

**Summer Forum Committee Meeting  
Call Notes  
April 8, 2013**

			Attending:
Melissa Kemp	Chair	Premium Organization	x
John House	2012/13 PGRTAZ Chair, program interest	Coyote Financial	
Ed Knight	Lead sponsor rep, program interest	Az Community Foundation	x
Russ Goldstein	PGRTAZ sponsorship chair, marketing collaborators	US Trust Bank of America	
Zee Peters	AFP liaison, program interest	Gabriel's Angels	
Jackie Palmenberg	Event Day Volunteers	Catholic Community Foundation	
Beth Salazar	LAL liaison, cttee member at large	YMCA/Consulting	x
Sierra Kamela	Communications/Messaging/PR	Hacienda Health Care	x
Nicole Powers	End of Day giveaways	Make a Wish Foundation	
	Board member or Philanthropic Interest POV	AZ Grantmakers' Forum	

The call was opened at 3:33 PM

An opening round was conducted.

Sierra Kamela was welcomed to the committee, she briefly introduced herself.

Melissa requested comments/adjustments to the prior committee meeting minutes (3/11/13). There were none noted, but not many on the call. Melissa will accept the minutes as posted, but be open to any other committee comments before the next call. All noted the next committee Call: May 13, 2013, at 3:30 pm

*Quick Review: Outstanding Tasks: note, those DONE on prior notes will be removed from the next call agenda*

<b>3-1</b>	Russ	Seek and share video examples of bloggers in action at events	On/before April mtg
<b>3-2</b>	Russ	Connect with YNPN re: marketing collaborator status	ASAP
<b>3-3</b>	Russ/Melissa	Connect with each other and plan next set of outreach moves	Done
<b>3-4</b>	John	Confirm Dr. Cofield for a breakout session only	Done
<b>3-5</b>	All	Seek Marketing/communications assistance for the committee	Done
<b>3-6</b>	Jackie	Proactively check her calendar for dates to move SF volunteers fwd; connect with Stephanie directly	On/before April mtg
<b>3-7</b>	All	Send ideas for end of day giveaways/connections to Nicole	Through May
<b>3-8</b>	Russ/Melissa	Connect offline for best handling of US Trust BofA sponsorship placement	As available
<b>3-9</b>	All	Think about advisor/gift officer duos who work well together to lead basic track on this topic	done
<b>3-10</b>	Zee	Review CAP proposal from MK before moving forward with AFP	Done
<b>3-11</b>	Melissa	Forward cttee revised program with all current known elements	Done
<b>3-12</b>	Melissa	Reach out to Kathy Kramer to talk to Dr. Ashcraft re: breakout presentation	Done
<b>4-1</b>	Committee	Final decision on Slugg breakout	By 4/12/13; MK resend
<b>4-2</b>	Committee	Set debriefing date/place? (per budget); invite sponsor representatives	On 5/13/13 agenda
<b>4-3</b>	Committee	Set 2014 Event date for a save the date announcement at this year's event	On 5/13/13 agenda
<b>4-4</b>	Ed	Reach out to Kimberly Kur re: Jewish Association as marketing collaborator?	by 4/12/13
<b>4-5</b>	Melissa	Send Sierra sponsor contact list for access: make sure she can access committee pages of website. Start with 3 who requested breakouts.	ASAP
<b>4-6</b>	Sierra	Reach out to sponsors for quotes and eventually invitation to committee debriefing meeting (when settled)	Weekly, as possible, a few at a time
<b>4-7</b>	Ed	Arrange call with Jackie Alling/Laura Golke re: philanthropist view of SF program for messaging and outreach	By 4/19/13
<b>4-8</b>	Melissa/Beth	Connect directly with KJZZ to develop best potential sponsorship approach for SF and PGRTAZ as a whole	By 4/30
<b>4-9</b>	All	Additional Sponsorship Ideas for Russ and Melissa!	ASAP
<b>4-10</b>	Jackie	Finalize event volunteer list; get them registered	By May 5
<b>4-11</b>	Jackie	Plan/hold volunteer training call with Stephanie	About May 30
<b>4-12</b>	Ed	Review Susan Raymond's sample case studies to decide which ones will be	By 4/30

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		included in her breakout session for the Basic Track	
<b>4-13</b>	Russ/Melissa	Meet with PCC for community lounge layout/logistics	By 4/30
<b>4-14</b>	Melissa	Contact secret shopper attendee; set up criteria for event review	On 5/13/13 agenda
<b>4-15</b>	All	Book Russ at every marketing collaborator event possible; distribute flyers	Through May 30
<b>4-16</b>	Zee	Ck in with AFP on CAP discussion and thoughts	ASAP

