



## WSCPM 2007 Conference Planning Lunch Meeting

10am-1pm: Thurs.22June2006

ETF office, 801 W. Badger Road, Madison, WI

**Present:** Dave, Ron, Rick, Kathy S., Rich, Harold, Mark

Special thanks to Rick Higgins, for coordinating our meeting site at his office!

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

**Primary Focus of this meeting: Marketing Efforts Before, At & After Louisville, KY in Sept.2006**  
 ....but all agreed, we would move through agenda covering recent highlights & things to move forward & use group discussion to get us through; notes reflecting both recent progress & next steps presented by topic:

1. Lodging Reservations status: [Mark got update from the Concourse Hotel this am & will use this table in future]

reservations as of:	22June06					
Sat.8Sept.07	6					
Sun.9Sept	9					
Mon.10Sept.	9					
Tues.11Sept.	9					
Wed.12Sept.	3					
Total:	36					

2. Entertainment update:

**Sat.8Sept.:**

- Mark & Robin took Betty Lou dinner boat ride Sun. 18June06 ... & believe it may NOT be suitable plan for Sat. evening event; experience discussed; alternative Sat. evening plans discussed:
  - **Kathy S. will** review 2 alternatives (if possible, with Lutfi):
    - a. via Harold: Elks' Club just E. of the bicycle/warehouse on Lake Monona; they have a pier & Harold could take ~ 15 people at a time on his pontoon boat; food could be catered & use cash bar
    - b. via Ron: Lake Mendota side rooms on upper floor of Pyle Center: could be ~ 1.5 hr long, with h'orderves or dinner or ?...
- **Kathy will** get back to Dianne & Mark (Dianne, Lutfi & Mark on Logistics Committee) re. how she rates each prospect on criteria she chooses: price/food/ambiance/PR/access/Feng Shui/Karma, etc.
- Madison area Sat. tours/golf:
  - **Mark will** firm up tour options for Madison & UW areas to review with committee via email by mid-July
  - **Rick, Jeff, Dianne will** prepare golf outing info & cost est. (including participant insurance coverage) as an alternative Sat. event for inclusion in marketing materials
  - **Ron will** contact Larry Gordon, AACPM Treasurer to ask about insurance info & get back to Rick

**Sun.9Sept.:**

- Sun. Tail-Gate social @ Capitol Brewery:
  - **Kathy S.** obtained a DVD of the UW Rosebowl game of 1999 for use at the social (Cap.B. can project it on a 13' screen with surround sound for an additional \$100); Mark demo'd it on his laptop
  - **Kathy will** det. if a DVD is also avail. for: the 2000 Rose Bowl game &/or of UW Marching Band (the latter... we might play while folks are arriving & getting off buses)
  - **Kathy will** det. if Bucky could put in an appearance
  - **Kathy will** check with Capitol Brewery re. a contract they may have for our event, Jeff would sign
  - **Mark will** re-call Bill Garvey (work: 838-4517) for photo of part of UW-Marching Band for marketing
- Iron-Man event: Sun.:
  - **Mark & Tammy will** review a draft map (& associated viewing times) for watching the event & verifying whether we can use a relevant Public Domain photo for use in marketing materials

**Mon.10Sept.:**

- Native dance for opening event: **Mark will** reconnect with Shegonee's re. contract &/or check with Jeff to create one (& re-contact with Nick Hockings)

