



WSCPM 2007 Conference Planning Lunch Meeting

11-1 pm: Wed.14Mar.2007

State Dept. of Employee Trust Funds

801 W. Badger Rd, Madison, WI

Present: Dianne, Rick, Ron, Sharon Kelley, Robert Slotkey, Rich, Robbi, Mark
Participating via SpeakerPhone (608-267-7783): Jeff, Cathy

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]

A very special thanks to Rick for his outstanding cooking & serving us soft tortillas with crock-pot shredded chicken!
 ¡Muchas gracias! ¡Estaba muy bien!

Notes below reflect status of current topics & items maintained as reminders for subsequent meetings....

1. Lodging Reservations status:

reservations as of:	Reserved*	22June06	9Aug.06	23Oct.06	10Nov.06	3Jan.07	29Jan	13Mar.			
Thur.6Sept.07					1	2	2	2			
Fri.7Sept.07	75 > 100		2	44	47	48	49	50			
Sat.8Sept.07	115 > 130	6	8	71	79	86	89	93			
Sun.9Sept	205	9	11	95	105	112	118	127			
Mon.10Sept.	205	9	11	92	102	110	114	125			
Tues.11Sept.	180	9	11	87	96	100	104	114			
Wed.12Sept.	25 > 50	3	5	21	24	25	27	30			
Thurs.13Sept.				1	2	2	2	2			
Fri.14Sept.					1	1	1	1			
Total:	805 > 870	36	48	411 **	457 **	486 **	506	544**			

* 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

It is very important Consortia people understand how important it is to book lodging promptly: Robbi to address

2. Speaker/Presenter Subcommittee: presenter list approved by AACPM Board on 22Feb.2007

- Cathy will include note, "Governor invited" within Opening Ceremony info

3. Program Schedule Review:

- review updated draft of whole conference: vertical & horizontal time sequence versions of activities shared
- Conference Schedule now on Web site
- Capitol event on Mon. morning:
 - a. Ron has flag floor stands in storage with flags (needed to ensure flag placement allows dance space for Art)
 - b. Jeff has been in contact with reps from Professional Firefighters to be an honor guard & play bag pipes; they will be getting back re. whether they will be available & regarding cost (\$75?); if does not work out, Jeff will review with Ron to re-contact Air National Guard [they do history &/or American flags sequence]
 - c. re. National Anthem;; Mark has contacted WI Capitol Police Officer Michael Syphard's (608-266-8797; michael.syphard@wisconsin.gov); Michael will do this for free but will confirm after verifying with his supervisor
 - d. ~8:55-9:15: Art's dance; we will have all worked out with Art to be set for his music to start on cue (this dance with flags present would be a tribute to what we all owe Native Americans); Art may do 2 dances with a few minutes talk in between to share the significance of the dances, the location of the Capitol bldg & our shared heritage & debt to Native peoples; **Mark will reconnect with Dawn by April**
 - e. welcome by Madison Mayor or County Executive; Mark phoned & email sent to Mayor (Wanda: 266-4611)
 - f. during registration, we need maps so people know when & how to get to the Capitol promptly Mon.: Robbi will find best maps

4. Marketing:

- Accomplished to date:
 - Jan.07: ad in "The Public Manager" magazine
 - Feb.07(15th): email marketing info, reference to our Web site for updates & note that online registration is live: to WSCPM & affiliates, AACPM members, current WI CPMs, Consortia members, WRDA, WCMA, WI State Training Council

