Board Agenda
June 2023

Attendance

Approval of Minutes from Previous Meeting

Any changes or additions to this agenda?

Consent Calendar – No items

Committees
Review and take action on Committee Requests (Approve or Reject)

- No specific requests this month. See discussions under New Business, below

Administrative Report (Karl)

Reports

- Executive Search Taskforce – Chris
- CISA outreach

Old Business

- August 9th Quarterly All-Member Meeting → report/discussion
- Event notes
    - June 28th Webinar – Change Management – Larry Mandelberg
    - July ? Webinar – Anatomy of a plan - John Armato
- Webinars – Extend to Vendors? (from April meeting)
    - Tabled for further discussion.
    - Defining what is member benefit events and outreach events.

New Business

- Shall we revise the Vendor Partner Program? If so, how?
- Creating a detailed plan for a membership drive
- Per Amy: Are we ready to discussion some suggestions made in our meetings with AMC candidates?
- For Discussion: Ongoing meetings, engagement, and webinars:
    - Marketing Committee has many possible webinar topics. We need to decide which of these will be public and which will be members only.
    - They requested that we Poll the membership on suggested topics and speakers.
    - Possible topics:

- Filling the Lead Sales Funnel (possible speakers: Jennifer Bleam, James Kiernan)

- Legal Issues – the top 5 reasons MSP's get sued!) (possible speaker Ann Hall or Termageddon.com Legal Couple)

- "Life After MSP" – Ways to transition out of your MSP business (Amy and Karl)

- Federal Trade Commission – How to comply with the new regulations

- Panel Discussion: How MSP's are Using AI to improve their customer loyalty (need to find at least 3 MSP who are using AI.)

- How to improve your MSP operations to increase profits (Don Miller, Sean Wall, Rocco M.)

- Both Marketing and Legislative Committee recommended have standing discussion groups

  - - NSITSP Business Book Club (open mic format)

  - - Legislative committee update and primer on impacting your home state / Legislative training webinars – led by legislative committee