



ASE BOARD 2021 – 2022

MINUTES

#2 virtual Board meeting

1.9.2021

1. Call to Order & Creed

1. Present

Aud Schjødt Fredriksen, #48767, President
Filipe Carrera, #68039, Deputy President
Reynold R. Dimalte, #38826, Past President
Jamila el Abed Karlberg, #52310, Ambassador
Laia Urdí, #73564, Ambassador – left in point 7
Pelin Narcin-Kadilar, #71534, Ambassador
Peter Browning, #49104, Ambassador
Tarlok Singh Sidhu, #50314, Ambassador
Ernesto Langmann, #46857, Area ASAC
Ellen Olsen, #61977
Max P. Tujtel, #68785
Mark Riddel, #60908
Zydrė Arlauskaitė, #65004
Jaana Vilpponen, #63136, Honorary Secretary

2. Apologies

Thomas Meier, #69798, Honorary Treasurer
Charlotte Velling Nichole, #68920, Legal Counselor
Jonathan Nicholson, #62400, Area US
Serge Goldman, #63281, Area AMECA
Horst Wenske, #74645, Area ASPAC
Friedhelm Wachs, #52758, Little King -project

3 . Guests

None

2. Welcome and President's Opening Remarks

Aud welcomed all to the second Board meeting at 18.42 CET.

3. Greetings and apologies of absence

Thomas, Charlotte, Jonathan, Serge, Horst and Friedhelm send their apologies.

4. Adoption of the agenda

Added the point "Approval of the minutes of previous meeting and matters arising from the last meeting/minutes.

Changed the Virtual Drink to the Digital Drink.

The minutes of the last meeting were approved.

5. Guest speaker if possible

JCI Secretary General Kevin Hin, #71282 shared his video with the Board.

JCI is working with

- Business and entrepreneurship (Programmes)
- International Cooperation (Events)
- Individual Development (Trainings)
- Community Impact (Projects)

Final outcome will be: JCI Global Enterprising Young Leader with brand awareness, membership growth/retention and Financial sustainability.

"Leading is our duty" / JCI

Kevin told us that chapters in Europe have lost 35 % of their members due to Covid-19.

Kevin's presentation:

<https://wettransfer.com/downloads/d9e4292990923b4341bbc6b788bd8a2b20210901062139/b3052fdf6ea21585fc6feaa4ce47729f20210901062139/de602b>

It was decided that Jaana will ask Kevin to provide us the date and place of the WC 2022. Jaana will also ask when the strategic planning meeting will take place and could responsible Board members join the meeting. Filipe said that it is important for senators to be part of the planning by giving their mentoring, tools for recovering and senate support.

Kevin's answer:

"- WC2022 will not be in Jeju Korea as originally planned since they pulled out in May. A decision on the new host city will be made no later than mid-October by Excom, so far the only bid we have received is from Hong Kong so that's where it will probably be. We will make announcements officially once the decision has been made.

- The Strategic Planning Committee will be convened by the 2022 JCI President and will meet over the course of the year, format still to be defined. The members of the committee must be active members, as per the relevant Constitution bylaw, however feel free to reach out to the European committee members or to myself next year if you have any input. We are expecting

the new Strategic Plan to align with the new leadership direction of JCI and not to bring us back to being a charity.”

Aud asked if Jamila could also connect with Kevin Hin.

6. Report from the President

Aud visited the JCI Senate in Finland Annual Meeting in Tampere. She has had physical meeting with Tarlok and Ellen. She will attend the Norwegian Senotium during the first weekend of September. She has booked the Drumming Out in Leeds in January. She has not booked the Swiss Drumming Out yet. President is trying to find out new dates for meetings. All can give tips about the meetings to the president.

7. Report from the Deputy President

Vision 2030

Filipe suggested that we do a poll to understand what senators want to have, what is more interesting than before – to have more experiences in the senators meetings. How to do the poll is a problem, probably small interviews will be done.

Let's talk business

Looking for younger senators, please send names to Filipe directly.

Digital Drink

Max suggested that the drink will be held on different days than Friday's. Laia supported the suggestion. Digital Drinks will be held on monthly basis, starting the Friday the 17th of September. Next ones: the Wednesday the 27th of October, the Thursday the 18th of November and the Thursday the 9th of December.

Peter said that more and better marketing needs to be done after the day-change.

8. Report from the Past President

Website

Website needs new information, site has been updated in some point.

Sponsoring

It is needed, but – we need something to offer for the sponsors.

9. Report from the Honorary Treasurer

Financial situation was presented to the meeting. See the appendix 1.

10. Report from the GLC

Charlotte was not present. From the last meeting minutes – GLC promised to check the constitution.