**Matters of Content:**

Melissa updated on the Current SF Status report:

- a. STD cards: 2500 are out in our market through our collaborators (already reported)
- b. Registration flyer is at the printers: 3,000 being printed (*pdf attached*). Should be ready this week; out to sponsors, committee member, and collaborators by this Friday.
- c. Marketing collaborators:
  - i. Renewed from 2012: ALL (see marketing collaborator section of PGRTAZ website...new ones still need to be added/updated).
    1. AFP, ASU Lodestar, Alliance of AZ Non Profits, ACF, AEBI, East Valley, ONE
  - ii. New (still need to update our website with new buttons and collaborator page).
    1. FPA is IN for collaborator, but not in for CAP concept.
    2. AFP for CAP concept? Request Zee to check with Anne White re: last week's meeting.
    3. AZ Grantmakers' Forum is IN! ☺
    4. Received formal OK 4/7/13 from CF of Southern AZ and Southern AZ PGRT (Leah Geistfeld). ☺
    5. Have approached Northern and Southern AFP's; no word back from Northern. Southern is considering (Miguel Quezada)
    6. Believe Jewish Community Foundation will also join....call out to Stu Turgel. Ed to check with KK re: Jewish Association
    7. Russ: YNPN?
  - iii. CPA society outreach for collaborative messaging
- d. Melissa updated on the sponsorship status, in Russ' absence:
  - i. Community Lounge: They attended Fashion Week event to see their blogger's set up in their media VIP area in a community lounge. Russ indicates their designers are interested in our event. All on the committee are OK if they are interested and Goodmans' does not want to renew.
  - ii. Russ reached out to the American College for CAP support (keynote presentation). National Bank of Arizona, Trilogy, CBIZ currently considering sponsorships.
  - iii. Leave a Legacy connection with KJZZ re: sponsorship interest. Beth and Melissa will follow up on what leverage the Summer Forum may be able to provide to Leave a Legacy outreach messaging from them.
  - iv. Reference Master Spreadsheet (not attached, can be found in the committee section of the website)
    1. As of 4/1/13, 8 of 12 breakouts are sold, and 2 Advertiser Attendees are sold.
    2. As of 4/1/13, 2 confirmed keynotes, one still open, but PGRTAZ board donations bring us half way to keynote funding for CAP announcement. Need \$1500 more...
    3. \$25,500 confirmed, \$28,000 pending. \$40,000 goal; need to move forward in next three weeks with a few more, Melissa is hoping for \$35,000 confirmed by mid May.
  - v. Lots of sponsorship confirmation and stewardship work completed: letters, invoices, expectations e-letter. PR and news quotes, sponsor match to which programs: Delayed until this week.

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2. Melissa and the Ed updated all on the current (FINAL) programming for our keynotes and breakouts (*attached, V10!*)
  - a. Susan Raymond: booked, program committee ideas; confirmation letter out. Ed will choose which cases she will cover during her Basic track session.
  - b. Nell Edgington: booked, confirmation letter out, initial deposit paid.
  - c. Ramsay Slugg: booked, confirmation letter pending, keynote and breakout. The committee still needs to determine which topic for his breakout session. After some discussion, Ed noted a preference for the Philanthropy Transition topic over the National Trends topic, and Beth was supportive. Melissa will encourage more committee feedback, and try to make this final by mid month.
  - d. Dr. Michael Cofield: pending OK, could be breakout or keynote. Preference? **Not this year**, but next years' committee can count on him for a session if they wish.
  - e. Marc Carmichael: confirmed; confirmation letter is out, he will be doing 2 morning breakouts
  - f. All other slots are now confirmed. Ed gave some updates on the latest Basic Track sessions, including Kendis Muscheid and Laura LoBianco on policies, and Tom Dietrich on Having the Philanthropy Conversation.
  
3. The committee flew through a few more updates?
  - a) Committee Page on PGRTAZ website is being updated roughly twice a month.
  - b) Registration via the bulk purchase option is open, through 4/19. Heavy marketing next two weeks. The committee was comfortable extending bulk registration through 4/30 to help get the word out effectively, since the program has just been finalized.
  - c) Melissa will check in with Jackie regarding the event day volunteer sub-committee: Shout Out/Job Descriptions/Training Schedule in place yet?
  - d) Melissa noted Nicole is working on the End of Day Giveaways, and has a few donations lined up. Ed asked what Nicole was seeking; Melissa described some initial conversations trying to consolidate several items into "packages" with themes, and a value high enough to be true incentives to stay through the end of day.
  - e) Melissa noted that the website program page is live, still needs much work. More planned pages and innovations for this year, as soon as we can push them out.
  - f) Press Releases: first sets are now due....will be posting to NEWS section of website, too. Melissa needs to get sponsor contact information to Sierra, we will start with the 3 sponsors who have already requested their breakout sessions. Phoenix Philanthropy Group, Allison Gee, and Bell & Associates.
  - g) Melissa is still hoping to find someone to work with the committee from the philanthropist point of view. Ed will connect with Laura Golke and Jackie Alling.
  - h) Melissa noted the sustainability overlay is still in place; watch for more on this. New this year: home Zip codes gathered to encourage carpooling.

