

ASAE & The Center for Association Leadership
Industry Partner Alliance Committee Meeting
February 25, 2009 - Washington, DC

Present: Kevin Kamenzind, IPA Chair; Bill Grusich, IPA Vice-Chair; Carylann Assante; Chris Baum; Denny Edwards; Karl Ely; Paul Gannon; Mary Kay Hackley; Jeff Hewitt; Al Hutchinson; Bruce Lovett; Tim McGill; Susan Robertson; Deb Sas; Wil Slave; Ava Sones; Liz Ware; Vince Wesley

Welcome: Kevin Kamenzind welcomed IPA members that were present at the meeting or attending via conference call. Kevin then led a brief discussion on the challenging business environment confronting industry partners.

Committee Reports:

Meeting & Events Committee

Jeff Hewitt & Mary Kay Hackley, Co-Chairs

a) 09 Annual Meeting Education Session

- Need to focus on emerging trends/ news we can use.
- Call for volunteers for panel speakers – Vince Wesley, recommended Alan Gayle, Chief Investment Strategist - Jeff Hewitt recommended Tom Lehman, Al Hutchinson recommended Roger Dow
- There needs to be discussion of the new behaviors that have quickly emerged in the industry and the subsequent change in behavior/ how partners are coping.
- AGREED – 1st session should be strategy based with a formal presentation of a trends study – research based with findings. 2nd session should be more tactical with description of what are key factors in the decision making process and how smart organizations are applying this information.
- Proposed - Sessions should have some positive stories.
- Proposed – have an asset manager or hotel owner join the panel to speak of experiences.

b) Food & Wine Classic Update

- Distillery is confirmed for the event.
- There will be private VIP areas to host clients, no food available – starting cost of \$5k.
- Toronto has confirmed that it is picking up transportation costs.
- Industry Partner opportunity to upgrade transportation by purchasing ferry rides to shuttle clients.
- Toronto and Ontario are partnering with The Ontario Wine Council to provide wines.

- Founding event sponsors are given the first right of refusal to participate in 2009. A document outlining the event and participation levels is attached to the minutes.
- c) Silent Auction Update
- The Silent Auction traditionally held during annual meeting has been discontinued beginning in 2009.
- d) Springtime Unplugged Update
- The funds raised to support this event through ticket sales and sponsorship will support the new Leadership Academy for young association professionals. The levels of support are attached to the minutes.

Communications Committee

Chris Baum; Denny Edwards, Co-Chairs

- a) Appointment Setting Technology
- The communication strategy for the new appointment setting technology at annual meeting was reviewed for both attendees and exhibitors. Based on prior IPA feedback at the retreat in October there was only one addition requested: An FAQ document on the E-Show site.
- b) Annual Meeting Education Sessions
- Flyers will be distributed on Sunday and Monday to exhibitor booths promoting the industry partner education session to be held that day. This seemed to be the most effective way to communicate and remind exhibitors of the two sessions this year. The sessions will also be included in the on-site program.
 - IPA Recommended designation has been included in the Annual Meeting Preliminary Program and will be followed through in the on-site program as well.
- c) Industry Partner Alliance Center
- All web site updates are scheduled to be completed by March 3rd.
<http://www.asaecenter.org/resources/IndustryPartnerCenter.cfm>

Industry Partner Needs Assessment Survey Results

Monica Dignam, VP Research gave an overview of the results from the recently concluded Needs Assessment Survey. The Executive Summary is located on the Industry Partner Alliance Center web page.

There is little difference in the findings compared to the three previous years when looking at specific opportunities, overall importance and satisfaction, level of involvement and demographic characteristics.

Due to the continuing poor response rate and negligible difference in results it is the recommendation of the staff, unless there are significant changes to products or services or benefits offered to industry partners we do not repeat this study in the fall of 2009. As an alternative we could ask only the overall satisfaction and overall value questions in a

very short evaluation. The IPA will need to come to consensus on this and respond to the staff recommendation.

Economic Impact Research Results

Monica Dignam presented the just concluded research project on the beliefs, behaviors, and attitudes of association members (not asae members) to the current economy. The research includes the responses of more than 8,500 participants from 97 diverse associations. These participants are ASAE members' members are not generally included in the membership of ASAE. The results show how associations will plan to respond to the recession.

With this study as the benchmark, ASAE & The Center is planning a future study in about six months.

The research will soon be available on the Industry Partner Alliance Center web page.

ASAE & The Center Briefing

- The Public Policy Division has been active on The Hill in supporting several key issues that are relevant to the industry partner membership. A summary of those issues and the actions taken by ASAE are attached.
- The Joint Boards recently approved funding for an integrated public relations campaign reinforcing the value of associations and their importance to America's economy and quality of life. The campaign is targeted to launch this spring.
- The recently concluded Great Ideas Conference brought together 448 members in Miami, just shy of last year's attendance of 490. January's Technology Conference attendance totaled 1,025 compared to the previous year's attendance total of 1,261.
- Board members will be contacting members to raise money for the annual fund to support research and innovation. The process includes the boards contacting 20 – 30 members each over the next couple of months.

Future Meeting Dates

- April 15, 2009 9:00 – 11:00 ASAE Building, Washington DC
- June 12, 2009 1:00 – 2:00 Conference Call
- August 15, 2009 9:30 – 11:30 Toronto, Canada