11. Report from the Honorary Secretary

Jaana attended the JC Senate of Finland Annual Meeting with 235 other senators and spouses.

12. Reports from the Ambassadors

Jamila – SIG, JCI conferences

Jamila won the golf championship in Mont Garni organised by Rebecca von Bachellet. Jamila's caddie was Filipe. Jamila told that the ASE Board meeting could be in Mont Garni in 2022.

Jamila got a contact from EC Bruges. Jamila will get the Senate check-list for conferences. Max and Mark are trying to find the latest version. Senators attending the EC needs:

good hotel, golf, pre-tour (if possible), Senator bar and lounge, ASE AGM meeting room with microphones, projector, water, coffee/tea, Senate lunch needs a venue place (seated, table-served lunch)

Laia – Mentoring, Growing involvement

Reynold presented Laia's area. Laia and Veronique have been working with the business mentoring database. Some relevant changes are done to match the requests and offers. Zydre said that it is a big challenge to have active senators into the mentoring, the problem is mostly the communication.

Pelin – Marketing, Communication

Pelin said that the communication team has not yet met physically, e-mails with Zydre, we will organize a meeting together with Mentoring and Business teams. Pelin asked if we are using the right tools at the moment. Younger senators are using Snapchat, TikTok etc. Maybe we should create a TikTok account. Max and Tarlok said that TikTok might not be GDPR compliant. Max will discuss this with GDPR team.

Pelin said that we need to decide which Communication tool we will use very urgently for quick messaging. (WhatsApp or Signal)

Pelin suggested that we could let different countries update the ASE Instagram account on weekly basis just to communicate our Senate message. By doing this each country will add their senators to the account as followers and share the country updates.

Pelin reminded of the previous meeting: Instead of using the words 'Senate expectations' about senators needs during the conferences, we should use a friendly version of this list name. Max said that is originally called 'Senate checklist' instead of expectations.

Pelin said that each senator should be active part of marketing, work as volunteers. We have to meet or call people and present ourselves. Not only using the social media is enough to communicate, each of us can call senators and chat.

Peter asked what we want to achieve with the communication – what is desired action?

Pelin told that she explained in the previous meeting what is the goal/ purpose of the communication and marketing :

1. Communicate the goals and purposes of ASE to all the senators in Europe. (Senate magazine, social media, emails, projects networking and mentoring)
2. Communicate the events of ASE using the communication tools.
3. Using the guidelines of JCI (presentation of Kevin during the AGM) and applying it in ASE.

4. Creating / improving the brand / awareness of 'ASE'.
5. Attracting younger senators (project 70+)
6. Inclusion

Peter – ECA

Peter said that it is holiday season and it shows in senator's life. Estonia has had a joint meeting with jaycees. UK has had the Senate meeting. All are travelling in their own countries due to situation.

There will be a Zoom meeting with Senate national presidents and Charge D'Affaires group in the near future.

Tarlok – Business, Networking

Tarlok has a business focus in his mind. Senators would like to promote their businesses, but are not able to study our methods because they are not clear and attractive. Senators fill the template but do not get feedback if the form has arrived, what will happen next and who will contact the senator.

Tarlok said that we should go further and modify our template. We need to have continuous discussions how to develop the business.

Reynold said that all together 18 requests, not much publicity, very few answers, tools are not working well, google form is not good to use, less items needed, more precise questions are needed. Reynold will update the questions with Veronique and try to create professional and useful templates.

Tarlok will try to make the product more interesting by planning a webinar for bigger network, probably speaker outside from the Senate.

Ernesto is using LinkedIn for networking and presenting his business.

13. Report from the areas

Ernesto Area ASAC

Ernesto have had several meetings with different countries within area ASAC;
- Puerto Rico, Argentina, Trinidad, Columbia and Mexico.

Horst Area ASPAC – not present

Jonathan Area US – not present

Serge Area AMECA – not present

11. Reports from the Other Projects

Discussion about the messaging systems with respect to GDPR

Max explained the working groups suggestion not to use WhatsApp in Board work. All the board members needs to get familiar with the GDPR issue.

The voting around using WhatsApp was postponed to the next meeting.

Mapping

Ellen has mapped all the presidents from 2008 to 2021. She is missing the year 2019, Mark will help her. She has studied the amount of male/female presidents, too few female presidents. The study shows that the senators above 60000 are equally female/male, but not in Senate presidents.

Little King – not present

Others - none

14. Any other relevant business

Aud asked everyone to send their shoe number to her.

15. President's closing remarks

Aud wants the Board to focus more on activities and send the reports written before the next meeting in the end of November. The meeting will be virtual if we cannot travel due to Covid-19 situation.

16. Close at 20.58 CET.

APPENDIX 1



Hon. Treas.pdf