

ASAE & The Center for Association Leadership
Industry Partner Alliance Committee Meeting
August 15, 2009 Toronto, Canada

Present: Bill Grusich, IPA Chair; Denny Edwards, Vice Chair; Kevin Kamenzind IPA Immediate Past Chair; Carylann Assante; Cleo Battle; Tiffany Chester; Karl Ely; Liz Erikson; Paul Gannon; John Graham; Jeff Hewitt; Jack Horn; Al Hutchinson; Tim McGill; Ron McGrath; Ann McLeod; Barrie Perks; Amy Pfeiffer; Amy Ramskill; Susan Robertson; Deb Sas; Dan Sherman; Christine Smith; Liz Ware; Richard Whelan

Welcome: Kevin Kamenzind opened the meeting by welcoming all members to Toronto and introducing Bill Grusich and Denny Edwards respectively as the FY10 Chair and Vice Chair of the Industry Partner Alliance Committee (IPA). Bill thanked Kevin for his years of leadership on the IPA and presented him with a gift of appreciation.

Committee Reports:

Meeting & Events Committee

Jeff Hewitt reported on behalf of the committee and provided background and an overview of the "Supplier Only" education sessions taking place on Sunday and Monday, noting that this year both sessions are open to all industry partners. Further discussion about how to expand the education at annual and other ASAE meetings will be an agenda item at the fall retreat.

Ann McLeod, Director of Expositions & Registration for ASAE joined the IPA committee for a discussion of the Online Connection Center. Ann provided background on the development of the tool and the communication plan introducing it to attendees and exhibitors.

Recommendations from committee members included the following:

- Refine how to deliver confirmed appointments to exhibitors each day.
- More frequent and earlier communication from the IPA Chair to exhibitors.
- Bring Post Meeting survey results pertaining to the Online Connection Center to the Fall Retreat.
- Consider how to incentivize attendees to make and keep appointments.
- Bring together members of the M&E Section Council and the IPA for a discussion of how to increase the use of the tool at the next annual meeting.
- Offer appointment times during all exhibit hours and also for a couple of hours after the exhibit hall closes on one day.
- Share information on how other organizations utilize effective appointment setting technology.

The IPA will form an Online Connection Center Task Force to work with staff to expand the utility and effectiveness of the Online Connection Center.

A suggestion was made that the IPA look for ways to contribute to the Social Responsibility goals of ASAE & The Center, particularly during Annual Meeting.

Communications Committee

Denny Edwards reported on behalf of the committee. The latest version of the new “We’ve Got Your Back” ad campaign was distributed and feedback solicited.

- Addition of new logo and URL
- Add contact information for Chair and Vice-Chair.

There was also a discussion of how to include the accomplishments and work of the IPA in our marketing messages such as the supplier only education sessions, Food & Wine Classic, IPA Web Pages and the Online Connection Center.

Since the Food & Wine Classic will need more support in LA in 2010, it was recommended that a task force be formed at the Fall Retreat.

Leadership Briefing

John Graham, ASAE & The Center President & CEO joined the meeting to give an executive briefing. John first expressed his appreciation of the support industry partners provide to the association and noted that both the association and exhibitors are in business together and will move out of the current business environment together.

- An Innovation Task Force has been formed to look at how we will define innovation for the association in the future. The task force consists of 12 volunteers and 12 staff.
- The Social Media Networks Hub will launch at annual and be active throughout the meeting consolidating network activity. The hub will be active continually before during and after the meeting.
- The new M2M (Member to Member) site will officially launch at annual.
- The organization is financially healthy but like many organizations is challenged in some areas by the weak economy.
- The annual meeting is projected to have 4,800 plus total attendees with 55% attendees and 45% exhibitors which is inline with previous years ratios.
Exhibiting companies totaled 436 unique businesses occupying approximately 733 10 X 10 exhibit spaces.

Summit Awards Dinner

Tim McGill spoke on behalf of the Summit Awards Dinner Committee and asked that all IPA members consider attending the event September 29th in Washington, DC at the Building Museum. Tim can be reached at TMcGill@hargroveinc.com

Fall IPA Retreat

This year's fall retreat will be held in St. Petersburg, FL. Plan to arrive on Thursday October 8th at anytime. We will be meeting all day on Friday October 9th with a dinner scheduled for that evening. There will be a casual breakfast for those that do not have to leave first thing on Saturday morning.

Reservation must be made before September 8th.

The Don CeSar

St. Petersburg, FL

800-282-1116

Hotel Rate \$175 (rate extended 3 days before and after the meeting)

Refer to ASAE & The Center Industry Partner Alliance when making your reservation.

Details on the agenda will be sent prior to September 15th.

Future Meeting Dates

- October 8 – 10 St. Petersburg, FL
- December 16 9:00 – 11:00 Chicago, IL (Fairmont Hotel)
- February 26 9:00 – 11:00 Washington, DC (ASAE Building)
- April TBD Conference Call
- May 26 3:00 – 5:00 Washington, DC (ASAE Building)