A closing Round was conducted. All felt like their time was well spent, good information was delivered, and the conversations about decisions are more relevant than decisions via e-mail, so the committee rounds were useful.

The call was adjourned at 4:33 pm

## **Really Quick SF Committee Call Notes: May 13, 2013**

**Attending:** Jackie Palmenberg, Melissa Kemp, Beth Salazar, Sierra Kamela, Zee Peters, Ed Knight, John House.

### **Procedural Stuff**

The call was opened at 3:32 pm. An opening round was conducted. The prior meeting notes received no corrections from anyone on the call; a consent round was conducted to accept them as submitted. In the interest of time, the committee did not review the outstanding action items; noting that many are marked "DONE", or are on today's agenda for discussion, **and committee members' should closely review these notes to keep up to date on any tasks they may still have remaining.**

### **Stuff We've been Working on to Support the Event:**

1. Program Updates: Melissa reported for Ed and Russ regarding the final cases for Dr. Raymond's basic track, the change of the closing Plenary location and delivery to be handled in the Community Lounge, and confirmation of the switch for the Ramsay Slugg Advanced topic breakout session to Transitioning Family Philanthropy.
  - a. Sponsorship Updates: Melissa reported for Russ our current total is \$32,000, we still could use \$4-5,000 more. The goal is \$40,000, so pending more sponsorship sales, we will need to watch our budget expenses very carefully, or sell a huge number of 50/50 raffle tickets. Still potentially interested is National Bank of Arizona and CBIZ. Melissa is moving to sell advertiser attendee slots through May 31<sup>st</sup> (last possible date). **We need everyone's help to push the advertiser/attended option...who do you know who really should have a couple of people attend? For \$750 they get two attendance slots and a Full Page Ad in the conference proceedings. So, how can we help sell a few more sponsorships? Who do you know? What does Russ need/want?**
2. In Kind Sponsor Update: Goodwill has stepped forward to furnish the expanded community lounge, and we are seeking a pro bono designer to help arrange it. Russ has arranged for funding for the meet and greet section for the bloggers and interviews. **Melissa and Beth will work more with KJZZ to see about increasing their support for PGRTAZ to a level large enough to list them as the Leave a Legacy breakout sponsor.**
3. Marketing Collaborator Update: Melissa noted all that have joined in are listed on the home page of the PGRTAZ website (we still need a few more buttons updated), and have integrated our event announcement into what they are sending out. Hopefully we will start seeing promotions for the Summer Forum pop up from ASU, the Alliance of AZ Non Profits, ACF, AFP, and the FPA, as well as in the Southern part of our state. **Please encourage your firms to help market the event; forward our Press Releases to people you think should attend, and thank those associations who you note are helping us get to market.**

### **How are we Doing: Status Check:**

4. Registration Attendance Update: Melissa reported as of this morning, we are at 72 registered. We are on a good pace relative to last year...hoping to see steady registrations through the next 10 days, and then a surge on/about May 22-24.
5. Budget Projections: our goal is \$6,000 in profit, we should be able to make this number, but right now, until we sell more sponsorships, we will be watching every expense extremely carefully, seeking in kind support wherever possible, **and very important for everyone to help send Russ leads for last sponsorship slots and/or push the advertiser/attendee option for the next two week.**

### Current Important Initiatives for Event Production:

6. Marketing Efforts and Press Releases: Sierra has gathered quotes from quite a few sponsors; these Press Releases have already gone out. She will be gathering more this week. Sierra and Melissa dogged John for a quote to use soon.
7. Event Day Volunteers: Jackie Palmenberg is working with Stephanie to schedule the training. She has 8 people lined up to help run the event on the 12<sup>th</sup>. They will be building a training call agenda, and Melissa noted Stephanie has instructions to help the event production team define a few goals/metrics for their work that day that can be easily measured. The secret shopper will be given the same goals/metrics so that their work can dovetail with what the volunteer team is trying to accomplish. Jackie will take note of important items from today's call to factor into their training agenda.
8. End of Day Giveaways: Nicole was not on the call, but shared the list of what has been gathered to date, and she is rocking this job. Stephanie nominated her for the Premium Organization PLANT award, and the whole staff concurred, so Nicole will be receiving an appreciation gift from us for her efforts. As Russ won last month, it looks like the Summer Forum Committee is taking many of the awards for the first half of this year.
9. Event Emcee will again be Carol Chamberlin. *Volunteers to help review the scripted event podium remarks/announcements planned for the day?* If there are things from your work on this event that you would like highlighted, please send them to [info@PGRTAZ.org](mailto:info@PGRTAZ.org). We will start working on this script toward the end of this month.

