

2014 Summer Forum Steering Committee Meeting Notes

April 11, 2014 9:30am

Upd: 12/5/2013

**Note: Use the PGRTAZ membership directory for contact information and the Committee member E-mails**

7 repeat committee members, without counting Event Day Volunteers who may repeat. We've met that committee success metric!

**Note: Use the PGRTAZ membership directory for contact information and the Committee member E-mails**

	Repeat Committee Members	SF Committee Focus	Organization	Collaborate	Attending
1	Melissa Kemp	Sustainability and Learner Centric emphasis	Premium Organization	All working groups	Yes
2	Russ Goldstein	PGRTAZ President, Organizational Sponsor Representative	US Trust Bank of America	Board	
3	Ed Knight	PGRTAZ Program Committee Chair	ACF/AEBI, Giving Counsel	All working groups	No
4	Adele Dietrich	2014 Event Chair, AFP liaison	Arizona Community Foundation	SF Cmmtee, AFP	Yes
5	Lindsey Jackson	Communications/Messaging/PR, Social Media	Gammage & Burnham	Marketing Collaborators	
		Social Media, Step and Repeat Interviews, Community Lounge		Phoenix Fashion Week	
6	Nicole Powers	End of Day giveaways, 50/50 Raffle	Make-A-Wish® America	All committees	
7	Chris Sar	Program Planning	Phoenix Children's Hospital Fdtn	Monthly meetings	Yes
8	Mallary Tytel	Program Planning		Monthly meetings	Yes
		Program Planning		Monthly meetings	
		Program Planning		Monthly meetings	
10	Tiffany Coggashall	Sponsorships/Event Day Volunteers		Membership	Yes
111	Beth Salazar, Diane Jezek-Powell	LAL liaison, cttee member at large-LAL generally has a table in the community lounge for promoting LAL	YMCA/Consulting Gomper's Habilitation Center	Leave a Legacy	
12	Brad Harris	Marketing Collaborators		SF/Programs	No
		Board member or Philanthropic Interest Point Of View, eg: AZ Grantmakers' Forum		Program Planning and Marketing Collaborators	
13	Steve Brock	Sponsorships	Bell Financial	Sponsorship	No
14	Allison Gee	Sponsorships	Allison Gee Fine Art Appraisals	Sponsorship	
15	Sierra Kamela	Sponsorships	Hacienda Health Care	Sponsorship	
16	Stephanie Weadock	Administrative Support	Premium Organization	All	

As of 11/11/13, 9 direct SF Committee Volunteers. 3 additional with the efforts of the sponsorship committee to sell SF sponsorships. 2 additional with LAL liaisons. 2 additional with BOD leadership link We meet this success metric!

Link to a recording of this meeting:

[http://apps.calliflower.com/recording/download/54318?rec\\_key=b530c748f5b876f9c8622a4c2ad89ba1d6f42147](http://apps.calliflower.com/recording/download/54318?rec_key=b530c748f5b876f9c8622a4c2ad89ba1d6f42147)

**Reference Documents/Links provided:**

1. Planned Call Agenda
2. Prior Call Notes
3. Premium Organization written report
4. Sponsor opportunities and benefits (for reference of what's sold/what's available)
5. Program Schematic
6. [Link to the SF Committee Reference Page on the PGRTAZ website](#)
7. [Link to OurVolts for volunteer hours tracking](#)
8. [Link to the 2013 Summer Forum Final Report](#)

**Adele conducted an opening round to include:**

- Time restraints-all good for an hour

Committee meetings are posted to the Events section of the PGRTAZ website; committee members are encouraged to RSVP either there, or via Calliflower tool.

**1 minutes: Action Items Table Process**

*Quick Review for AIs completed: Yes or No Request agenda time if items need discussion*

10-8	All	Send potential SF sponsor contact names to Melissa and Steve Brock	Ongoing
11-2	Steve B	Work with sponsorship committee members to follow up with outreach list	2/14/2014
1-2	Steve B	Coordinate and schedule a sponsorships committee call	1/17/2014
2-1	Steve B	Forward update on sponsorships available/sold to sponsorship committee members	2/14/2014
2-3	Lindsey	Forward twitter handles to all	2/21/2014
3-1	Stephanie	Forward link to visual art communicator website to all for their review	3/14/2014
3-2	Premium Organization	Research re-activating/combining LinkedIn accounts	Done
3-3	Nicole	Forward giveaway contact info to Premium Organization for possible use in reaching out to sponsor list	3/31/2014
4-1	Premium Organization	Research the need and value to invite all members of one LinkedIn group to join the other LinkedIn group in an effort to shut one of them down	5/9/2014

**Approve prior meeting call notes**

All agreed the notes from March 14<sup>th</sup> looked good.

**Registration Brochure (Stephanie)**

Refer to the Premium Organization report made a part of these notes for reference.

