

2015 Summer Forum Steering Committee
Meeting Agenda: January 9th at 9:30am

Committee members

Attending	Committee Members (continued engagement)	SF Committee Focus	Organization	Email/Phone	Collaborate
Yes	Adele Dietrich	2015 Event Chair, AFP liaison	Arizona Community Foundation	ADietrich@azfoundation.org 602-682-2025	SF Cmmttee, AFP
		2015 Event vice chair			
No	Russ Goldstein	PGRTAZ President	US Trust Bank of America	Russell.goldstein@ustrust.com 602-523-2924	Board
No	Peter Leifer	PGRTAZ Program Committee Representative	ValuesQuest	peter@valuesquest.com 602-765-2224	Monthly Meetings
Yes	Adele Dietrich	Program Planning-chair	Arizona Community Foundation	ADietrich@azfoundation.org 602-682-2025	Monthly Meetings
		Program Planning – vice chair			Monthly meetings
Yes	Chris Sar	Program Planning	Phoenix Children’s Hospital Fdtn	csar@phoenixchildrens.com 602-933-2670/480-2620-6785	Monthly meetings
Yes	Mallary Tytel	Program Planning	Healthy Workplaces	mallary@simplerulesfoundation.org 860-874-7137	Monthly meetings
No	Monica Malhotra	Program Planning		mmalhotra@suffolk.edu	Monthly meetings
No	Diane Jezek-Powell	Sponsorships Chair	Gomper’s Habilitation Center	Djezek-powell@gomperscenter.org 602-283-3931	
		Sponsorships- Co-chair			
Yes	Tiffany House	Sponsorships	MasterTech Financial	tiffany@mastertechfinancial.com 480-905-3260 480-242-9956	
		Sponsorships			
Yes	Lindsey Jackson	Communications/Messaging/PR /Social Media	BMO Harris Bank	Lindsey.jackson@bmo.com 480-348-7722	Marketing Collaborators
		Communications/Messaging/PR /Social Media			Phoenix Fashion Week
		Community Lounge			Sponsorships
No	Sierra Kamela	Marketing Collaborators	Hacienda Health Care	skamela@haciendainc.org 602-243-4231 X176	Programs
Yes	Tiffany House	Membership	MasterTech Financial	tiffany@mastertechfinancial.com 480-905-3260 480-242-9956	
Yes	Nicole Powers	End of Day giveaways, 50/50 Raffle Nicole solicits item donations from organizations for the event day giveaways. These items are sent to Premium Organization’s office for packaging	Make a Wish Foundation	npowers@wish.org 602-792-3249	All committees
Yes	Stephanie Weadock	Event Day Volunteers	Premium Organization	info@pgrtaz.org 602-840-2900	Membership
No	Melissa Kemp	Sustainability and Learner Centric emphasis	Premium Organization	melissa@premiumorganization.com 602-840-2900	

Link to recording of the call:

http://apps.calliflower.com/recording/download/65520?rec_key=fc57d8a526f069e6b4ec2751d311d62cac6f4c8

Adele called the meeting to order and conducted an opening round at 9:30am

Board consent to SF budget and setting board event goals (Stephanie)

Stephanie has requested these items be added to the January PGRTAZ Board meeting for review and/or acceptance.

Stephanie	Present budget to board and request board event goals	12/31/2014
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Committee Reports: (Committee Chairs)

- Programs* (Adele Dietrich)
Adele provided a written programs committee report. This report will be made part of these notes for reference as exhibit A.
- Sponsorships* (Diane Jezek-Powell)
Diane provided a written sponsorships committee report. This report will be made part of these notes for reference as exhibit B. Lindsey is speaking with BMO Harris to secure a possible sponsorship.

Russ	Connect with Diane for assistance in writing a grant	12/2014
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Save the Date

Stephanie reported the Save the Date cards are currently in print and set for delivery 1/15. After some discussion, it was agreed to move the Save the Date completion date target forward into January for future years. Moving the target date to January will help facilitate sponsorship sales while avoiding the holiday season for completion, when most people are check out and not responsive.

