



# Oct.2006 Annual Meeting REPORT on AACPM 2007 Conference Planning

24Oct.2006

**Reminder:** Sept.06 Lodging Reservations live since 13Mar.2006: attendees can call **1-800-356-8293**, ask Reservations for the AACPM block [see minutes of 15Mar.2006 for details]

We have made great progress, planning for our Sept.2007 AACPM national conference here in Wisconsin. Highlights in 2006 have been progress planning our special events, drafting our budget and fee schedule, planning a method to generate revenue through special exhibits, kicking off our marketing efforts during the Sept.2006 KY conference and getting a jump start on lodging reservations at the Concourse.

We have much work ahead of us during the remainder of 2006 and in the spring and summer of 2007 up to and through our conference! Key areas of focus in the months ahead, are listed below:

1. Lodging Reservations status (the use of a phone from our info desk in Sept.06 in KY was very effective):

reservations as of:	Reserved*	22June06	9Aug.06	23Oct.06			
Thur.6Sept.07							
Fri.7Sept.07	75		2	44			
Sat.8Sept.07	115	6	8	71			
Sun.9Sept	205	9	11	95			
Mon.10Sept.	205	9	11	92			
Tues.11Sept.	180	9	11	87			
Wed.12Sept.	25	3	5	21			
Thurs.13Sept.				1			
<b>Total:</b>	<b>805</b>	<b>36</b>	<b>48</b>	<b>411</b>			

\* includes 5 Governor rooms reserved for each night [picture of our "cow phone" and reservation information used in KY is shown at the right]



2. Budget: our 2007 budget & fee schedules were sent by Jeff to the AACPM Board in Sept.06; following suggested changes including dropping total projected registrants to 200, both were approved

3. Paypal setup of Registration: Jeff/Dave to contact AACPM: Jason Bonds (contractor in LA) to get registration set up on PayPal by Nov.(?)

4. Meal/menu coordination: Kathy S. & Dianne planning seating styles & ensuring menu diversity, confirming content & pricing; will use during marketing so attendees know what to expect, including options during WI Fish Boil event

5. Logistics: Subcommittee will use listing of all conference activities with key contact info to ensure all parties know who to contact, verify bills paid, etc.; draft to be shared at 24Oct.06 Board Meeting

6. Entertainment update:

**Sat.8Sept.:**

- Sat. tours/golf:

- Mark to firm up tour options for Madison & UW areas for committee review

Make your mooservations for **Mooodison, WI in Sept..2007 MOW!!!**  
 call **1-800-356-8293**, ask **Reservations for the AACPM block** [Rates are \$129/139 single/double occupancy (Governor's Club rates \$159/169) + 13.5% tax]  
 (You can make lodging reservations now on a credit card over the phone. You will NOT be billed until the conference & you can change your payment plan upon arrival. This will insure you get a room! You can wait until our conference registration is on-line later to sign up for everything else.)

- Rick, Jeff, Dianne will prepare golf outing info
  - Evening: Kathy S., Lutfi, Robbi leads: Alumni Lounge in Pyle Center over-looking Lake Mendota; room looks nice; glass on 3 sides w covered patio on 3 sides; can see boats & Memorial Union next door; we will not provide transportation from the Concourse to the Pyle Center
- Sun.9Sept.:**
- Iron-Man event: Sun.: need to confirm/provide map & associated viewing times to watch event
  - Sun. Tail-Gate social @ Capitol Brewery; to include projection of UW 1999 Rose Bowl game on 13' screen with surround sound, Bucky appearance; part of UW-Marching Band; bus contract by spr.06
- Mon.10Sept.:**
- Native dance for opening event: Mark will reconnect with Shegonee's re. contract
  - Ron had Assembly Chamber reservation form signed & delivered
  - Mon. Wisconsin Fish Boil see: <http://www.housing.wisc.edu/foodservice/catpicnic.php>
    - Richard contact Michael Leckrone to det. if he can speak to us & sell CDs or other memorabilia
    - possible Fighting Bob (& Belle) La Follette re-enactors
7. Marketing related:
- KY conf. advertising our 2007 Conf. went well:
    - advertising bags: Richard, Dianne, Mark & Ron obtained materials for bags & Laura & Robin helped with bag stuffing; thanks to all! (included materials from Krytonite Collectibles & Milk Marketing Board as well as City of Madison, tourism, etc.)
    - WI basket: Richard & Laura organized preparations (& Laura provided zippered clear plastic quilt container to hold our "basket" items, which was a wonderful way to see & transport materials)
    - phone for lodging reservations: use of black-n-white cow motif phone so people could call 800 # immediately to reserve lodging worked well (250+ room nights booked)
    - FLW glass for KY raffle: a rendition of FLW's sumac window in Springfield, IL was raffled in KY [were 128 tickets in raffle bucket]; won by Julie Felice of UT
    - T-shirts: LandsEnd shirts ordered through Jeff were worn by WI
    - KY exhibitor table: special incentives at our table included a DRAWING to win a free NON-TRANSFERABLE registration to our WI conference & anyone making the 1-800 phone call to reserve lodging was entered into a DRAWING to win the mustard basket Dianne had donated
  - AACPM summer newsletter had representation of our planned event
  - **Oct.-Dec. marketing plans to be considered/implemented**
8. Program Speaker/Presenter Subcommittee: Jeff, Cathy & Debra distributed request for presenter info in KY; responses & evaluations associated with each track planned by Jan.07
9. Exhibitors: Harold developed list of ~ 50 contacts to whom he sent exhibitor info in Oct.06 **see handouts**; anyone should help with personal contacts & keep Harold informed of communication efforts
10. next Conf.Planning Meetings:
- Fri.10Nov.06 lunch meeting: 11-1: at Harold's shop (the state bldg on the N. side of Un. Ave. across from the Hill Farms Transportation Bldg at 4622 Un.Ave.)
    - \* this bldg houses the State Records' Center & State Crime Lab; Harold's area is on the back side of the bldg.
    - \* parking is normally by permit, but Harold will inform the Cap.Police of our meeting attendance during this time, so permits will not be required
    - \* Harold will have menus for us to order in lunch & this will be "Dutch Treat"
  - Thurs.4Jan.07: 11-1: @ ETF (directions in a later email)
  - Thurs.8Feb.07: lunch meeting: 11am -1 pm: location TBA
  - Wed.14Mar 07: lunch meeting: 11am -1 pm: location TBA
11. Subcommittee signups!: see [www.wscpm.org](http://www.wscpm.org) and click on the link to 2007 Conf.Planning to have links to past meeting minutes and our **Feb.2006 Progress Report** [which lists subcommittee members]; connect with a subcommittee to help our planning effort