussion ensued regarding the impact of the Belvidere workshop on UWW Summer Camp numbers. It was concluded that the shorter camps serve students who cannot attend the long session due to conflicts.

Meier proposed an interest survey to target key students for KEMPA Camp in 2009.

Barrington and Jacoby cited the advertising value of KEMPA folders at travelling camps. Meier proposed packing special adviser folders with event dates and applications to KEMPA workshops.

#### B. Fall Conference

Fall delivery yearbooks cannot always be critiqued prior to the Fall Conference. Meier noted that WNA makes awards at the end of the school year. She suggested the possibility of altering the critique calendar. It was generally agreed that KEMPA board members would be hard pressed to cover all school assemblies and convocations at the end of each school year.

Jacoby reported that \$113.62 is in the Fall Conference account.

Returning to the Friday schedule should pump up numbers although increased fuel costs may cut in.

New folders will not be needed until 2010.

Becker will handle the newspaper side of the conference.

Last year's brochure was reviewed.

Kemp requested clarification regarding attendance at the presentation and Q&A prior to the contest. This should appear on the registration form **and** on program information provided the day of the conference.

Culbertson proposed revisiting the awards ceremony at the June meeting.

#### C. Winter Retreat

In the future, evaluations should be collected after Friday's Round Table because so many people do not attend subsequent sessions.



Becker has toured the new Lodge at Geneva Ridge and reported that it is not too much different than it was in its Interlaken days. Rooms are similar to those at The Abbey. The pool has been renovated but there is no water park yet. One improvement is that there is a window in the downstairs meeting room. The meal package is similar to The Abbey's.

After some discussion, Barrington moved returning to the Lodge at Geneva Ridge in 2009. All approved. This will allow for a more valid comparison between The Abbey and the Lodge at Geneva Ridge.

Becker noted that the Silent Auction brought in \$293. Packages containing liquor. were especially popular. It will go towards scholarships. The \$100 raised in the Snack Corner will go to the SPLC.

#### D. Web Page

There is nothing new on the web page.

#### 7. New Business

Zoller will attend the IJEA meeting April 5 in Springfield.

The next meeting is at 9:30 a.m. June 25 with the camp meeting in the afternoon.

.Meeting was adjourned at 11:49 a.m.

NO MINUTES

## KEMPA BOARD MEETING

June 25, 2008  
UW – Whitewater  
Roseman Hall – Room 2005

### AGENDA

1. Call to order; Attendance
  - Present:
  - Absent:
2. Secretary's Report/Approval of minutes of March 29, 2008, meeting
3. Treasurer's Report/Approval
  1. Balance:
4. President's Request: Roberts Rules of Order
5. Membership Chairman:
  1. Membership up-date
  2. Yearbook and newspaper critique up-date
6. Executive Director's Report
  1. Report
  2. Scholarship Committee
7. Vice President/Webmaster Report
8. Old Business
  - a. Summer Workshops
    1. Final schedule and assignments
    2. Adviser scholarships
    3. Day Camps
  - b. Fall Conference
    1. Finalized sessions
    2. Mailing
  - c. Winter Retreat
    1. Preliminary plans
      - a. Geneva Lodge on the Lake
      - b. Contract
      - c. Room rates
    2. Ideas for other speakers? Let John know of any ideas.
9. New Business
10. Other

BOARD MEETING  
September 13, 2008  
UW – WHITEWATER, ROSEMAN 2005

**MINUTES**

The meeting was called to order by John Culbertson at 9:37 a.m.

**Present:** Barrington, Becker, Burke, Cook, Culbertson, Jacoby, Kohls, Zoller

**Absent:** Doyle, Kemp, Gordy, Koshollek, Meier, Thompson

**Secretary**

Minutes for the June 25, 2008 meeting were approved. Cook motioned, Becker seconded. Motion approved.

**Treasurer's Report**

- Becker gave the Treasurer's Report. The current balance is \$10,305.87
- Barrington said that with incoming membership checks, the balance would be over \$12,0000.
- She added that Guilford H.S. owes \$700 for June camp.
- Barrington motioned and Cook seconded approval of the Treasurer's Report.
- Motion approved.

**Membership Report**

Barrington announced that currently there are 86 paying members. Of these, 30 have combined JEA membership.

**Executive Director**

- Kaleigh K. Dunn of Lake Zurich is the Gebhardt winner.
- Becker will pay \$30 to Susan Tantillo for judging.
- John Culbertson will receive the Lifetime Achievement Award from JEA.
- Rick Wood will receive the Friend of Scholastic Journalism Award.
- Culbertson distributed lists of Yearbook and Newspaper nominees for KEMPA awards to be determined by committee after meeting adjourns.
- O'Donoghue has plane ticket to Winter Retreat. Zoller will take care of transport.

