

CHICAGO PRINT PRODUCTION CLUB  
Board of Directors and Advisory Group Chairs Meeting  
August 28<sup>th</sup>, 2007  
AbelsonTaylor  
Chicago, IL

## MINUTES

The Presiding Officer was President Kelly D'Anna. Those present were:  
Kelly D'Anna, Tod Szewczyk, Dawn Christner, Gretchen Main, Gentre Vartan, Elyse Mitchell, Kara Holder, Nancy Cardea & Julie Mastalerz

### **President D'Anna welcomed the group and thanked them for attending.**

-All present members briefly reviewed the Treasurer's report.  
-President D'Anna discussed the call for nominations regarding Board positions for 2008-2010. There has been interest in the Career Resources position, but the interested party is a recruiter. President D'Anna asked the board if they felt this was a conflict of interest. After much discussion, it was decided no, this is not a conflict of interest, because you don't have to be a member to look at the job board on CPPC's site, among other reasons. Call for nominations will start before next month's meeting.

### **Career Resource**

-No one was present to discuss career resources.

### **Education**

-Chair Mitchell discussed upcoming events as follows:

-September: Event is with Joe Duncan & James (the SVP @ Heidelberg) at Leo Burnett on 9/11. So far 40 people have signed up for this event. Beat Studios is the sponsor for this event, and Sappi is buying a lunch buffet for attendees.

-October: This event is the 'Call for Entries' event at Cross Tech on Thursday, 10/18 6-8pm. Chair Flemm is finishing the call for entries info this week, and all will be out by next week. *Details for this event are as follows:* entries are limited to 1 per agency or printer, but a campaign can be entered; there must be client approval on entries prior to submission – we'll have entrants sign this approval has been granted; there will be no cost and no award for this year's event, but there may be cost & an award next year; cut off for entries will be 2 weeks prior; if anyone submits an entry it will be in the show (but we're carefully monitoring things); eventually we want these examples to become case studies of production and an aid available on our website; Chair Vartan voiced concern that the agency people will now be exposed at the show, because we're listing the name of the producer and the agency they work for. He brought this up because of concern in the past that a supplier may take advantage of that information. The Board all felt ok about this, and decided if there is a problem that arises, we'll deal with it on a case by case basis.

-November: Environmental Workshop hosted by Daniel Dejan from Sappi.

### **Marketing**

-Chair Holder brought up the blog discussion from months past. After much discussion, it was decided we will launch this aspect on the Club's website in January 2008. And the format will be a discussion topic/article from a qualified professional in the industry. They may offer their name & contact info for additional comments, questions or discussions offline from the Club's site so we aren't responsible for monitoring content, etc. Can add a section like on MSN.com "rate this article" to gauge what readers think of our topics, authors & articles.

### **Membership**

-Vice Chair Mastalerz presented the Board with designs for the Mary Day award. All liked the design, but discrepancies in the copy were found. Member Main will show to Chair Day for revisions as needed. We'd like to send info about the award as an eblast sometime the week of 9/10 or 9/17.

### **Special Events**

-Member Main said the Holiday Party is set, but we need to decide if we're printing an invite or not. All want to print the invite, but if we have problems receiving them late this time, we may quit printing them all together.

-Donations are as follows: Paper=Sappi; Design=Dawn Christner; Printing=Rider Dickerson; Finishing=?TBD.

-We'll design it as a postcard this year to save in finishing & postage costs and will see the design options at the 9/25 meeting for review. The schedule is as follows: 9/25 (Tu) design review by the Board; 10/1 (M) files to Rider Dickerson; 10/3 (W) proof approved; 11/2 (F) drop in the mail. As a postcard it will be shipped postcard-first class and can be 6x9 or smaller.

-Design will be loosely based on the Mary Day Award design.

-After the postcard drops, a follow up email will be sent every Thursday leading up to the event, per the following schedule: 11/8, 11/15, skip the week of Thanksgiving, 11/29.

### **Supplier Directory**

-Chair Vartan reported that the Directory is completed and 5 copies have been distributed to all advertisers. Extras will be brought to events and distributed as they are requested.

### **Past President Report**

-PP Cardea had nothing to report at this time.

\*\*Next Board Meeting will take place on Tuesday September 25th at the Leo Burnett Offices, Room TBD. Meeting was adjourned at 1:30pm.

Respectfully submitted,  
Julie Mastalerz  
Secretary