Target Dates

Sponsor renewal invites out	Done	Outreach invite to Collaborators for 2014	2/2/15	Standard Registration Ends	5/29/15
Board basic OK: budget/goals	11/13/14	Confirm Collaborators: start Press Releases	2/13/15	Assemble Conf Book Name Tags/Flash Drives	6/2/15
Budget/Goals: Committee OK	Done	Bundled Registration Opens	3/2/15	Community Lounge Materials at PCC	6/2/15
Begin work on look/feel graphic options	Done	Early Bird Opens	3/2/15	Summer Forum	6/3/15
Mass Sponsorship Appeal out	Done	Deadline for Ads and all other proceedings book content	5/8/15	Committee De Brief	6/19/15
Save the Date Notice posted to website and ready to go to print	Done	All proceedings book content to graphic designer for layout	5/11/15		
Best Possible Visibility and PR	1/1/15-1/31/15	Early Bird Closes	5/15/15		
Coordinated sponsorship follow up	1/5/15-1/31/15	Standard Reg. Opens	5/16/15		
Settle on program topics/list of headliners	1/16/15	Proceeding Book to Printer	5/18/15		
All Speakers desired INVITED	1/23/15	Final Speaker Outlines Turned In	5/20/15		
Headliners; breakout speakers Booked and confirmed	1/31/15	Speaker Flash Drives ordered	5/22/15		

Calendared calls: Second Friday of each month at 9:30am (Adele)

- Next call scheduled: February 13, 2015 9:30am

A closing round was conducted and the call was adjourned at 10:03am

Exhibit A

Program Report

The program committee met on December 17 to compile a list of topics and potential speakers. The following is a listing of those:

Topics for NPO Track

Just Do Something – 10 things to do in 10 months for your Planned Giving program
Real Life stories with CGAs, Life Insurance, etc.
Metrics – how and what to measure in Planned Giving
Gift Agreements
Myths of “solicitation”
Who’s the Expert in What Areas

Topics for Professional Advisor Track

CRTs
CGAs
Real Estate Gifts
Investing the Endowments, Do’s and Don’ts
Working with the Development Professional, Do’s and Don’ts
Ethics of serving on an NPO Board

CEO/Board Track

Policies and Ethics
(Patrick McWhorter and others to develop content)

Speakers

Bryan Clontz
Mallory Tytel
Ron Wilson
Jim Greenfield
Ron Schiller/Robert Sharpe
Greg Bodine
Bruce Weber - BoardSource

Exhibit B

January 2015 Conference Sponsorship Report:

- Forum Sponsor -- \$5K (1 available)
- Plenary Sponsors
 - Breakfast -- \$2,500 (1 available)
 - Lunch -- \$3K (**SOLD to U.S. Trust Bank of America**)
 - Final Plenary / Reception -- \$2,500 (**On HOLD for ACF**)
- Break-Out Sessions -- \$1,500 (9 available) *Stephanie, if you can raise at least an additional \$300 from Board members this week to get them to \$1,250, then I will donate the remaining \$250 to fund a Board breakout session.*
- Program Proceedings Sponsors -- \$1K (**1 SOLD to Fennemore Craig, P.C.** / 1 available)
- Program AV Sponsors -- \$1K (**1 SOLD to Gammage & Burnham** / 2 available)
- Program Advertiser/Attendee -- \$750 (5 available)
- Scholarship Sponsor -- \$500 (10 available / 2 budgeted)
- Conference Media Sponsor -- \$3K In-Kind (**KJZZ – K-BACH**)
- Community Lounge Sponsor -- \$1K In-Kind (**Goodwill of Arizona**)
- Print Sponsor – In-Kind donation of design / printing (**St. Joseph's Hospital & Medical Center**)

Thanks so much everyone!

Diane

Diane Jezek-Powell, CFRE | Chief Development Officer