

2015 Summer Forum Steering Committee  
Meeting Notes: April 10<sup>th</sup> at 9:30am

**Committee members**

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

Link to recording of the call:

[http://apps.calliflower.com/recording/download/69697?rec\\_key=b4ab6886f7df5bf5d80da9a8aa26ebfc1726ed16](http://apps.calliflower.com/recording/download/69697?rec_key=b4ab6886f7df5bf5d80da9a8aa26ebfc1726ed16)

### **Adele called the meeting to order at 9:34am**

Adele started the call with noting a need for more volunteers to help move tasks forward as the current committee has an over the top load between their assigned tasks, work, and personal lives. Adele asked each person to think about who they can bring into the committee to help this year, and to groom for being on the committee for next year. Peter requested clarification on what the action steps are to help with this. Adele suggested reaching out to his financial community. Chris noted he is reaching out to his team of planned giving advisors for attending the conference, and will use this approach to Segway into possible volunteer opportunities. Adele will provide talking points for all to use.

Adele	Provide talking point to committee for use in their outreach to their associates for serving on the committee this year, and possibly serving on the committee next year.	ASAP
-------	---	------

### **Programs (Adele Dietrich)**

The most current program schematic was provided for reference. This current schematic noted:

- Bruce Weber has stepped off for presenting as he doesn't feel his expertise are in the realm of what the committee's preference is for the session content. Adele reached out to Ed Knight for his recommendations for presenters on policies. Ed recommended Ellis Carter, Troy McNemar, and himself. After some discussion, Adele will approach Ellis and, if necessary, Ed. Adele will approach Troy if Ellis or Ed are not secured.
- Adele is communicating with Laura Malone to present in the professional advisor's track. Laura commented the preferred topic may not be a big enough issue for an entire session. Adele is following up Laura on Monday to further the conversation.
- Ron Wilson, Tiffany House, and Anne Morgan confirmed their involvement with presenting in the closing plenary.
- Taryl Hansen has a potential paid opportunity that may take her out of the picture June 2<sup>nd</sup> and 3<sup>rd</sup>. Stephanie will be following up with Taryl in the next week on this matter.

Stephanie	Provide sponsorship committee confirmed track titles and descriptions and the confirmed speaker/topics once solidified	As available
Adele	Outreach to Ellis, Ed and Troy as applicable for presenting in the board/CEO track in place of Bruce Weber	ASAP
Adele	Follow up with Laura Malone in determining her presentation in the professional advisors track	4/13/15
Stephanie	Report back to the committee re: Taryl Hansen's determination to offer her services during the closing plenary	5/8/15

### **Sponsorships (Diane Jezek-Powell)**

A most current sponsorships report was presented. Tiffany noted an update as of this morning for Troy McNemar committed to a breakout session in the board track.

In Diane's absence, Tiffany reported on sponsorships noting Diane's leadership is outstanding. The committee has been unable to secure sponsorships to expectations. Last year's chair brought in his own network for sponsoring which we don't have access to this year. Tiffany advised the outreach list is old and retired. There is a need for new potentials. Tiffany requested each committee member reach out to two people for sponsorship asks. Peter requested talking points. Tiffany will collaborate with Diane and draft/send talking point to the committee, and to the PGRTAZ board for their assistance in outreach as well.

Stephanie	Forward current list of sponsorship appeals to all committee members with the notes of this call	Done
All	Look over the sponsorship appeal list and offer any assistance with following and/or outreach. Follow up and outreach findings will be forwarded to the sponsorship committee as necessary.	Done
Tiffany	Forward sponsorship outreach talking points to the committee and PGRTAZ board	ASAP

**Marketing Collaborators (Sierra Kamela)**

Sierra has the list of current collaborators and will tailor and send the 2015/16 collaborator agreement for commitments. Sierra will also advise the press releases for the conference will begin to land in their email inboxes for sharing with their organization.

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

Stephanie connected with Nicole on April 1<sup>st</sup> and offered support to getting the ask letters out. Nicole noted she has been over the top busy with her work/personal life. Nicole and Stephanie are re-connecting the beginning of next week to further the matter.

**Event Day Volunteers (Stephanie Weadock)**

Call for volunteers released this week. Two have volunteered as of this call. 8-10 are generally best for covering positions throughout the day.

**Community Lounge (Adele Dietrich)**

Adele had a call w/ Goodwill and PCC to start the furnishing of the community lounge process. Rob and PCC will connect directly for delivery, set up, and pick up of the furnishings.

**Next call:**

Friday, May 8, 2015

**The call was adjourned at 10:11am**

### Target Dates

Sponsor renewal invites out	Done	Outreach invite to Collaborators for 2014	Done	Standard Registration Ends	5/29/15
Board basic OK: budget/goals	Done	Confirm Collaborators: start Press Releases	Done	Assemble Conf Book Name Tags/Flash Drives	6/2/15
Budget/Goals: Committee OK	Done	Bundled Registration Opens	Done	Community Lounge Materials at PCC	6/2/15
Begin work on look/feel graphic options	Done	Early Bird Opens	Done	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	Done	Early Bird Closes	5/15/15		
Coordinated sponsorship follow up	Done	Standard Reg. Opens	5/16/15		
Settle on program topics/list of headliners	Done	Proceeding Book to Printer	5/18/15		
All Speakers desired INVITED	Done	Final Speaker Outlines Turned In	5/20/15		
Headliners; breakout speakers Booked and confirmed	Done	Speaker Flash Drives ordered	5/22/15		