

CHICAGO PRINT PRODUCTION CLUB
Board of Directors and
Advisory Group Chairs Meeting
March 28, 2006
Leo Burnett Offices
Chicago Illinois

MINUTES

The Presiding Officer was Vice-President Tod Szewczyk. Those present were:

Maggie Clancy	Gretchen Main	Tod Szewczyk
Mary Day	Angie Marks	Julie Upchurch
Nancy Flemm	Mary Beth Radeck	Barbara Boden, Executive Director
Heather Huck	Kara Smith	Tova Moore, Account Manager

Vice President Szewczyk welcomed everyone and thanked them for participating.

GENERAL ADMINISTRATION

Approval – February Minutes

- There being no corrections, and upon motion duly made and seconded, the Board approved the Minutes of the February 28, 2006 Board meeting.

Treasurer's Report

Treasurer Huck presented the February 28, 2006 Financial Report, stating all Platinum Sponsorships had been received and were being allocated to the various events. Several of the 2005 sponsors still have not paid and were being re-contacted. Ms. Boden discussed how dues currently are recorded on a deferred basis and suggested they be received on a cash basis for greater clarity. In discussion, it was the consensus that the adjustment be made.

- After further discussion, and upon motion duly made and seconded, the Board approved adjusting the dues to cash basis reporting and received the Treasurer's Report as submitted.

BOARD AND ADVISORY GROUP REPORTS

President's Report

In the absence of the President, Vice President Szewczyk stated there was no special activity to report.

Career Resource

Part of the Advisory Group's action plan for the year includes a plan to increase face-to-face networking. A networking opportunity would be provided at the Summer Social, working with the Events Advisory Group. Additional sponsors were being identified for events. Lists of human resource and recruitment contacts were being developed.

Education

Reporting for Chair Mitchell, Vice Chair Flemm stated all of the postcards have been prepared and would be sent to the printer as soon as sponsors have been identified. The exact number to be mailed was discussed. It was agreed to use the refined list, reserving the extended list for special events, such as the Paper Show.

Marketing

Chair Smith reported the concept/design for the web site was almost completed. It would be easier to use, with a cleaner look. A list of media has been developed. Information on the Paper Show would be distributed to them.

Membership

Chair Clancy reported currently there were 150 members who renewed and 46 new members. The goal of the Advisory Group is to involve more agency people and they are working to this end. E-mails, direct mail, and the web site would be used to promote membership. Board members were asked to suggest names of prospective members. The Paper Show should generate memberships. It was suggested that a combined Paper Show/Membership package might be helpful. It was noted that approach works well for the Holiday Party.

Program

Chair Marks stated a panel discussion was planned for May and programs for later in the year were in process, including, tentatively, a "field trip" to the Rock & Roll McDonalds in September.

Special Events

Chair Day reported a photo shoot was held at the Art Institute with exciting results. The Paper Show flyer should be ready in the next two weeks. Board members needing extra copies were asked to e-mail their requests. The same venue would be the site of the Summer Social; July 7 or 14 was available at the Rock Bottom. In discussion, it was the consensus that July 14 was preferred. The Golf Outing would be finalized shortly; the Eaglewood was preparing a contract for August 14.

The design community would be targeted for distribution of announcements. Ms. Boden indicated the mailing list was validated last year. In discussion, it was agreed to use last year's list as a base and add new prospects and contacts.

Supplier Directory

Reporting for Chair Vartan, Ms. Huck reported he was working on the Directory. Ad sales were going well. Several innovative concepts were presented for the cover art; the designer's preferred choice was selected.

Immediate Past President's Report

In the absence of the Immediate Past President, there was no activity to report.

OTHER BUSINESS

The next Board meeting was scheduled for April 25, 2006, from noon to 1:30 p.m., at the Leo Burnett offices.

There being no further business, and upon motion duly made and seconded, the meeting was adjourned.

Respectfully submitted,

Barbara Boden
Executive Director