### Innovations: Really Cool Stuff:

10. Community Lounge and Blogger/Social Media Opportunity: Russ is responsible for this vision and execution...**Kudos to Russ**...if you have staff members in communications who also try to post blog information or social media information, we have arranged a special area for them to be in during the event. For \$45 they can attend (they do not get all meals; just lunch), and stay and blog/report on the event for your constituents. **LET THEM KNOW...and LET RUSS KNOW.**
11. Committee (and sponsors) tentative debriefing date: June 28<sup>th</sup>, at noon, at Arizona Community Foundation offices? All will check their calendars, tentatively mark it down for now. Ed is arranging for a larger room for us if possible; 15-20 attendees. Melissa's office will send out a doodle for this date to the larger group, and also indicate a few other potential dates/times.
12. Secret Shopper criteria plan: Melissa noted that this prior year attendee is ready to take this project on, and will work from a set of defined criteria that link to the event day volunteer groups identified goals and objectives, and report back on what is observed. If this works out, we have yet another tool to engage participants in the event, and to garner feedback for future events.
13. Chartered Advisor in Philanthropy outreach results: Melissa noted that this year AFP and FPA won't be participating in expanding the marketing collaboration to a program level. John shared his thoughts on this objective, and noted that they will cover the PGRTAZ comfort and announcement level from the Plenary session with the Board at their next BOD meeting, as we did raise another sponsorship position to pay for the plenary time.
14. Summer Forum Coupon Codes for PGRTAZ membership committee efforts: New member and membership retention: Melissa shared an update for Frank Bourget. SF goal is to support 20 new PGRTAZ members, and this year's Conference Proceedings book will have a coupon in it, so that SF attendees can apply that coupon toward a membership purchase. The expiration dates will be set far enough out so that even if the attendee is not a decisionmaker, they may have time to get their upline to approve the membership and purchase the membership.

15. Sustainable Event Initiatives : Melissa has a written sustainability plan for this event, raising the bar from the efforts made to lighten our footprint in prior years, and she will share it with the committee for their review and participation ahead of event day.

#### Looking Ahead:

16. 2014 Summer Forum Date Proposal was initially for Wednesday, June 11<sup>th</sup>, at PCC, but PCC is fully booked. Robert Roth penciled us in for June 3<sup>rd</sup>. Melissa conducted to comment rounds to assess general comfort level with remaining at PCC and with this date. PCC comfort level is good. Melissa to check a bit further before fully embracing this date relative to both potential ramifications from graduations and from post Memorial Day vacationers impacting either registration and/or attendance. The realization that this does put our event further out from the AFP event is probably a good thing.
17. 2014 Summer Forum Chair Ideas/Suggestions: Claudia Cucitro was approached, but her job requirements next year will not allow her to take this on. Our goal is to have this person identified by Jun 28<sup>th</sup> debriefing session...please be thinking about who you know who would do a great job and welcome the visibility from producing this event. LOTS of support from Premium Organization, lots of great holdover loyalty from the prior years' events, and a head start on a date, location, potentially theme, and some possible repeat committee members means the job is spread well over 10 months with a significant boost from day one.
18. 2014 Summer Forum Theme brainstorm: I'd like to have this years' attendees help decide next years' theme. Melissa did a round to assess if the committee thought this was a good idea...the reception was positive
  - a. Here are some ideas: what are yours? Send them via e-mail to the committee at large, and see if we can get some energy behind providing a good sampler of ideas in time for June 12 attendee voting.
    - i. SF 20 Year Celebration: Encore! Bring Back the Best Presenters from prior Summer Forums
    - ii. Shifting Sands: Navigating a Non Profit World in Transition
    - iii. Generations: Planning with Boomers, X'ers, and Nexters
    - iv. It's all Social: Planned Giving in a world of Instant Communication and Immediate Satisfaction

#### Wrap Up:

19. Mark you calendars. The LAST COMMITTEE CALL before the event: June 3 at 3:30 pm

20. A Closing Round was conducted...all felt we had used our time well, and were really happy we were able to close the call at/near 4:30 pm.

The Call adjourned at 4:32 pm.

Respectfully scribbled,

Melissa

(note: I'll have to update the action items tomorrow while on the plane. For now, I've highlighted them to catch our eyes).