



### **2009 SDA St. Louis Board**

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## **SDA – St. Louis Chapter**

### *Monthly Meeting Minutes*

Wednesday, August 26, 2009

“Writing Right(ly)”

HERA, St. Louis, Missouri

#### **Members Present:**

Karen Dahl – Mackey Mitchell  
Stephanie Gauthier – McClure Engineering  
Kim Hughes – Mackey Mitchell  
Diane Klug – Parsons Brinckerhoff  
Katheryne Morschl – McClure Engineering  
Cindy Petzoldt – Mackey Mitchell (Speaker)  
Bob Staed – Ames & Gough  
Jean Tedesco - Tarlton  
Cindy Risman - HERA

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The Chapter meeting began at 11:5 pm

#### **Chapter Meeting:**

- Brown Bag Lunch
- Informal networking.
- Jean Tedesco
  - Financial Report
  - Meeting Minutes
  - Announced 9/16 Board Meeting at HERA at 8:30 am.
- Nominating Committee – Kim Hughes
- Cindy Risman – Member Survey Synopsis
  - 2-5 years average length of membership
  - 19 people responded
  - Half rarely attend
  - Networking/Education are the main reasons for joining SDA.
  - Most rewarding – networking
  - 2009 Board – Average marks.
  - Program topics most wanted: HR, Project Administration and Office Administration. This is reflective of membership. HR was the most popular topic. 2007 members were complaining about HR as the main topic.
  - HR may be the hot topic this year due to the economy and lay-offs, Cobra subsidies, etc.
  - Survey sent to past members.
  - Quality of programs have been good.
  - Overwhelming based on answers and

handwritten responses want more Round Table discussions.

- Will return to that type of forum which this meeting reflects.
- Summary – people want to save money and want different programs than have been presented.
- Discussion – about why people are not coming.
  - Looking for things they can take back to their company.
  - Some of programs did not apply to the company so did not want to spend company's money.
  - Trying to figure out ways to get people back.
  - 2009 economy has really effected our membership.
  - Suggestion – Deeply discounted rate on lunches for next year; at some of the lunches or all of them
  - Scholarships for memberships
  - Price and content are the biggest stumbling blocks. So attack the price and provide the content and people will want to come.

#### Cindy Petzoldt – Writing Right(ly)

- The session will be interactive with writing tips.
- Easier to teach Latin than Americanized English. English is a living language.
- Will try to learn rules that are easy to understand and therefore, easy to remember.
  - List – should flow in the same direction.
  - Reader should be able to understand a sentence the first time it is read.
  - Edit for Conciseness:
    - Subject/verb
    - Active voice preferred
    - Dig out “buried” verbs.
    - Eliminate the form of “to be”
    - Avoid clutter – probably, very, really.

- Eliminate redundancy.
- Keep sentences short.
- Comma vs. Semicolon
  - Semicolon – Closer relationship between sentences or super comma in a grouping.

Meeting adjourned at 1:00 pm. Next meeting is September 23, 2009 at McClure Engineering.