

CHICAGO PRINT PRODUCTION CLUB  
Board of Directors and Advisory Group Chairs Meeting  
August 29, 2006  
Leo Burnett Offices  
Chicago, IL

## MINUTES

The Presiding Officer was Vice President Tod Szewczyk. Those present were: Tod Szewczyk, Julie Upchurch, Gentre Vartan, Mary Beth Radeck, Gretchen Main, Kara Smith, Nicole Halloran, Maggie Clancy (end of meeting).

Vice President Szewczyk welcomed the group and thanked them for attending. Upon starting the meeting, we realized there weren't enough board members to vote on anything, so much discussion was had without final decisions or votes being made.

### GENERAL ADMINISTRATION

#### Approval – July Minutes

- Because there weren't enough board members present, we could not approve the minutes at this meeting.

#### Treasurer's Report

VP Szewczyk reviewed main points of the Club's financial accounts.

- We have a new format in our treasurer's report.
- It's much faster to output, but carries all the same info.
- If you have any questions, please ask Treasurer Huck.

### BOARD & ADVISORY GROUP REPORTS

#### (Vice) President

In absence of President D'Anna, VP Szewczyk passed along a comment to the group:

- Please don't rely on Julie Brink as much as we have been for administrative work.
- Right now we're using her more than anticipated.
- We should be doing our own research, not Julie.
- We discussed bringing more people onto committees to help with overflow work.
- We want the Board members to really understand how the Club works, thus we need to handle more of our research.

#### Career Resource

Chair Radeck reported that all is still going well:

- Shelia Fitzpatrick, a very experienced professional, has recently been added to the job board looking for freelance work.
- We're getting lots of senior and top talent on the job board.
- One recruiter called looking for 20 people and we keep getting more!

#### Education

No chairs were present to discuss education.

#### Marketing

Chair Smith had much to report & discuss:

- There's so much going on, we may need to add members to the committee to help.
- Chris Lombardi will definitely be helping out.
- We discussed changes in the Club – possibly changing the name?
- Julie Brink will be making simple text changes to the website.

We're looking for another program/aspect for events (i.e.: follow up on leads from events).

- Previously, VP Szewczyk & Past President Cardea have discussed creating an advisory council of lead by heads of print production in our market (and others).
- Vice Chair Halloran suggested we go to agencies for presentations (from the Club's perspective) like paper companies do – a blitz of people discussing the Club.
  - We need to find an overlap with printers, photographers, interactive direct mail, etc and get the Club more visible in the marketplace.
  - Is there a way to cross-platform with AIGA or paper companies, etc?
- VP Szewczyk mentioned that in the past we tried "Breakfast @ Burnett" and though it was a good idea, it was eventually cancelled due to lack of participation or availability. This could be revisited?
- Another suggestion was having meetings with the second tier of producers in the community and getting those people more involved (not department heads).
- Chair Vartan said we need to have goals from a SWOT analysis to be effective.
  - Chair Smith & team put together a SWOT(P) analysis (see attached) for the Production Club.
  - Chair Vartan suggested we have 3 goals per year. We need an action plan to meet our goals.
  - Chair Smith will type up some of our 2007 goals & ideas.
- Educational Seminars
  - We should explore different levels & types of educational seminars: entry level; forum (like Breakfast @ Burnett idea); senior level; topical seminars.
  - We need to communicate with our audience, not AT them.
- We discussed having more networking parties that are less formal than the big events we have each year (Golf/Summer Party/Holiday Party). These could be more happy hour type events.
  - Secretary Upchurch mentioned a recently attended Corbis party where they didn't have new work or try to sell you anything. It was just a free happy hour for members in the community.
  - Many people can't attend the Golf Outing because it's a whole day off work; their company won't pay for it; they don't want to go out to the suburbs. It seems like business has changed in recent years: are there other options?
  - Vendors who have attended the Golf Event in the past (and this year) have commented that they may not come back next year, as it's mainly vendors vs. producers at the event.
  - Suggestions/Ideas: themed Happy Hour events (sports bar, sushi, wine tasting, lounge, bowling, etc;), Roof Top @ Wrigley.

### Membership

Vice Chair Upchurch reported on membership in absence of Chair Clancy.

- We have 2 new members from the paper show.
- We will have a design (or 2) for the Mary Day Award by the next Board meeting.
- For 2007, we're looking into an incentive for new members.
- We would like to send out the 2007 Membership Letter in November, if possible.
  - Board members discussed that often times the letter comes out too late.
  - If it's sent out in November, we can have a reminder at the holiday party. We will then have email reminders late in December & into January.
- Board members discussed the need to audit our membership list. Chair Clancy is currently in the process of combing the list for accuracy.
- We also need to assess why some people are coming to events, but not joining the club.
  - We discussed calling people for this info, asking them at events, etc.

### Program

Vice Chair Halloran spoke on behalf of Program in the absence of Chair Marks.

- All for 2006 are planned.

- Much of what was discussed in the Marketing segment (above) pertains to Program & Education for next year.
- Program/Networking/Education all seem to be rolling together. Special events plays a part too...at least in the way we discussed changes that may need to happen to move the Club in a positive direction.

#### Special Events

No one was present to discuss special events.

- Overall the team discussed the Golf Outing and how we may need to rethink this as our summer outing next year.
  - Maybe we do a rooftop @ Wrigley.
  - Again, other less expensive ideas: Bowling, wine tasting, happy hours, etc.
- We discussed holding focus groups with members (and non-members) to discover what they would like to see for future special events.

#### Supplier Directory

- Chair Vartan reported that we're all done! ☺

#### Immediate Past President's Report

Past President Cardea wasn't present to discuss any news.

#### OTHER BUSINESS

The next Board meeting will be held on Tuesday, September 26, 2006, at the Leo Burnett offices.

There being no further business, the meeting was adjourned at approximately 1:40pm.

Respectfully Submitted,

Julie Upchurch  
Secretary