



WSCPM 2007 Conference Planning Lunch Meeting

11-1 pm: Wed. 11 July 2007

Goodman Room: United Way

2059 Atwood Ave., Madison, WI 53704

14 Present: Rick, Kathy, Richard, Robbi, Sharon, Jim Olson, Laura Guyer, Deb Roemer, Courtney Reid Jinkins, Ginny Nachreiner, Lutfi, Dianne, Jeff, Mark

- our condolences to the Buchholz family for the loss of Ron's mother

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]

Key objective of Meeting: Review Registration related issues

1. Registration issues:

A. on-line registration status:

- Kathy reports 50 on-line registrations so far; with 9 days left before fee goes up, we hope for a jump in registrations, soon!
- Kathy's problems with Paypal... Bill attempted to address on 15June; some problems persist but Bill is still trying to help
- Kathy also mentioned the strange problem a small number of people are reporting in the on-line registration form: phone #s become letters; Bill has reported this to Jason for review

B. neck wallets:

- at the 11May07 meeting, we talked about differences between vinyl or smooth surfaced ones vs. a cloth or textured surface; smooth ones may be better to stick labels to & may be less expensive
- have budget est. \$2.50 for wallets, with budget of \$600 for registration committee supplies; Richard had 9July est. of \$3.59 = \$718 for 200 but hopes to conclude best source (Office Depot?) & make purchase soon; Sharon pointed out we could return unused ones to Off.Dep, so better to over-buy & have them available for 17Aug.

C. title types & #s of ribbons on name tags; we drafted this list; Mark to review with Ron & report to Richard:

AACPM Board	7
Speaker/Presenter	19
Conference Planning Team	12
State Society Officer	80
HOD Delegate	80
WSCPM Member	50

D. tickets [Registration Subcom. to recommend ways of preparing &/or pre-packaging in envelopes by registrant name... & printing/preparing envelopes]; 2 main types of tickets:

numbered tickets for drawings [1 in each wallet & rest for sale at registration table]

- 2 types: probably best if 2 diff. colors [2 part tickets with identical numbers on each piece]:
 - 1 color for drawings for people who turn in evaluation forms at the end of each training session; Robbi & Dianne will create evaluation forms for training session (as well as for the conference evaluation... the latter to be in the registration packet)
 - different color for state baskets, FLW glass & other "drawing" items
- what to get (from Office Depot?) & who will buy & have available by 17Aug.? Richard to coordinate
- how will money [paid for on-site registrations, drawing tickets, shirts] be handled at registration table? Kathy will determine how & describe at 17Aug. mtg; Sharon suggested separate zip bags; Kathy will make daily deposits

event tickets for Tail-gate party & Fish-Boil (each would be collected when boarding buses) & banquet

(would be collected at the door) to be printed on different colored paper: Deb to review this with Richard

E. banners (Marketing Subcom. leaving this to Reg. Subc): who will do [maybe by Badger State Indust?: DOC]:

- **Registration** with conf. logo for over registration tables [Mark confirming placement with Jenni]
- **Conference & Madison Area Information**
- **Wisconsin Society of Certified Public Managers®** with society logo for over WSCPM table (& also as backdrop for a society photo

