

***AYLF February 20, 2014 Meeting Minutes***  
**Called to Order at 1:00 pm Central**  
**Adjourned at 2:05 pm Central**

**On The Call:** LaCandice McCray (CA), Seneca Sharp (CA/WI), Cassandra Lokker (WI), Carrie Greenwood (KS), Dawn Evans (MO), Kara White (VA), Katie Carroll (MD), Kathy Young (WV), Cindy Kirschman (SD), Susan Shapiro (RI), Beth (RI), Sierra Royster (NC), Marc Goldman (Guest)

 **Opening Round:** Introductions made and “heart” statements were shared.

 **Approval of Minutes:** Minutes approved.

 **Changes to AYLF Leadership:** LaCandice announced that she has taken a new position and resigned as AYLF chair. Dawn Evans (Secretary) will be appointed role of AYLF Chair until end of Feb 2015 term. Any members interested in fulfilling the role of secretary were requested to send an email sharing their interest to Dawn. The new appointed secretary will be announced at the next meeting, March 20.

 **Monthly Topic – YLF Speakers and Mentors:**

- A group discussion of purpose of YLF Keynote speakers, budgets, and resources used.
- Marc Goldman joined the meeting to provide his thoughts and suggestions in recruiting effective speakers for the YLF. Marc has been an agent with Damon Brooks Associates and has helped book speakers for the YLF for many years.
- Some thoughts from Marc:
  - Identify and agree on matching the purpose with the speaker.
  - He has speakers who have a passion for YLF and would help any way they can.
  - Find outside sponsors that will sponsor the speaker fees (use businesses, agencies, organizations)
  - Perhaps if several YLF’s worked together and coordinated dates and agreement of a specific speaker – the speaker will cut the rates.

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- Find other organizations in your geographic location that may be interested in booking the same speaker.
- Hiring a professional speaker with a positive reputation can be used to market program.
- Average speaker rates: 2500 to 6000.
- Discussed personal branding “Theme of the Year” of all YLFs.
- Recommendations for students who hope to become professional speakers:
  - Organize your thoughts
  - Join public speaking clubs
  - Speak for free to groups
  - Practice, Practice, Practice

**NEXT MEETING: March 20, 2014 ; Topic: YLF Fundraising and Sustainability:** AYLF members will share and learn about funding and grant opportunities available to support YLF programs.

**Call In Number: 573-526-5622 No Password needed.**

**ACTIONS:**

- **Kara will take notes for Dawn to include in minutes.**
- **Dawn will start a speaker discussion and members can respond via email.**
- **Anyone interested in taking on the AYLF Secretary role – send email to Dawn at [dawn.evans@oa.mo.gov](mailto:dawn.evans@oa.mo.gov).**

**Minutes composed by Kara White and Dawn Evans. Any corrections please email Dawn at [dawn.evans@oa.mo.gov](mailto:dawn.evans@oa.mo.gov).**

**Any changes needed to the AYLF website ([www.aylf.net](http://www.aylf.net)) email [Kara.White@VBPD.virginia.gov](mailto:Kara.White@VBPD.virginia.gov).**

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