

2003 SHRM Conference Committee Meeting Minutes for May 9, 2003

Members Present: Diane Hamilton, Michelle Bailey, Jeff Hackel, Clair Eichelberg, Cindy Cerro, Linda Vahldieck, Bob Swanson, Amy Doepke, Kellie Dunn-Poggemann, Sonny DeGuzman, Jeff McFarlane, Kristine Hackbarth-Horn, Helen Englebert, Heather Tourdot.

Accommodations

The tasting will be held in two weeks. All room changes have been confirmed. Kellie will talk with Programming to obtain the programming list. Activities will share the "It's Your Party" contract with Accommodations for informational purposes. Kellie has taken on the responsibility for coordinating signage. All committees with signage needs should work through Kellie.

To Do:

- Food Selection
- Need to look at the Hall of Fame room when at the food tasting to be sure it is workable for rounds for the Senior Track program.
- Any committee with signage needs should work through Kellie.

Activities

The final contract has been prepared. It has come in slightly over budget at \$10,550. It does not include the "kick-off" band (e.g., UW Marching Band) and there is still a desire to have this as part of the activities. This is desirable if enough sponsorship can cover the activities. Discussion took place regarding shifting the major activities from Thursday night to Wednesday night. While there is still some concern, the committee unanimously supported the original decision to try something new and change to Wednesday night and wanted to try the idea this year. Bob shared some "sound bites" with the group. The committee agreed that the "theme" for the Wednesday event would be "WOW Wednesday—Cheers to a Great Conference".

To Do:

- Sign the contract.
- Activities will arrange a conference call with exhibits and sponsorships to discuss Wednesday evening sponsorships/activities.

Advertising

Information about how to advertise in the brochure has been placed on the website. Amy shared a list of who advertised at the Milwaukee conference and who advertised in the 2003 Madison Directory. The committee should review the list and add any company names/contacts. Committee members should e-mail Amy with any additional advertising opportunities. Amy indicated some advertisers were asking about placement choice. The committee decided that only premiere sponsors had placement choice (i.e., front or back covers).

To Do:

- Committee members should e-mail Amy with any additional advertiser opportunities ASAP.
- Amy will compare the exhibitor list with the advertiser list and compare and contrast for opportunities.
- Virchow Krause should be offered a free ad for allowing us to use their meeting space free of charge for the year.

Book Fest

Discussion has taken place with Barnes and Noble to host the Book Fest. Jeff is negotiating the final contract and that should be in place by the June meeting. Jeff is also negotiating the percentage that the Conference Committee will make from conference book sales. Book selections have not been made yet. If the conference committee has any suggestions, please forward your ideas.

To Do:

- Finalize the contract details with Barnes and Noble.
- Look for speakers/authors who want to do book signings and set up speaker book signings throughout the conference.
- Determine Book Fest hours.
- Provide Kellie Dunn-Poggemann with signage needs for Book Fest.
- Think about creating gift certificates for the Bookstore to be used in drawings, raffles, etc.
- Work with Publications on what is needed for the brochures (including Barnes and Noble logo).

Exhibits

Kristine wasn't sure how many exhibitors have signed up for the conference to date. We need to communicate with Stacey and her office to determine how many exhibitors have registered for the conference, what type of response we've received, what questions we've had, etc.

To Do:

- Connect with Stacey to determine how many exhibitors have registered.
- Kristine will forward a list of last years exhibitors to all conference committee members so they can evaluate and add any others to the list. We need all committee members to help with potential exhibitors.
- Once we know from Stacey's office who has signed up, we will use additional volunteers to call exhibitor list to get new exhibitors to sign up.
- Kristine will run an e-mail blitz to all the exhibitors on the list ASAP
- Kristine will also communicate with Chapter Presidents ASAP to see if we can start to encourage exhibitor registration

Programming

To Do:

- Need programming matrix ASAP. Other committees depend on this chart for their work (e.g., registration, publications). Speakers need to be contacted ASAP. Calls continue to come in and we need to be able to tell speakers that confirmations have been made. Programming committee should e-mail program matrix to all committee members prior to next meeting.

Senior HR Programming

To Do:

- Confirm topic areas.
- Confirm speaker/experts/facilitators.
- Advertise/market/publicize the event.
- Work with Registration to set up on-line registration.

Publications

Publications inquired about a mail permit number for sending the postcard. Last year's committee looked into this and found out that it was a very involved and complex process. Committee was instructed to call Dee for money upfront to mail the postcard instead of securing a permit number. Jeff and Linda shared the postcard with the committee. It will be sent out the first part of June. The first postcard should encourage on-line registration. Linda shared style guidelines for the committee to use when submitting information to be used in the publications (and on the website).

To Do:

- Committee co-chairs will conduct a three-phase e-mail campaign using Chapter Presidents as a source of communication to e-mail information to all members.
- Add the SHRM logo and Wisconsin Council SHRM to Conference publications.
- Be consistent with the use of "Annual Wisconsin State SHRM Conference"
- WOW Wednesday – can it be incorporated on postcard and email campaign?

Registration

Prices for the conference were revisited and confirmed. Final conference prices are as follows:

- National Member--\$250
- Non-National Member--\$275
- Late Registration (after 9/13)--\$295
- Pre-conference workshop--\$35
- Senior workshop--\$125
- Student rate--\$50

To Do:

- Cindy will talk to Dee Nyre to activate the credit card, then call Kristine and Stacey to discuss exhibitor registration and how best to accomplish it. Kristine will talk with Stacey and/or Gina to see if they can handle it in their office.

- The Programming Committee needs to get the Registration Committee the chart of programs and timeframes ASAP.

Sponsorship

First sponsor has been confirmed \$2,500 (ADA/WI Partnership). Two or three large sponsorships are getting “close” but haven’t been confirmed. Helen and Sonny have split up sponsorship duties. Helen will take on the large sponsors; Sonny will work on securing the smaller sponsors. All committee members need to get involved in bringing in sponsorship dollars. This is a critical part of revenue to cover this year’s conference expenses, and we all need to help achieve our goals.

To Do:

- Helen and Sonny asked the committee to review the list of sponsorship opportunities and make any changes.
- The committee should add names of additional sponsor opportunities to the current list. Additional volunteers will be used to “cold call” those companies.

Volunteer

Heather has sent initial communication to student Chapter Presidents and their advisors. She would like to create a contest between schools—those with the most volunteers at the conference would win a free pizza party at their school hosted by the State Council/State Conference committee. It would create an opportunity for the students to network with as many of the professionals from the Council and the Conference Committee as we could gather for the night. The committee thought it was a great idea and encouraged Heather to proceed. Heather indicated some of the schools don’t have a link from their site to the State Councils website, so she’ll follow-up to see that that gets created.

To Do:

- Heather will need to coordinate registration of student volunteers. She will coordinate meal counts and coordinate with Cindy Cerro.
- Exhibits would like volunteers to assist with the prize list.