

2015 Summer Forum Steering Committee  
Meeting Agenda: May 8th 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 Cmmttee, 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
Yes	<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
Yes	<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			
Yes	<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	
Yes	<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
Yes	<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/70929?rec\\_key=bb1ccdac63c24d41c12b2757ea79d5e02e1a3fb7](http://apps.calliflower.com/recording/download/70929?rec_key=bb1ccdac63c24d41c12b2757ea79d5e02e1a3fb7)

**An opening round was conducted to include time restraints and approve/amend agenda:**

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
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Adele noted she will forward talking points to include: purpose of conference, job descriptions, time commitment, and admin support.

**Registrations (Stephanie Weadock)**

As of 5/7: 57. This time last year there were 87 registrations.

Adele and Melissa	Dialogue on suggested podium shout outs at the EVEPC and FPA May meetings	ASAP
Stephanie	Forward Peter items to use for communicating the event to his associates	ASAP

**Budget update (Stephanie Weadock)**

Stephanie	Add in US Trust adhoc \$2k into budget revenue	5/15/15
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**Programs (Adele Dietrich)**

- Most current program schematic\*

Stephanie	Provide sponsorship committee confirmed track titles and descriptions and the confirmed speaker/topics once solidified	Done
Adele	Outreach to Ellis, Ed and Troy as applicable for presenting in the board/CEO track in place of Bruce Weber	Done
Adele	Follow up with Laura Malone in determining her presentation in the professional advisors track	Done
Stephanie	Report back to the committee re: Taryl Hansen's determination to offer her services during the closing plenary-FPA national event next year; CFP/CLU continuing education; FPA will take ownership of CEs?	Done
Melissa	Provide contact to Stephanie to share with Taryl Hansen to connect with FPA for providing her services at their annual conference	ASAP
Stephanie	Determine speaker materials received to date for possibly submitting for CFP® and Arizona State Department of Ins. CE reviews	ASAP
Stephanie	Connect with FPA of Greater Phoenix to inquire about them sponsoring the CFP® and Arizona State Department of Insurance CE reviews	ASAP

**Sponsorships (Diane Jezek-Powell)**

Tiffany	Forward sponsorship outreach talking points to the committee and PGRTAZ board	ASAP
Melissa	Report on outreach to Harry & Rose Papp, Versant, 1 <sup>st</sup> Bank, and Johnson Bank for sponsorships	ASAP

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

Secured: AZ Ballet, Suns/Cardinals pieces, Diamond Backs tickets, books from Mallary.

Mallary	Reach out to Coyotes for possible giveaways	ASAP
Nicole	Ask for 2 nights stay in the Bahamas	ASAP
Stephanie	Connect with Peter on possible use of his travel miles for airline fare to the Bahamas	ASAP

**2016 Conference Date**

- Other organizations' conference dates
  - Two major regional PG conferences late April and May
  - Western Regional Planned Giving conference last week of May
  - AFP statewide conference in July

The call was adjourned at 10:35am

**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		