- **19th Annual AACPM Conference: Madison, WI** with conf. logo for backdrop for award photos [check on additional lights for photo sessions... with suitable backdrop]
- F. staffing plans for registration table & staffing (& preparation of staff) for information area
- Registration Subcom. to complete staffing sched. draft by 17Aug.
- G. Other Registration related issues:
- Mark to make sure Richard has Conf. logo for use on materials
 - Robbi will prepare info sheet for Registration packet re. CEUs & CPM credits
 - Certificates of Completion should be prepared: nice looking blank certificates can be purchased at Off.Dep. & be pre-printed with conf. related info & our conf. logo on a color printer, then pre-signed by Ron as AACPM president, then printed on a B&W printer with registrant names before conf. for those pre-registered; remainder can be printed Sun. or Mon. at the concourse for any on-site registrants; on 17Aug we will determine if these will be put in registration packet or distributed Tues. afternoon at the end of the conf. [need to plan for a laptop & B&W printer &/or use of 1 in the Concourse business ctr.]
 - all materials for registration packets (messenger bags) need to be brought to meeting on 17Aug.
 - all materials for information table need to be brought to meeting on 17Aug.
 - Robbi will ask the CPM Consortium Executive Council (the Consortium has tax-exempt status), if they might be recipients of any donated materials from entities wishing to donate to us as a tax-exempt entity.... Rick will work with Robbi for some companies with which he has been in contact
2. Marketing related:
- A. Program: Cathy sent out the electronic version of our program via email in early June; she has out the new draft of the final version which will sent for printing in mid-July so it is ready for “registration packet stuffing” (into our Lands-End Messenger Bags) at our mtg Fri.17Aug.[held as a combined WSCPM Board/Conference Planning Meeting]; send all comments re. the program directly to Cathy, preferably by FAX by Mon.16July
- B. Cathy sent out 9July07 email blast to the world reminding all to **REGISTER NOW and Save!!!**
- C. Cathy plans to prepare another program version, similar to the final but without the blank page & with the registration sheet to post on the Web; Kathy will work with her to get text saying people don’t need to print it as they will get a glossy version at registration... but that we have posted this version as a reference
- D. Concourse now has free wireless access in common areas: will be mentioned in marketing materials
- E. state baskets to be shipped for delivery 3 business days in advance of the conference to: AACPM Conference, Concourse Hotel, 1 W. Dayton St, Madison, WI 53703; Mark will send out an email to state societies re. this & if they wish to ship more than 3 business days in advance he’ll tell them they can ship directly to Mark
- F. conference shirt info is on our Web site: anyone ordering a shirt is directed to send a \$30 check directly to Jeff
- we would like to have those of us helping with the conf. dressed in the same red shirts, so please consider sending your check to Jeff
- G. upcoming AACPM newsletter to come out just before our conference: articles due 4Aug.: Jeff & Mark will prepare articles
- H. upcoming WSCPM newsletter to come out in Aug.: articles due to Cathy by 16July: Kathy & Mark will provide stats on registrations, lodging & collaborate with Dianne & Cathy for conf. marketing info
3. Exhibitor status:
- Mark confirmed no seller’s permit is required in Concourse
 - some additional exhibitors have been signed up by Jim & Sharon (good work on this!!); we all need to keep hustling & sharing contact info to seek more exhibitors
 - discussion about how to define a sponsor vs. an exhibitor vs. donor; “exhibitors” have a table; since we never defined “values” on sponsors/donors... or “contributors” we could just list entities as “exhibitors & sponsors” in our materials
4. Speaker/Presenter Subcommittee:
- Cathy provided a list of sessions with names of people who will introduce each speaker/presenter & remain present during sessions; volunteers were needed for following 4 sessions & following people signed up:
- | | | |
|---|---------------------|----------------|
| • Creative Conflict Management: | Mon. 1-2:30 p.m. | Lutfi Shahrani |
| • Grant Monitoring Plans: Best Practices for the New Era: | Mon. 3-4:30 p.m. | Jim Olson |
| • Leading Change: Strategies for Introducing Innovation and Managing the Chaos: | Tues. 10-11:30 a.m. | Sharon Kelly |
| • Employee Retention and Engagement: | Tues. 1-2:30 p.m. | Rick Higgins |

- Mark will get relevant text (received from Cathy) for each speaker's intros to Lutfi, Jim, Sharon & Rick
- discussion concluded (?) that training session drawing tickets will be handed out & collected as evaluations are turned in at the end of each session; it was then suggested we have training session drawings at the Tues. 9:30am & 2:30 pm breaks [we will determine what / how many products are available for these drawings...]
- Rick suggested & Mark will draft check-list of things to do for people introducing speakers (we will review check-list 17Aug.)

5. Lodging Reservations status:

reservations as of:	Reserved*	11Apr.									
		22June06	9Aug06	23Oct06	10Nov06	3Jan.07	29Jan	13Mar.	Reg	Gov	5July
Thur.6Sept.07					1	2	2	2	1	1	1
Fri.7Sept.07	75 > 100		2	44	47	48	49	50	48	4	59
Sat.8Sept.07	115 > 130	6	8	71	79	86	89	93	87	9	105
Sun.9Sept	205	9	11	95	105	112	118	127	122	15	148
Mon.10Sept.	205	9	11	92	102	110	114	125	121	15	144
Tues.11Sept.	180	9	11	87	96	100	104	114	110	11	131
Wed.12Sept.	25 > 50	3	5	21	24	25	27	30	28	2	34
Thurs.13Sept.				1	2	2	2	2	2		2
Fri.14Sept.					1	1	1	1	1		1
Total:	805 > 870	36	48	411 **	457 **	486 **	506	544**	577**		625

* reflects raised room block allocations made in Nov.2006; hereafter, new # will be used

** efforts to increase lodging reservations: Sept.@ KY conf.; 29Oct.06 email to society presidents; Dec.06 AACPM newsletter; Mar.07emails re. online reg. open; late Mar. reminder to Consortia

- Robbi will do another reality check to make sure Consortium people have gotten their lodging set up

6. Other items:

- Lutfi distributed a draft of the WI trivia game: please review & get feedback & ideas to Lutfi! ; we'll discuss how we do this at 17Aug. mtg
- catering menu: Mark will be in contact with Jenni & will re-verify gratuity/tax amts &/or have Jenni check in with Dianne
- we need to schedule staffing WSCPM table to sell shirts
- Mark distributed draft of Ppt file that will be projected during parts of our conference & at banquet
- Mark distributed updated draft of conference Contact List; newer versions will be shared with Conf.Comm. members & registration table people at the beginning of the conference so each person knows who to contact

7. next Conf.Planning Meeting:

Fri.17Aug., 11am-4PM: Combined Board Mtg & Conference Planning Meeting: Condo Clubhouse [if you plan to attend, please contact Mark for directions: morpho6@tds.net & provide RSVP]

Agenda: Complete Program walk through
 Budget review
 Plan & do Reg.Packet Stuffing