



DANK NATIONAL EXECUTIVE BOARD
Committees Meeting – 10:25 am
Saturday, October 10, 2009

Attending: William Fuchs, Donna Lippert, Maria Thompson, and Beverly Pochatko. Edwin Gunther, Robert Miske, Jerry Schliephake, Dagmar Freiburger, Ernst Ott, Alexandra Praedella Ott, Ann Marie Fuhrig, Christa Garcia, Stephen Fuchs, Darlene Fuchs, Anita Walthier, Nikki Dombrowski, Terry Viebach, Amelia Cotter. **Excused:** Erik Wittmann, Chris Decker, Margaret Potocki. **Absent:** Hilde Schloesser, Dave Hinz, Merl Arp. **Guests:** Gerd Wilhelm, Bert Lachner.

NP Fuchs apologized to our guests for the late start and once again reiterated the need for RSVPs to the office prior to the meeting. The area needs to be set up and food ordered. Attendees need to let Amelia know and do a copy to Bill so we can be prepared with necessary copies, seating and food.

1. Our guest, Mr. Gerd Wilhelm of Hamburg Germany and former language consultant at the Goethe Institute is now the German Language Coordinator for the Midwest sent from the ZfA=Zentralstelle fuer Auslandsschulwesen) was invited by our DANK National Education Committee to talk to the national board. Mr. Wilhelm said he could help in the following way:
 - a. Sprachhilfe – Money related to the quality of performance via exams by the German government or the AATG standards.
 - b. Development of many schools (Portland, OR; Los Angeles; Chicago and New York) according to German standards.
 - c. He can offer support via teaching materials (300-1000 Euro) per year for school books.

DANK language schools can be classed as:

Tier 1: Beginning and conversational German classes

Tier 2: Adults to a higher level

Tier 3: Structured high quality schools – meet stricter standards. (German government requests teacher certification for them)

Education report attached. Supporting DANK Schools in IL, DANK sponsors a gift in the Illinois History Contest in addition to the annual poster contest. Poster winners were: Noah Schilling (11), Dylan Thomas (13), Jane Knox (12), and Charlie Bauer (10).

2. **Office Report:** The copier broke down and needed to be replaced at a cost of \$349. The main computer is outdated and needs to be replaced. It is constantly stopping/freezing up and needs to be rebooted, taking additional time. Perhaps we can look into a stop-gap computer (under \$500) to help upgrade. It was recommended that we go to Apple (cost \$2100) rather than Microsoft (keeps changing) for a database computer system upgrade that will have more capabilities. The database system also needs to be updated within the next 2 years. Hopefully this can be worked into our budget.
3. **Web-Site:** (See report) The number of visitors per year has increased by 110% since last year. The national blog has put us in the top 4% ranking on web-sites. People are reminded that talks such as the current one on Germania should be directed to the blog for more interaction.
4. **Newspaper** – The \$2000 increase in advertising allowed us to go from 16 to 20 pages for the Sept/Oct issue. Christmas Ads can be a big boost also. The info sheets have been sent to everyone and every chapter should have an ad. Deadline is November 1st for the next issue. The Editor is holding several pages for information and photos from the National Convention.

Darlene said that the newspapers are a good means of member recruitment. She suggested that the chapters contact senior centers, public libraries, and German clubs and get permission to place the copies there. Be sure to let the language teachers know that copies are available to them also for their non-DANK students.

5. **DANK VISA Card** – 43 have applied and received one however they have yet to activate them with a single purchase for us to earn the \$50 fee. Card holder will never have to use again. So far, we have received \$1,095 from the card purchases. We will have a set up at the Convention.
6. **Marketing/Merchandise** – We will offer polo shirts as a special price (approx \$5-\$7 savings) at the national convention. Also we will have sample products available. So far there has been low interest in our merchandise by the Chapters. The Convention Delegate Tote sponsored by the Hofbräu will be available for sale for \$20 to guests. We need help on the committees to promote and market DANK.
7. **Germania** – Bert Lachner presented a great idea, but we need to develop the concept further before we can proceed. (See email – attached to minutes.)

This brings to mind once again the need to emphasize ‘stewardship’ (taking care of your own). We find this concept in our places of worship, but we can apply it to our German heritage. This in the concept of being responsible for our world and how our organization relates as a civic non-profit entity. There are opportunities out there that can involve our membership; especially our youth and can lead to a whole new direction for DANK, giving us opportunities to increase our membership and to thrive. This will keep our ‘torch’ burning brightly well into the future.

8. **Education Fund** – Deferred until after the National Convention. Junior Ambassador Prize has been requested from the Committee. Should have an answer asap.
9. **Raffle Update:** Need chapters to get rolling to get their 20% (\$1/ticket sold). Several individuals have gone above and beyond selling the tickets and we applaud their efforts for DANK.
10. **Miscellaneous:**

CHANGE OF INFORMATION: Any change of information (officers/ phone numbers/addresses/ emails, etc) on your Chapters should be sent to Amelia for updating in our database.

There have been a lot of changes in DANK in the past two years – cutting the budget, revitalizing chapters, updated the newspaper and web-site all to promote DANK. We are metamorphosing – coming out of our shell and a new modern –updated DANK is appearing.

When talking about DANK, it goes without saying that we should focus on the positive. Look at our great web-site, how our newspaper has expanded. Amelia said that for her, DANK is a great place to work and she finds it fun and challenging. “I love my job!” We, the Board and members, need to send ideas to Amelia to **help create a brag sheet** for the convention that can be used to promote DANK.

Springfield DANK will be hosting 265 high school German students for Deutscher Tag!

Meeting adjourned at 12:15 pm



Beverly A. Pochatko
National Recording Secretary