



WSCPM 2007 Conference Planning Lunch Meeting

11-1 pm: Thurs.4Jan.2007

State Dept. of Employee Trust Funds

801 W. Badger Rd, Madison, WI

Present: Jeff, Ron, Kathy, Cathy, Rick, Harold, Dave, Richard, Mark

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]

Notes below reflect both topics discussed & items maintained as reminders for subsequent meetings....

1. **Special Notes:**

- in Dec.06, Dave Ryun had to step down as WSCPM Treasurer and has been replaced by Kathy Skiera, CPA & CPM, effective 1Jan.07; Dave and Debra will help in the transition of duties
- in Dec.06, Harold had to step down from Chair of Exhibitor Subcommittee to be replaced by Ron

2. Lodging Reservations status:

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

* 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

3. Budget:

- budget updated in Dec. reflecting new actuals; updates to actuals will be made in Jan. pending reviews of keynote speakers, their lodging requirements, and other presenter costs per the Speaker/Presenter Subcommittee
- budget update will reflect registrations of \$0 charge (an inserted row) for some presenters (see #5, below)

4. Entertainment update:

- Kathy S. agreed to Chair Entertainment Subcommittee & Cynda will participate in the committee
- Iron-Manager competition at our Fish-Boil on Mon. evening: Susan, Kathy, Cynda to develop plan to present to future conf. planning meeting
- Dianne & Kathy will meet 29Jan.07 to review meal planning coordination
- plans need to be completed for Sat. tours by Mark
- vendor at Fish-Boil?: Mark checked with UW-Catering re. the Fish-Boil event & det. if they would permit UW-Bookstore to have a vendor table present to sell merchandise... such as UW sweatshirts or visors... items that might relate to the weather that day; they were verifying if ok but not having gotten further confirmation, Mark will pursue; other mgmt of the UW-Catering arrangements have been cascaded to Kathy & Dianne

5. Speaker/Presenter update:

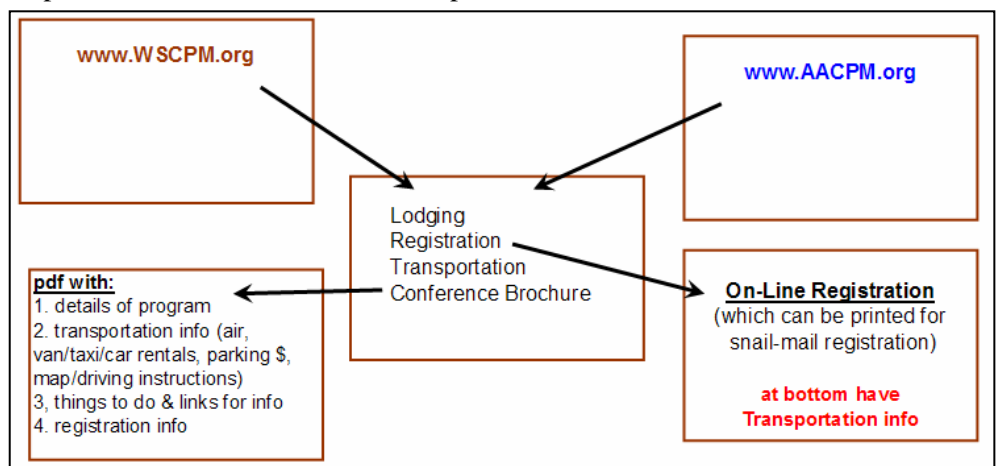
- call for presenters went to WCMA & was communicated to others via: <http://www.cpmacademy.org/2007-Call-for-Presentations.pdf>
 - Speaker/Presenter Subcommittee: Jeff, Cathy & Debra met 3Jan. to review 50 proposals (!) which were in 3 categories (leadership, communications, innovation) and proposals will be reviewed by next Wed.10Jan. & contacts made for confirmations; J-C-D concluded we focus on those 3 tracks
 - there were 4 breakout periods, each with 4 simultaneous sessions in KY, but the perception was that attendees may have been spread too thin making attendance too low; consequently, J-C-D recommended we have 3 sessions per breakout = 12 sessions

