

**Chair’s Report for July 12, 2013**

Karen Judd Smith

First of all, thank you all for your continued commitment to making our world a better place and for including the Alliance as an important part of your contribution.

I really appreciated your effort to include me in the last meeting and I am veryt sorry that again, I am not with you in New York.

**The Long Awaited “Directory of Experts”**

According to previous discussions regarding creating a “**directory of experts**”, I finally figured out a way for this to work so we don’t have to do all the research and discovery. It will, however, depend upon our existing members to inform and encourage their organizations and their colleagues to use this as another way of buiding their authority in their field.

By being listed in our Directory of Experts they will benefit from the online exposure and the connection to the UN the Alliance can provide. The way this is structured, it should (hopefully) help increase the membership of the Alliance… in some part.

The way this will work is this:

* Organizations with experts in their field become members of the Alliance.
* As an Alliance Member, their designated representative to the Alliance can then submit:
  + 1. A 500 word document about their organization to be included in the Alliance Members area.
    2. 500 word documents about any of their staff / volunteers they would like added our “Directory of Experts”
    3. The latter will need to be submitted by the member’s designated representative to the Alliance.

Submissions can be sent to: http://cpcjalliance.org/submission/

The catch for some will be that their organization will need to be a Member of the Alliance, so Organizations can fill out the membership form online (here at: http://cpcjalliance.org/membership-how-to/ ‎ (Become A Member) and can complete their application online by making their annual contribution using PayPal.

**The Alliance Online**

In part because I am not in NYC at this time and because having some component of Alliance activity being online makes sense in this day and age, the idea of the Alliance Online is emerging.

What this means is that one of the ways that the Alliance connects with members that are not only in the NYC area is utilizing today’s technologies.

So far we have mostly had teleconference calls, but since we recently (yesterday) also now have a Google + page (PLEASE everyone visit the page here: http://goo.gl/BDKSB and if you have a Google profile/gmail account, please click the Google + and give us some Google love!)



Yesterday I needed to put a small round “logo” on the Google + site, so I put this “logo” up there. The “A” matches the A that I have been using on the Website for some time now, so I hope that is OK . You can probably see it better on the Google + page and now on the Facebook page.

As a reminder, we already have a Facebook Page as well. You can find that here:

<http://goo.gl/LeI8W> Please Facebook Like that one so that more people get to know about the Alliance as well, and so that once we have 25 likes, we can claim a more simple Facebook address.

**A PLAN for Google+:**

Just in case you don’t know (and I only learned very recently the extent of how this can be used) Google’s Hangouts can be superb ways of holding “online meetings”—of course so long as people have a computer or an iPad/tablet or a smart phone. But since more people have smartphones than people have access to sanitary toilets, I figure that’s a few people!

So when we get to a stage of holding online Forums / Presentations etc. we can have the “power of Google” behind us to help with that work.

**Staying Relevant Through Fora And Discussions**

At the end of our Alliance Online meeting yesterday (Lloyd will report on the outcomes of that meeting) he recommended again, as Afaf has been recommending, that we plan our next Forum / discussion.

It would be wonderful if today, you would:

* Decide on a Topic
* Date
* Location—777 UN Plaza or online
* List of possible speakers and
* Identify who will approach the speakers within the next week or 2

I can continue to support your decision with the outreach to Member States, promotion online etc.

I look forward to hearing the decisions that are made in this meeting… Good luck with the rest of the topics on the Agenda! I wish you all the very best!