

## **Chicago Print Production Club**

Board of Directors and Advisory Group Chairs Meeting  
January 26, 2010 | Abelson-Taylor | Chicago, IL

### **Minutes**

President, Heather Huck  
Vice President, Dawn Bradshaw

#### Those Present

Colleen Capola	Chris Rocco	Kelly D'Anna	Elyse Mitchell
Mike Wilkins	Joe Bolokowicz	Eleni Petridis	Catherine Thacker
Edwina Henry	Ray Redmond	Kay Runnoe	Mark Sabbe
Nicole Williamson	Brooke Mulhauser	Gentry Vartan	

Huck/Bradshaw both welcomed board and all new members

Huck and Bradshaw are both excited to bring new life to the club this year, and hope to get people excited about Print again.

Our primary goals this year are to find our niche and educate people about print.

### **Treasure Report**

Club lost \$13,000 last year, although we remain with a positive bank balance.  
We will need to spend money on marketing, including invites and postcards/mailers.  
Committee budgets to come from Huck and Capola.

We need sponsors to help assist club in holding educational events as well as all other events. Have created new levels of sponsorships, which we hope will increase their numbers. We also need to increase our over-all attendance this year.

### **Career Resources**

Sabbe proposed holding another event similar to the "Brand Yourself" event we had last fall for those people out of a job. Invite recruiters, experts to help tweak resumes, share contacts.

Mitchell/Williamson brought up the "Lone Ranger" concept. Sabbe to put together a budget and proposal to share with the board.

### **Education**

Runnoe to come up with at least 4 ideas for the educational luncheons this year. One should focus on "Print With Purpose"

Meeting next week (w/o 2/1) to solidify schedule of 2010 events. First Event is scheduled for March, '10

{various sponsorship levels were again brought up in the hopes that someone may have ideas on how to get other companies/agencies involved in the sponsorship program in order to finance our educational luncheons.}

Redmond brought up the idea to get Digital Agency Producers in to discuss interactive. Also asked if anyone knew of an educational source for this topic?

We need to broaden the scope of topics in order to embrace the new directions print is going in/cross media. One thought is to change the actual name of the club to indicate how we are broadening the scope of the club.

### **Marketing**

Mitchell brought up PaperSpec.com as a cross-promotional opportunity. She will pursue further.

Thinking of new ideas for marketing. The breakfast meeting was again brought up, to be held possibly in the suburbs. We need to figure out a topic/logistics/invite list before we can commit.

### **Membership**

No new membership numbers at this time.

Club agreed to expand the scope of membership pool. Certain specifics not decided upon at this time.

Need a current, up-to-date contact list for mailings.

Need to come up with a plan for Social Media Marketing, too.

Wilkins to take over as Chairman of this committee, Rocco to help as co-chair.

### **Special events**

Paper show –need co-sponsor OR Partner with AIG. We would not charge them but would want access to their contact list (over 1600 names).

Need a handful of AIG sponsors for the show. Getty Images was brought up as a very strong contender.

The idea of approaching Pantone, Adobe and/or Apple was also discussed. Cost remains the same for participants - \$950 per display table.

“Paper & Pixels” was the name thought of for the event. It will take place at Hotel 71 on April 22, 2010. 20 Maximum tables at this event as it stands.

Redmond and Rocco to work on branding bags along with Mulhauser and Williamson.

All board members were called upon to come up with other subtrait vendors if they know of any for the show.

First Happy Hour will be February 25<sup>th</sup>. Place is still TBD.

**Supplier**

Vartan will begin ad solicitation in February/March. We will use the same ad rates as 2009.

Wilkins had idea for the directory – add user info, like ad specs, conversion charts, Envelope sizes, etc.. Also open it up to members if they want to advertise their agency/themselves. This would be included in their membership costs.

Rename the directory to “Resource Guide?” Sabbe suggested.

**Immediate Past President**

Szewczyk not present.

**Next Board Meeting**

Tentatively scheduled for Tuesday, 2/23 at Fallon Communications, noon.  
Meeting adjourned at 1.38 pm.

Respectfully submitted,  
Chris Rocco,  
Secretary

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