- Ron will get info on the Assembly Chamber reservation form (\$200 reimbursable deposit & \$35 use fee) & pass it to Jeff for his signature; Mark will update these fees in the new budget draft
  - Mon. Wisconsin Fish Boil see: <http://www.housing.wisc.edu/foodservice/catpicnic.php>
    - Mark reconnected with UW FoodService and the cost of the Fish Boil is higher...but still looks like a cost effective and exciting venue to do (& new cost includes tables, chairs, set-up, etc.); people winced but agreed having the event break even is ok: Mark will confirm cost & it will be in Aug. budget update
    - Mark was in contact with UW rep. who was going to provide higher quality photo of a fish boil event we could use in advertising; files sent in an email were only short cuts (!); Mark will reconnect & re-seek better pictures
    - Richard will contact Michael Leckrone to det. if he can speak to us & sell CDs or other memorabilia
  - Ron will contact Gail Lamberty (home phone: 608-643-8017): a Fighting Bob La Follette re-enactor & verify fee & det. availability & get back to committee
  - Mark will continue the quest to obtain WI folk music on CD that could be used at the Fish Boil
3. Marketing related:
- AACPM June newsletter: had article...
    - a. Jeff's name misspelled on 1<sup>st</sup> page
    - b. our article on the 2007 conf. was buried in society news
    - c. they did NOT update our Mon. evening event theme to Wisconsin Fish Boil
    - d. even the 2006 KY conf. info was NOT effectively obvious
- Marketing on the AACPM newsletter could be improved; (Ron sent msg to Greg Hyland after this mtg)
- an earlier goal of marketing by June06 is retargeted for July: Mark will be working with Marketing Subcommittee to prepare info, following homework identified from this meeting, to enable email out to all Societies in July (with links to details on our Web site); to entice people to make lodging reservations before Sept.'s KY conference; prior to marketing, Mark & Jeff will get feedback/approval from AACPM Board
  - once we confirm our conference fee plan (likely at our Aug. planning meeting), Mark will review details with our Registration Subcommittee (Richard, Dave & Ron) & we will contact Bill Herman, Julie Felice & Jason Bonds (contractor in LA) to get our registration info set up on PayPal so we can go live the last day of the KY conference, 12Sept.2006
  - Richard brought info on ordering pencils with marketing info which will include phone # to register for lodging along with our Web site address; following discussion we agreed for Richard to order about 400 pencils @ an estimated \$100 for use in KY in packets we may prepare at our Aug. meeting
  - Richard will be in contact with Point Brewery re. options for donating to our KY basket, providing give-aways during our KY "come to WI presentation", and to plan for ways they might contribute to our 2007 conference
  - those of us who have not yet done this: check the LandsEnd Web site & give shirt preference info to Jeff
  - prep for KY conf. to advertise our 2007 Conf.:
    - Harold will det. if Harley Davidson would showcase a motorcycle at the KY conf.
    - Mark will verify with Jeff re. getting wearable props for WSCPM attendees at KY!
    - Rick will continue the quest to get a black-n-white cow motif phone (perhaps through the Milk Marketing Board) for use on our table in KY so people can call 800 # immediately from the table to reserve lodging
4. Speaker/Presenter related:
- Dave mentioned we had not re-discussed if/how we would name our training tracks & asked if we were going to use them in our marketing effort this summer; Mark will contact Cathy W., Jeff & Debra & det. if they have plans re. this; it is not critical to have WI associated names for our training tracks for July 06 marketing... but might be nice for early consistency
  - Ron mentioned that we should be ready in KY in Sept. to recruit presenters; Mark will review with Cathy, Jeff, Debra, documentation needed for recruitment in KY & for email to AACPM membership right after KY conf.; we can use recruitment messages used by prior conferences as templates
  - people wishing to recommend keynote speaker candidates should contact Cathy, Jeff & Debra
5. Exhibitors:
- exhibitor prospects:
    - Harold has been developing an extensive list of contacts to whom he can send details as soon as they are available
    - Mark will complete install of [www.meetingmatrix.com](http://www.meetingmatrix.com) with password on laptop to create files (by early July) Harold can use with exhibitor prospects

- per Jeff's Apr. suggestion, the WI State Fair (3-13Aug.) will be an excellent contact for potential WI companies as exhibitors; feed contact info to Harold
6. Budget review:
    - Mark will update our budget draft by our Aug. mtg reflecting registration fees paralleling those for KY & other financial info discussed at this meeting
  7. Aug.Conf.Planning Meeting:
    - Fri. 11Aug.2006, 1pm-4:30pm, followed by evening meal till 7pm: location... @ Robin & Mark's home: email RSVP to [morpho6@tds.net](mailto:morpho6@tds.net) & get directions:  
**Agenda: Marketing & final preparations of info to share at KY**  
another activity may be stuffing bags for KY advertising... Mark will connect with all re. bags & bag stuffers... Dave's wife, Rich's wife & Ron's wife will be joining us!
  8. Other!:
    - menus: following brief discussion, we concluded that any event menu planning would be managed by our Site & Logistics Subcommittee (Dianne, Lutfi & Mark)
  9. 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**: connect with a subcommittee to help our planning effort