



MINUTES

Industry Partner Alliance Committee

Washington, DC

February 26, 2010

In Attendance: Bill Grusich, Chair; Denny Edwards, Vice Chair; Cleo Battle; Chris Baum; Suzanne Carawan; Paul Gannon; Mary Kay Hackley; Jeff Hewitt; Al Hutchinson; Tim McGill; Barrie Perks; Heather Scherer; Dan Sherman; Christine Smith; Liz Ware; Rick Whelan

Staff: Susan Robertson; Carylann Assante; Karl Ely; Deb Sas

Absent: Kevin Kamenzind; Tiffany Chester; Liz Erikson; Michael Krouse; Bruce Lovett; Ron McGrath; Tom Noonan; Ava Sones; Tina Wehmeir

1. Bill Grusich welcomed members at 9:00AM by recognizing member news and confirming participants connecting through conference call (Chris Baum, Suzanne Carawan, Mary Kay Hackley, Barrie Perks).
2. The Connection Center Task Force report was given by Al Hutchinson: Confirmed that staff will coordinate focus groups and manage a “fish bowl” type session at annual meeting putting research first, before making decisions on what the future tradeshow will look like. Through conversation with staff, Al was able to confirm that John Parke will facilitate both focus groups and “fish bowl”. Al briefly engaged members on the findings gathered from the previously arranged visit to the ABA hybrid trade show and appointment model. Participants included: Tim McGill, Wil Alvey, Amy Ledoux, Karl Ely, Ann McLeod, and Allison Wachter.
3. Amy Ledoux gave a progress report on annual meeting planning:
 - Two focus groups will be held in each Chicago and DC. One will consist of association CEO’s and the other in each city will focus on meeting professional. There will be a total of four focus groups held in April/May and moderated by John Parke.
 - A modified “fish bowl” type of seating arrangement will be used with sections for meeting professionals, CEO’s, Business Service Providers and the Hospitality Industry.

- Associations Now editors will be present at the fish bowl session and will report out in the magazine.
 - Electronic response devices will be used by all participants to respond to questions and engage the audience in the discussion.
 - A Business Connection Lounge will be available to industry partners during the entire meeting providing an area to have meetings. The lounge will be closed during exhibit hours. A concierge will be on site to help with logistics and scheduling of meeting space.
 - The Annual Meeting web site will go live March 15th.
 - IPA members were asked to submit names of peers to participate in the focus groups as soon as possible.
 - An Exhibitor Talk-Back session will be held prior to the fish bowl session on Tuesday morning.
 - IPA asked staff to develop a robust communications plan to ensure attendees participate in the fish bowl session.
4. Snow storms canceled this year's Association Technology Conference planned for February. Staff will announce any plans for another Technology Conference to take place in 2010 by the end of March. Seventy percent of attendees of this conference are from the DC Metro area.
 5. Mary Kay Hackley co-chair of the Communications Committee confirmed speakers and moderators for the two IPA Sponsored Education Sessions at Annual Meeting.
 6. Suzanne Carawan has been working with staff on revisions that will better position the Industry Partner Web Center, make a stronger connection to the IPA and provide more useful information to industry partners. Visit this link to view the updates including a just-launched video of IPA Vice Chair Denny Edwards talking about what the IPA does for the industry partner community:
<http://www.asaecenter.org/resources/IndustryPartnerCenter.cfm>

7. Carylann Assante reported on the progress of Fundraising and Special Events:
 - Annual Meeting industry partner social responsibility volunteer opportunities are attached. It was undecided if IPA members want “Join us in helping others – ask me how” signage in their booths at annual.
 - IPA recommended that Carylann add an option for financial donations from members since some may not have the time to participate yet may want to support the efforts.
 - 50 AMP Fuse is returning to play at The Food & Wine Classic, sponsored by Detroit Metro CVB.
8. Denny Edwards covered the process for self nominations to lead one of the two IPA committees starting in September and also requested that IPA members submit names of peers to join the IPA in FY11. Both of these are due by March 30th.
9. The Ethics Committee has requested representation from IPA on the Standards of Conduct Industry Partner Task Force. Christine Smith and Jeff Hewitt will represent IPA on this task force and inform members of activities.
10. Future Meeting Schedule:
 - May 26 1:00 – 3:00 ASAE Building, Washington
 - August 14 TBD Los Angeles Convention Center