

**ASAE & The Center for Association Leadership  
Industry Partner Alliance Committee Conference Call  
June 12, 2009**

**Present:** Kevin Kamenzind, IPA Chair; Bill Grusich, IPA Vice Chair; Carylann Assante; Cleo Battle; Denny Edwards; Karl Ely; Paul Gannon; Mary Kay Hackley; Jeff Hewitt; Janet Lampert; Christine Smith; Liz Ware; Tina Wehmeir; Vince Wesley

**Welcome:** Kevin Kamenzind reviewed the agenda, thanked those participating on the conference call and reminded members that we would conclude the call at 2:00 as planned.

**Committee Reports:**

Meeting & Events Committee

Mary Kay Hackley & Jeff Hewitt, Co-Chairs

- The two final IPA Sponsored education sessions set for Annual Meeting were reviewed and are attached to this email.
- Jeff introduced a concept to incent attendees to make appointments on the tradeshow floor. It was agreed the item should be explored further at the Fall IPA Retreat.
- It was agreed that the IPA should utilize blogging and twitter to remind exhibitors in Toronto to attend the two educational sessions. Carylann will follow up.
- Follow up was needed to look in to the taping of IPA sessions by Content Management Group. Karl to follow up.
- Staff was reminded of the importance of distributing education flyers to exhibitors on Sunday and Monday.
- Jeff and Mary Kay were asked to notify Karl of any AV needs for the two sessions by June 26<sup>th</sup>.
- It is confirmed that only the person that has arranged for exhibit space receives the monthly Expo Newsletter.
- The new IPA Chair or Vice Chair will have the responsibility for introducing the work of the IPA at the very beginning of the two education sessions. Karl to create talking points.

Communications Committee

Chris Baum & Denny Edwards, Co-Chairs

- Feedback from the new IPA ad campaign has been forwarded to Octane Design and we should see new comps at the August IPA Meeting.
- The Marketing and Communication Plan for promoting the new Tradeshow Meeting Technology is being followed according to plan. Several elements of the plan were reviewed.
- An update of attendance thus far for the Annual Meeting was given. Registration was compared to that of the previous three years annual meetings.

**Special Events:**

Report from Carylann Assante

- Carylann reviewed logistics for the upcoming Annual Golf Classic and the Food & Wine Classic (both attached). She encouraged the IPA to participate in these events and to recommend them to their teams and industry colleagues.
- Carylann presented the idea of a “Post Party” at the Classic and the IPA confirmed that it was not needed at this event.
- The IPA offered to help sell tickets onsite and encourage participation. Carylann will put together a schedule. Please let her know when you are available between Saturday afternoon and Monday afternoon. There will also be a F&W Classic Lounge on the show floor.
- Due to the size of The Distillery, it would be helpful to have IPA members scheduled in certain areas to welcome guests. If you are available, please let her know.

**IPA Fall Retreat:**

Kevin Kamenzind

- Kevin outlined a plan for holding the Annual IPA Fall Orientation Retreat at a location and time that would parallel the M&E Section Council Meeting. The result is that IPA members would likely have two opportunities to interact with the M&E Section Council members providing a learning experience and increased ROI on the Fall Retreat. The committee approved the plan and asked staff to develop the details. At this point the retreat will be held in St. Petersburg, FL sometime between October 8<sup>th</sup> and 10<sup>th</sup>. Dates will be finalized in July.

**Future Meeting Dates**

- August 15, 2009      9:00 – 11:00    Toronto, Canada
- Fall 2009 Retreat    To be confirmed in July