

## **SATW Ed Council Meeting Minutes**

11-01-2020

Present: Lydia S., Lynn R., Paul L., Elizabeth H., Roni S., Catharine H., Melissa M., Miriam W., Sarah G., Jill R., Jan B., Kit B., Rich W., Don G., Howie S., Roger R., Heather G.D., MaryAnn D.

Meeting called to order at 5:03 p.m. ET

Lydia - short intro - incoming chair

Intros of new EC board members

Financial Update for Aug 2019 - Current

As of Aug 2020 we have \$1,824 in account. We were in the red previously. Big thanks to Miriam who helped us turn everything around and get back in the black.

Miriam - We really benefited from partnerships. We worked very closely with TravMedia for our last two meetings. We coordinated with them and it was very helpful. Lydia is already looking into other ways we can benefit from working with other organizations.

Future Meetings - We're still in discussion with the hotel in Toronto for the 2021 meeting. We are in a watch and wait situation. We're still unsure about an in-person meeting for 2021 so maybe something digital in 2021. We have interest from a few different destinations, but those came up before the pandemic so we're playing it by ear and keeping in touch with destinations.

Lydia asks: What's been the biggest benefit to EC? What would you like to see in the future?

Howie - the general SATW PD sessions were so helpful.

Jan - Agree with Howie. We learned so much from the national convention PDs so it takes the pressure off doing more with EC.

Catharine - I'd be careful about turning over all of the EC PDs to just general SATW PDs because it was a special situation with the pandemic convention.

Elizabeth - It's ironic because the main reason I always went to EC meetings, aside from seeing everyone, was for the PD. They've always been the best in the society. The chapter meetings have taken pages out of the EC playbook because our PD has always been so good. We led the way and now there's PD everywhere, but I'd be loathe to get rid of PD for EC because it's one thing we do really really well. One thing I miss that I'd love to see is there always used to be a time in EC meetings where we'd talk about what the year was like. Industry-wise. It was a

chance to help each other. There was also a time where we could show off our best work. I'd like to see those reinstated. Tweak PD, for sure, but don't get rid of it.

Howie - I miss those things too.

Kit - The PD is also a good recruiting tool for EC. Having it in NY with TravMedia gave us more access to a broader audience and served as a strong recruiting tool. Gave us more opps to bring people in. PDs on a high-level shows off what we can do and that's helpful.

Catharine - I like all of you guys. I don't have to explain everything. You know my heart and what we go through. And I'm so grateful!

\*Everyone nods in agreement\*

Paul - Having done PD for EC and the society-at-large I can say it's a joy to do it for EC. I've always been able to look forward to the peer-to-peer interaction. We're all in the same boat. I don't mean that to demean anyone or promote anyone.

Sarah - One thing I've always gotten out of it is that it's social and I love to see my tribe.

Melissa - Yes, love our tribe.

Roni - Yes, we all understand each other and have different roles than other roles in SATW.

Lydia - to Kit's point about recruitment, I think the year ahead will give us great opportunities to bring people in and to possibly increase our account balance.

Lydia - So Elizabeth and Paul - Would you be willing to host a session on what you discussed? The show and tell.

\*Elizabeth and Paul agree.\*

Lydia - If anyone has any ideas about how to connect during the next year please let me know so we can engage with each other.

Miriam - I joined this group in the art world and the online meetings were very conversational and didn't necessarily need to be productive.

\*Everyone likes this idea\*

Melissa - We can do bar trivia via Zoom. Travel-themed.

\*We spend 5-7 minutes discussing and attempting a practice round\*

Howie - I also really like it when we do the year in review.

\*Howie agrees to host reading shares.\*

Kit - I felt really welcome when Don George hosted an open reading at the Maltese Falcon. And that's been adopted and used at our virtual meeting. I was the only editor from the midwest and to be able to get up and share my work where I've always admired the writing from others and get feedback and have a conversation about our craft was helpful. I don't want to wait a year. Those might just be social sharings. We're all starved for something other than Covid news.

\*Everyone agrees\*

Lydia: Housekeeping and other news -

The board adopted a new form of membership for publications - Jane announced at convention.

The other initiative was a 2-day anti-biased training (free) for members and non-members. It's the national institute training from Morehouse College. One is on the personal level and the other is industry specific.

The biggest need right now is sponsorships - finding people who might be willing to partner with us. Is anyone good at this and interested in helping procure sponsorships?

\*crickets\*

Elizabeth - this anti-bias training is so cool and something EC is presenting to the entire SATW memberships.

Lydia - I'd like to have a sponsorship package ready so that we know what assets EC has so that we know what we can provide to potential sponsors.

Catharine - It's a selling point that our PD sessions get news stories. I think it's a good idea to look outside the box so that we feel good about who we partner with.

Paul - I've worked with Toyota corp for the last six years. The couple of projects we did with Toyota their standards were really high. They are so incredibly wealthy that it's frightening.

Casual discussion about flying various airlines.

Lydia hands it over to Catharine to talk about new opportunity. We as an organization will be sponsoring writing coaching. This involves at a minimum of four hours of your time. How to coach, how to be coached, etc. led by Diana Dawson - University of Texas at Austin. I encourage anyone who has an interest in this to let me or Anna Hobbs know. There will be two

free sessions of coaching to anyone in SATW. We need people of all different backgrounds and skill levels. There is a difference between editors and coaches: editors tell people what they did wrong. Coaches show people what they can do right. It's a good way to get that writing muscle in shape and instill confidence. If you are interested please email Catharine or Anna Hobbs. We need good empathetic strong people who can help a whole generation of people who aren't being coached as we were. ([catharine@catharinehamm.com](mailto:catharine@catharinehamm.com)) ([anna.hobbs@bell.net](mailto:anna.hobbs@bell.net)). The idea is to give writers the confidence to do great work.

Lydia introduces new EC members, MaryAnn DeSantis and Heather Greenwood Davis.

3:53 p.m. (MT) Lydia moves to adjourn, Miriam seconds.

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