

ASAE & The Center for Association Leadership
Industry Partner Alliance Committee Meeting
April 15, 2009 - Washington, DC

Present: Kevin Kamenzind, IPA Chair; Bill Grusich, IPA Vice Chair; Marc Anderson; Carylann Assante; Chris Baum; Paul Gannon; Mary Kay Hackley; Jeff Hewitt; Bruce Lovett; Tim McGill; Amy Pfeiffer; Susan Robertson; Deb Sas; Ava Sones; Tina Wehmeir

Welcome: Kevin Kamenzind greeted IPA members in attendance and those on conference call to Springtime Week. Kevin then provided a summary of the activity levels for Springtime and followed with a brief review of the agenda for the meeting.

FY10 Committee Roster Nominations

Kevin provided a brief recap of the process for nominations to the committee – The Chair, Vice Chair and Sr. Staff Liaison submit a recommended roster to the ASAE Chair for final approval. The discussion of nominations proceeded with a total of 26 nominations for the FY10 roster. It was noted this count far exceeds past year nominations and likely reflects the meaningful work of the committee.

Leadership will be submitting a committee roster that reflects a diversity of members cutting across many industry, race, geographic and experience levels to be consistent with the Diversity and Inclusiveness initiative of the organization.

Committee Reports

Meeting & Events Committee – Jeff Hewitt, Mary Kay Hackley Co-Chairs

- A) The Co-Chairs introduced the two education sessions to be sponsored by IPA at Annual Meeting and accepted remarks on content and feedback on panelists:

Sunday 8/16 3:15

Session Title: Suppliers Only: Industry Trends & Impact

Description: This informative session, presented by a panel of industry research experts will focus on the emerging trends identified through their research and the potential impact on our industries over the next 18 months. Brought to you by the Industry Partner Alliance: representing the interests of all industry partners and your voice to the staff and boards of ASAE & The Center.

Content Leaders:

David Peckinpugh – Moderator

- Tom Lehman – President & CEO Lehman Associates
- Jeff Eastman – President & CEO Trend Analysis Projections
- Jason Burgess – Vice President, Deloitte & Touche, Corporate Finance Canada, Tourism Hospitality and Leisure Practical

Monday 8/17 3:15

Session Title: Suppliers Only: Building Market Share in Difficult Times

Description: Learn how you can increase your market share in difficult times. A panel of professionals will share their experiences in this interactive Q&A session. Brought to you by the Industry Partner Alliance: representing the interests of all industry partners and your voice to the staff and boards of ASAE & The Center.

Content Leaders:

Michael Gehrisch – Moderator, President CEO, Destination Management Association International

- [Stephen Nold](#)
- Amy Ledoux - CMP, CAE, ASAE and The Center, Vice President, Meetings and Expositions
- Anne Hamilton, Disney Destinations, Vice President of Sales and Services
- Christine Smith, President, Boxwood

Communications Committee – Chris Baum Co-Chair

- A) Chris lead a discussion and review of the creative units designed pro-bono by the Detroit Metro Area CVB's ad agency Octane Design. The ad campaign is designed to explain what the IPA does for industry partners and provide a point-of-contact, while overall raising the level of awareness. Chris will be meeting with Octane to review the committee's comments and revise copy and design.
- B) Karl joined Chris to update the committee on the progress being made on the Appointment Setting Technology to be used in Toronto: The "Bug" will be offered to exhibitors by end of month; E-Show is working on the FAQ piece; The communication strategy is in place and kicked off for exhibitors in the Service Kit, and for attendees with an ad in the Preliminary Program brochure.
- C) Staff will organize the delivery of a flyer to exhibitor booths on Sunday and Monday of the Annual Meeting inviting industry partners to the education sessions. Elements from the new ad campaign will be incorporated in to the flyer.
- D) It was reported that all remaining updates have been completed for the IPA Center including Spotlight, Market Access, Recommended Resources, Industry Partner Profile and the renaming of site pages to "Industry Partner Alliance Center".