- wish to fill 3 keynotes: Barbara Lawton may be 1st keynote & we hope to have Gov.Doyle do a welcome in the Assembly Chamber; other keynote options being reviewed
 - speaker costs were considered; J-C-D recommend session presenters be offered free registration + \$300 or \$500 if not wishing to attend our conference (budget actuals will reflect these projections)
 - expectation is that we will know our presenters & keynote speakers before the end of Jan.
6. Marketing related:
- brochure: we have \$4,000 budgeted for brochures & tickler cards; we will wait until March 07 to assess
 - Web site:
 - Conf.Planning Home Page updated in Dec.06
 - agreed, we should have a strong Web brochure presence by Feb.07 & might do brochures to other WI agencies & tickler cards to AACPM members; we'll defer deciding till after Feb., which will also ensure we can market the professional development parts of our conf.
 - The Public Manager: with contact through Bill, Cathy submitted advertisement (looks very nice!) in Dec. for their back page to be published in Jan. (?)
 - Madison Map & Guide: Robin has been harvesting these for inclusion in our bags
 - next lodging message: within 1 wk of the on-line going live, we plan to send out a new email (which Mark will draft & share with Jeff & Dianne as Mrktg Chair for feedback) to be cascaded through all AACPM membership re.: 1. reminder need to make lodging reservations; 2. better summary of planned events as well as other WI things to see & do so people will understand why they should come early &/or stay late
 - why come early & stay late: Mark to work with Tammy, Dianne, Kathy re. developing this suitable for our Web site advertising with hyperlinks to sites for details; Tammy worked on a draft & Mark will reconnect shortly
 - Lands-End bags: Jeff has been in contact with their marketing people & will attempt to confirm options this mo.
 - email distribution of info for future broadcast messages:
 - WI related: Susan & Robbi will be contacts for current CPM student/graduate email listing
 - Rick will focus on WSCPM members
 - Jeff will send info to WCMA: WI City/County Managers' Association
 - Susan will send info to State Training Council
 - Susan/Robbi will send info to all national CPM Consortium people
 - Cathy W. will send info to the WI Registers of Deeds
 - survey: of WSCPM members at <http://takeasurvey.net/survey/visionbound/associationsurvey.htm> ; 26 responses; results showed that areas of highest interest for training were in leadership, crucial conversations/confrontations, dealing with difficult people, coaching, counseling and communication; these results paralleled topics within speaker proposals and reinforced the wisdom of focusing on 3 tracks; other textual data from the survey will be reviewed for discussion at our 30Jan. Board meeting

7. Registration:

- on-line reservation system: 4Dec. alpha test by Mark, Jeff, Dianne, Dave & Ron; 19Dec. beta test by Kathy, Cathy, Jeff, Dianne, Mark; Mark passed feedback to Bill; current expectation is this will be online mid-Jan.07

- discussion around transportation led us to the thought ... we did not add any note about this at the bottom of our on-line registration page; graphic at right attempts to capture our thinking; Mark will contact Bill seeking inclusion of relevant info... which may take a few days



to massage; we can expect that it will be necessary to have transportation information that we can update during the spring & early summer

- taking over as Treasurer, Kathy Skiera will work with Dave to take over access to the PayPay system & get any needed info to Bill for the on-line registration system

➤ Bill needed our **Tax ID: 39-1773676**; Ron will get this to Bill this afternoon

- **KY registrations:** following discussions of past portions of attendees paying online at the time of registration, Bill provided KY numbers as reflected in the table at the right

pd via CC on PayPal	64	38.8%
AACPM scholarship	17	10.3%
pd other ways	84	50.9%
total:	165	

8. **Sponsorship:**

- in Nov.06, this was elevated to the level of a subcommittee; we made Ron, Chair of the Sponsorship Subcommittee to focus on getting vendors to contribute goods &/or services
- 29Nov-1Dec: Ron confirmed arrangement to Midwest Airlines to be a sponsor

9. **Exhibitors:**

- as new Subcommittee Chair, Ron will connect with Harold for details & check with Mark if other info needed
- Harold has confirmation that Milwaukee Brewers will exhibit
- Jeff will have an RWManagement exhibit

10. **next Conf.Planning Meeting:**

- 8Feb, 11am – 1pm in the C Board Room at United Way, 2059 Atwood Ave., Madison, WI 53704; parking is free & the room is excellent; we'll order in pizza from The Glass Nickel Pizza Co.