- Mar.07 (6th): Why Come Early & Stay Late sent out via email; to Consortia on 12Mar.
 - updates posted to our Web site (Feb. & Mar.)
 - in progress:
 - additional emails, “sound bites”, reminders, fun-facts about WI scheduled for June 1, July 1, Aug. 1
 - WSCPM Newsletter articles: May & Aug.
 - AACPM Newsletter articles: spring article in now; 17May deadline for June; 4Aug. deadline for early Sept.
 - work continues on full conference program draft: Cathy has a rough draft of the proposed conference brochure in Publisher; draft circulated for discussion & feedback; from Cathy & others, suggestions for brochure to include:
 - inside cover, include list of key contacts during conference: Emergencies: Jeff; names & cell #s of others; Mark will draft with Dianne & Lutfi (Logistics Subcomm.) & pass to Cathy for review & next draft
 - have welcome letter jointly from WSCPM Pres. Jeff & AACPM Pres. Ron; Ron will prep 1st draft
 - have map of Capitol bldg
 - have map of Madison: the 1 from Cara with key sites or similar tourist/highlights map: Mark will find options & pass to Cathy for Marketing Subcom. review
 - have course descriptions & training tracks
 - include hotel floor plan
 - Conference Highlights: great idea: Ron to get HOD/AACPM Board mtg info to Robbi & Mark to draft other highlights & pass to Robbi & Robbi will add Consortium info, edit all & pass to Cathy
 - have cover printed in glossy card stock with plain paper on inside
 - have conference sponsors (Lands End, MidWest Airlines, etc) with logos, if permission granted, on back cover or inside back cover [we might also wish to project sponsor info with PowerPoint during conf.]
 - have page for vendors/exhibitors; maybe with map of exhibit layout
 - likely 2 or more versions of this program:
 - include registration form as last page in version that would be emailed [June?]
 - exclude registration form from program in registration packets, but include exhibitors’ layout
 - Web site updates:
 - Links to other Conference related information:
 - * Register on-line <http://www.bondsconsulting.com/registration/>
 - * [Other info & Wisconsin sites](#) to see while you are in Madison
 - * [Transportation](#): How to get to the Concourse Hotel in Madison
 - * new link: map of Madison per Cara: <http://www.northwoodmap.com/dwtMadIn.htm>
 - * Conference entertainment venues (plan to be available by late Mar.07 ?)
 - * [Conference Schedule](#) [includes all speakers, tracks & titles]
 - * [Background on our 2007 Logo](#)
 - Robbi will write up how WI people can document CPM credits for Conf. attendance (6 hrs = 1 class) & pass to Cathy & Kathy to post on Web site
 - Sharon reminded us to think about Certificates of Completion for attendees (KY did this): Dianne suggested this be part of the Registration Subcom. tasks; (Rich will have the list of folks registered)
 - Lands-End bags: Jeff has details worked out with Lands’ End; they will not be able to have an exhibit table; Jeff had Kathy order 200 Messenger Bags now & ~ 60 polo shirts including some over-sized; we will be prepared to order more in June or July, pending what our registrations look like
5. Entertainment update:
- “Cocktail” will be stuck from Conf. schedule docs
 - Social Hour scheduled for Mon. evening will be moved to Tues. evening before Banquet
 - Iron-Manager competition at our Fish-Boil on Mon. evening: Susan, Kathy, Cynda to develop plan to present to future conf. planning meeting; Robbi will see if a summary can be ready by our May meeting
 - plans need to be completed for Sat. tours by Mark
 - UW Catering will allow us to have a vendor at the Fish-Boil; we are waiting for a reply from UW-Bookstore to sell merchandise such as UW sweatshirts or visors; if no on UW-Bookstore, Mark will check for other vendors
 - Rick will check on details about Capitol bldg tours
6. Logistics: Robbi will verify room requirements (dates, times, durations, capacities) for Consortia meetings & get info to Mark who will review with Lutfi & Dianne & Concourse staff to ensure Consortia meeting needs are met

7. Menu planning: Kathy Skiera & Dianne provided a summary: all should review & provide feedback to Dianne & Kathy; Sharon will help with this review & planning effort
8. Banquet planning:
 - Mark discussed with Dawn Shegonee on 2Feb., having Art also provide a dance at the end of the meal before the awards ceremony at our banquet; we will provide free tickets to Dawn & Art to our banquet as a small token of thanks for Art's participation
 - Ron will get full list of AACPM Awards, Henning Nominees & text, head shots, etc & sequence of events for PowerPoint presentation during events; Mark will draft PowerPoint presentations: plan to use 2 projectors during Banquet
9. Exhibitors:
 - Ron sent out 50 follow-up letters; has paid booths from WI Dept of Tourism, City of Yuma AZ, Jeff; we've all got to hustle to help out on this!
 - Free booths will be avail. to WSCPM (sell merchandise), AACPM, OH CPM, Hmong of Madison
 - Mark: spoke with Kevin Phelps (257-3784) VP of UW-Bookstore re. Fish Boil & Exhibit booth: they are aiming to decide by end of Mar.
10. next Conf.Planning Meetings:
 - Thurs., 12Apr., 11am – 1pm: will be at ETF
 - Thurs.10May, 11am – 1pm: will be at ETF
 - Fri.8June, 11am – 1pm: Mark will check on having this at United Way
Agenda: Complete Program walk through
 - Wed.11July, 11am – 1pm: Mark will check on having this at United Way
 - Fri.17Aug., 1pm-4PM: Condo Clubhouse
Agenda: Complete Program walk through
Plan & do Reg.Packet Stuffing