**Awards:**

- Linda Barrington will present Friend of KEMPA Award to Mara Lee Searing of UWW.
- Sandy Jacoby will present Media Hall of Fame Award to Delia Chiapetta, operations manager of *Kenosha News*.
- Nick Hughes of Wauwatosa East will receive Administrator of the Year pending Meier's approval. Presenter TBA.
- Nominations are still open for Hall of Fame Award. Please e-mail to John Culbertson.

**Vice President/Webmaster**

One member has requested that all contests be posted or linked on the

KEMPA website. But I don't think we decided to do this, even though it was requested.

### **President's Report**

- Culbertson previewed the agenda for the Annual Meeting.
- By-laws pertaining to involvement level for continuing board membership and length of membership need to be examined.
- Zoller will research the by-laws and propose any necessary revisions.
- Barrington will e-mail pertinent documents to the board.

### **Old Business**

- Barrington distributed the Summer Workshop Report, noting that we will have a profit of \$1,900 to offset some of our debt. Barrington hopes that within a year, we will have paid it off entirely. We can then build up a reserve account from Summer Day Camp income.
- Barrington has compiled a detailed report on summer camps based on evaluations. It is available via e-mail on request.
- Barrington reported that the most successful Day Camp was in June. Most advisers concurred that June is a better time. One felt July allowed more time for planning.

### **Summer Workshop Concerns**

#### **1. Enrollment**

Promotional phone calls to member advisers could boost enrollment. Board members would follow a script for the calls.

#### **2. Repeat attendees**

Barrington is concerned that there may not be repeat Summer Workshop attendees because there will be no new offerings. As a remedy, she proposed restructuring to core groups in photography, yearbook, newspaper and web design. We would need higher enrollment to make this work. Staff would need to be cut as well.

#### **3. Long instruction time blocks**

Barrington suggested returning to large group sessions during the day would break up instruction.

Culbertson noted that Web-based yearbooks have contributed to the decrease in enrollment.

Perhaps various publishing companies provide sessions in conjunction with KEMPA at UWW.

### **Day Camp Financial Summary**

- Barrington distributed the Day Camp Financial summary, noting a profit of \$3,652.32. With the Summer Workshop profit, only about \$3,000 remains of the Summer debt to UW-Whitewater.
- Many host schools want to expand next year. Most were in the Rockford area.

### **Fall Conference**

- Becker reported that plans are finalized for the Newspaper sessions. Cyber bullying is the write-off topic.
- Jacoby expressed concern about UWW charge add-ons and predicts future problems along those lines.
- This year's flier cost \$513.
- The fee structure will be reexamined.
- Jacoby reviewed the menu and other arrangements.
- An estimated 1,450 have registered, including 50 advisers.

### **Winter Retreat**

- Plans have been finalized.
- Possible presenters for 2010 were considered.

### **New Business**

#### **1. Vendor space**

- The possibility of vendor booths at KEMPA events was considered.
- Barrington pointed out that since we are charged for the meeting room, we must charge exhibitors.
- Becker mentioned the need to monitor complexity of exhibits at Winter Retreat due to a complaint from a rep regarding equity.
- Vendor booth space parameters must be defined before March.

#### **2. NIU Summer Workshop Request**

- Mark Pietrowski, Jr., external programming coordinator of the College of Liberal Arts and Sciences at NIU, has requested KEMPA's assistance in developing a program similar to KEMPA's Summer Workshop in conjunction with Jim Killam, *Northern Star* adviser and journalism instructor at NIU.
- Zoller considered the ramifications of such a partnership. On the plus side, KEMPA has worked with Jim Killam. We could gain leverage with the Illinois Press Foundation.
- On the other hand, Zoller is concerned that such a partnership could draw off our Day Camp programs.
- Barrington noted that such a partnership would give KEMPA more visibility. We would lend our name and some instructors.
- Zoller said we would make money on potential membership increases.
- Barrington suggested that board members who have the time meet with the NIU people prior to the November meeting.

#### **2. Date of KEMPA Summer Workshop**

After considerable discussion, Barrington moved that the Summer Workshop be moved from July to June 24-27, 2009. Jacoby seconded. The motion passed.

#### **3. Wisconsin Photographers Bill of Rights**

Barrington presented information on the Wisconsin Photographers Bill of Rights which Hank Koshollek co-authored with Doug Wojcik. A commendation will be presented at the Fall Conference, and copies will be placed in all students' folders.

Zoller moved to adjourn. Culbertson seconded. The meeting was adjourned at 1:12 p.m.

The next meeting is at 9:30 a.m. November 1.