

**NACBA – Alamo Chapter**  
**Minutes of November 10, 2011**  
**11:30 am, Trinity Baptist Church**

Officers Attending: Dave Thomas, President, Darla Nelson, Vice President, Butch Gerfers, Treasurer, Hermy Rudloff, Secretary.

Members Attending: Francesca Watson, Jerry Kirkpatrick, Norm Hils, Debbie Vignes. Mark Elliot, Joyce Streuding, Rick Gonzales, Bill Edwards.

Other Attending: Sharon Hardie, Ed, Nelson, Karan Clark, Allen Young, Deborah Byrd.

Dave Thomas, President opened with a word of prayer for concerns and joys lifted up and for blessing on the food.

Minutes were reviewed, corrections stated: minutes approved.

The Chapter's Financial report was presented by Butch Gerfers. We had an expense of \$45 for web hosting and income of .50¢ interest. We ended the month with \$389.27 in checking and \$1,500.00 in savings, for total of \$1,889.27. Financials approved.

The meeting scheduled for December will be at First Presbyterian Church, this is a non-business meeting, come and enjoy the Mid-Day Noels.

Remember, if any of your staff are interested in any program presented by the Chapter, please welcome them to attend.

The 2011 / 2012 Alamo Chapter Meeting Schedule was reviewed; there still remains one opening in April 2012. If interested in hosting the NACBA Alamo Chapter meeting at your church, please advise Dave Thomas of your interest.

The program "Crisis Communication" was presented by Thomas Monahan, Director of Communications of the SWTX Conference of the United Methodist Church.

Highlights of the program: **10 Golden Rules in a Crisis Situation.**

1. Do not under any circumstance try to cover up the situation.
2. Take quick action in a situation. Also known as the 24 hour rule.
3. Think about the future
4. Hear it from the top.
5. The press is not your friend; the press is not your enemy!
6. Don't try to win the argument.
7. Over-react as long it is justified.
8. Don't worry about trying to create a consensus.
9. When possible involve not only friends but enemies as well.
10. Stay vigilant!

Points: Learn lessons from the situation and keep your staff informed on the situation.

We welcomed Mark Elliot from Life Touch Directories and Rick Gonzales of the Novak Group.

Next Meeting: Will be at the Morningside Ministries campus, presenter Tracy Zerkle. Subject: Spirituality and Aging.

Meeting adjourned.

Respectfully submitted,

Hermy Rudloff  
Secretary