

Chicago Print Production Club

Board Meeting Notes 2/23/10

President – Heather Huck reviewed basic processes of the club and its committees.

Career Services – No report

Education Programs – Larry Chase gave the report. Event for March 11th is planned and speakers secured. We have a great panel put together and hope for a fantastic 2010 kick-off event. Question was raised if there was a sponsor for the event. There is none. The group discussed who to target to solicit sponsorship for the event. Cost of individual sponsorship is \$1250 and shared is \$750. | It was determined that we will change the cost of the educational events. The new costs will be \$35v for members and \$55 for non-members. Huck made initial motion and Nicole Williamson seconded it.

Marketing – Kelly D’Anna gave the update. Marketing is working on marketing communications for the March event. Postcard layout is complete and should drop by end of week. Genre offered to print the postcard and Nicole offered to supply the paper stock. Dawn Bradshaw will deliver final files to Genre by 2/24. Social media events will be posted by mid-week so that members can invite their network and/or forward the event information out to their network. | It was discussed that the marketing committee does not compile content for individual events. The committee head in charge of the event is responsible for getting the initial content to the marketing committee. The marketing committee then finesses the information and creates marketing materials for the event (printed and on-line).

Membership – Mike Wilkins gave the update. The membership committee proposed to develop a new member welcome packet. It was determined that they would explore and report back to the board. | The group discussed changing membership dues for the next year. To be revisited at a later date. | The group discussed corporate sponsorship. The topic was tabled until we begin to coordinate the rebranding effort. At that time, we will revisit corporate sponsorship.

Special Events – Brook Mulhauser gave the update. Social event on Thursday 3/25. A Linked In event has been set up for the event. | The group would like to begin developing marketing materials for the Paper Show. AIGA will be mailing invites to their own list. We will need to print materials for them as well. We will need an **opt in** option on the registration page for the event to capture data for the people registering who are not on our own master list. Theme for this year’s event – “Room with a View”. Marketing agreed to begin concepting for materials. 5 mills confirmed (Sappi, Appleton, Mohawk, Neenah, Holliston). 4 mills close to being confirmed. Additional prospects include 3M, Domtar, Reece, French, and Yupo. Lindenmyer is supplying bags for the show. Discussion of costs – Members Free, Non-members \$20. All attendees will receive one drink ticket.

Resource Guide (Formerly Supplier Directory) – Gentre Vartan gave the report. There was discussion of moving print date up to include 2010 schedule. It was decided to wait until this fall to print. That will allow us to launch the new concept (Resource Guide) properly. New concept will include new branding, 3-4 updated pages with basic club information, and several other resources applicable to the industry – envelope sizes, basic folds, etc.

Other Business – Suggestion for future educational events: 1) Google – Larry to distribute PowerPoint from his contact at Google for review. 2) Dawn suggested MRM (Marketing Resource Management) solutions – Digital Asset Management, Workflow Management, Web-to-Print Portals, etc. | Upcoming events: 1) May 6th luncheon 2) 2 Happy Hours (Social Events) this summer 3) September luncheon

Larry Chase motioned to adjourn. Kelly D’Anna seconded the motion. Meeting adjourned at 1:47 pm.

Next board meeting March 23rd. Need location.

Attendees:

Colleen Capola
Mike Wilkins
Nicole Williamson
Brooke Mulhauser
Kelly D’Anna
Eleni Petridis
Gentre Vartan
Catherine Thacker
Heather Huck
Dawn Bradshaw