**Registrations (Stephanie)**

Refer to Premium Organization report made a part of these notes for reference.

**Sponsorships (Steve Brock)**

Tiffany noted the committee is not in sync yet for communicating. She will send a note to Steve to address this matter.

In the absence of Steve, Melissa noted another sponsorship appeal notice was sent to the potentials sponsors list a week. There was another sponsorship appeal notice released highlighting a master table in community lounge for those that want to sponsor but cannot attend.

ACF moved up their sponsorship commitment to the \$5,000 forum. There is one plenary open, breakfast at \$2500. There are four breakouts available.

All were encouraged to help sell the \$750 advertiser/attendee option.

The KJZZ/K-BACH trade agreement has been confirmed. PGRTAZ is extending a new level of sponsorship for the entire leadership track to KJZZ/K-BACH. The sponsorship is a trade for radio promotion of the SF. There are benefits for KJZZ/K-BACH for this trade of media promotion.

Goodwill of Central Arizona has committed again this year to an in kind sponsorship for furnishing the community lounge.

### **Programs (Adele)**

The program schematic was presented for review and discussion. All speakers have been confirmed. The current focus of the programs committee is to fill in the panelists.

### **End of the Day Giveaways (Nicole Powers)**

Nicole has sent out solicitation requests.

### **Volunteers (Stephanie)**

Refer to Premium Organization report made a part of these notes for reference.

### **Social Media and communications (Russ and Lindsey)**

Awaiting twitter handles from Russ and Lindsey.

### **Timeline**

Committee De Brief	6/20/14	
Summer Forum	6/3/14	
Community Lounge Materials at PCC	6/2/14	
Assemble Conf Book/Name Tag/Flash	5/30/14	
Standard Registration Ends	5/30/14	
Speaker Flash Drives ordered	5/16/14	
Proceeding Book to Printer	5/16/14	
Final Speaker Outlines Turned In	5/12/14	
Early Bird Closes	5/15/14	
All proceedings book content to graphic designer for layout	5/5/14	
Deadline for Ads and all other proceedings book content	5/15/14	
Early Bird Registration Opens	3/3/14	done
VIP/Media/Comp Registration Opens	3/3/14	done
Confirm Collaborators: start Press Releases	2/28/14	
Registration Brochures Distributed	2/28/14	done
Outreach invite to Collaborators for 2014	2/14/14	done
Registration Brochures to Printer	2/14/14	done

### **OurVolts**

- Reminder to log your hours

### **Closing Round**

Adele conducted a closing round to include final comments, value of the call and assessment of facilitation.

In addition to closing round matters, Melissa noted:

- Learner centric information is incorporated into all speaker confirmation letters. The event survey has been tweaked to prompt learner centric feedback
- Sustainability goals and threads are the same as last year. Melissa is building a carbon footprint of the event to share.

### **Next Meeting**

May 9, 2014 9:30am

## Premium Organization Written Report

### Summer Forum Committee Call-April 11, 2014

Content in red font denotes comments during the meeting.

#### Registration Brochure

The registration brochure is done and in distribution mode. A supply will be sent/given to SF committee members, PGRTAZ board and committee members, SF speakers, SF sponsors and marketing collaborators.

MK: 1500 ordered; down from last year as most moving away from paper; mailing project in the works today; all should have these by next week; will be at next week's PGRTAZ meeting.

#### Registrations

Early bird registration is open through April 30<sup>th</sup>. As of 4/10, there are nine (9) registrations.

In 2013, there were approximately 170 registrations. Approximately 150 actually attend. The target for 2014 is 200.

Following is a list of registration options for your reference and for communicating as needed. Registration codes can be obtained by contacting Premium Organization.

Bundled package (registration code required)

Four (4) attendees for \$440.00. For PGRTAZ members, AEBI Students, or marketing collaborator members, you may purchase for \$440 the right to admit 4 people. Only list 3 guests plus the main registrant. Available from March 19th through April 30. If you do not have the code for this registration package, e-mail info@PGRTAZ.org, or call 602-840-2900.

KJZZ/K-BACH members and listeners (registration code required)

This option is for those that hear about the Summer Forum through KJZZ/K-BACH media promotions. Pricing for this option is set to match membership pricing.

Marketing Collaborators (registration code required)

This option is available to members of confirmed marketing collaborator organizations. Pricing for this option is set to match membership pricing.

Member and Non-Member Early Bird

The early bird registration is available through April 30, 2014. Pricing: member \$125; non-member \$160.00

Volunteers (Registration code required)

This option is available to volunteers assisting the day of the event. Pricing is set at \$110.00, a reduced fee as volunteers the day of the event can still attend education sessions.

#### Volunteers

A call for volunteers is out. As of today, there are three volunteers secured. Personal outreach calls will take place next week. Committee members are welcome to volunteer the day of as well.