

Industry Partner Alliance Committee Meeting

Chicago, IL

December 16, 2009

In Attendance: Bill Grusich, Chair; Denny Edwards Vice Chair; Kevin Kamenzind Immediate Past Chair; Cleo Battle; Chris Baum; Suzanne Carawan; Tiffany Chester; Liz Erikson; Paul Gannon; Mary Kay Hackley; Jeff Hewitt; Jack Horne; Al Hutchinson; Tim McGill; Dan Sherman; Ava Sones; Rick Vaughan; Liz Ware

Staff: John Graham; Susan Robertson; Carylann Assante; Karl Ely; Amy Ledoux; Deb Sas

Absent: Michael Krouse; Bruce Lovett; Ron McGrath; Tom Noonan; Barrie Perks; Heather Scherer; Christine Smith; Tina Wehmeir; Rick Whelan

1. The meeting started at 9:00 with a welcome from Bill Grusich that included an expression of appreciation for the generosity extended by The Chicago Fairmont Hotel through Liz Erikson. Bill then introduced and thanked John Graham for joining the IPA for this meeting.
2. John Graham provided an organizational overview ranging from FY09 performance to the many issues the organization is tackling in FY10 including Mobile Technology; Research with NC State University; Decision to Learn; 990 Benchmarking tool development; international; and the work of volunteers from the Fall 2009 Leadership Retreat and Board Meeting.
3. Meeting & Events Committee Report
 - Mary Kay Hackley summarized the progress on the three IPA sponsored education sessions at annual meeting: 1) How to Work Tradeshows 2) Future of Tradeshows and 3) Industry Trends. IPA members provided many good suggestions on moderators and panelists for these sessions. Mary Kay will be meeting with staff in early January to finalize titles of sessions, participants and descriptive copy.
 - Al Hutchinson lead a discussion on how to increase the ROI for exhibitors at annual meeting. Four key elements were identified that could have a positive impact on quality floor density: Appointment setting technology; Modified hosted buyer program; Focus groups; Work on inviting association executives to bring their meeting professionals and communicate the value of the tradeshow to executive members to encourage them to visit with exhibitors. IPA leadership and Al Hutchinson, Chair of the OCC Task Force will meet with staff in early January to

determine a priority and timeline to implement measures that improve exhibitor ROI.

Chris Baum suggested the IPA work on creating a “fish-bowl” type of education session for industry partners and association executives as a way to bring value to Tuesday morning. The consensus was that this would be an interesting way to have an exchange with all members on how to improve the connection between buyers and sellers.

4. Communications Committee Report

- Suzanne Carawan reported on the follow up from the Fall Retreat on getting the industry partner community more involved with efforts to give back to the city hosting the annual meeting each year. ASAE & The Center will be working with the Midnight Mission. The primary purpose of the Midnight Mission is to take the homeless off of Skid Row and re-establish them again as useful and self-respecting citizens. Visit www.midnightmission.org for more information. The two opportunities that will be available this year so that industry partners can have a choice of when and how to participate are: 1) Onsite Service Project includes helping at the Mission serving meals, handing out kits and working with residents on Saturday morning, August 21, 2010 from 9:00am – 2:00pm, and 2) Collecting and compiling kits for the homeless and children living in the Mission. Exhibitors and attendees will be asked to bring or send extra bags, pens and giveaways that can be collected and put into bags that will be given to homeless at the Midnight Mission on Tuesday, August 24, 2010 from 2:30 – 5:30pm. Bins will be in the exhibit hall and kits will be compiled at the Convention Center.
- Jeff Hewitt (Co-Chair) provided an update on the work of the remaining committee action items for FY10: The letter asking publishing companies to refrain from visiting exhibitors booths during tradeshow hours is nearly complete; Will continue to look for the right message to communicate through Associations Now magazine to industry partners, perhaps in an advertorial format; Deb Sas is working with other staff on a comprehensive “opportunities” document.
- Chris Baum (Co-Chair) reported that the revised IPA positioning ad appeared in the December issue of Associations Now and will appear in subsequent issues throughout 2010.
- Ava Sones reported on The Food & Wine Classic for 2010. The event will be held at the California Science Center on Monday, August 23, 2010 from 6:00 – 10:00pm. The VIP Reception will continue in a separate venue at the Center and offer exclusive food, beverage and entertainment. Block ticket buyers and sponsors will have special seating areas for their guests. The main event will take advantage of the unique space and utilize the connection between “science and food” to offer a truly unique experience. Opportunities to participate will be sent under separate email and IPA members are encouraged to spread the word.

5. Carylann Assante provided a status report on ASAE & The Center's fundraising activities and opportunities for Industry Partner and Association Executive members to participate. ASAE & The Center will be donating a portion of funds raised to local charities. A mailing will go to IP members outlining these activities and how they can do good while doing business. These include:
- Wii Competition and Guitar Hero Battle of the Bands – Tech Conference, Feb 9-10, 2010
 - Springtime unPlugged, Lawn at Convention Center – May 26, 2010
 - Springtime Online Silent Auction – May 24, 2010 – May 29, 2010
 - DC Invitational Golf Tournament, Old Hickory – May 29, 2010
 - Annual Golf Classic – August 20, 2010, location TBA
 - Annual Meeting Online Silent Auction – August 18 – August 23, 2010
 - Food & Wine Classic, California Science Center – August 24, 2010

6. Future Meeting Schedule

- February 26 9:00 – 11:00 Washington, DC (ASAE Building)
- April TBD Conference Call
- May 26 3:00 – 5:00 Washington, DC (ASAE Building)
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The meeting adjourned at 12:00.