

CHICAGO PRINT PRODUCTION CLUB
Board of Directors and Advisory Group Chairs Meeting
March 27, 2007
Leo Burnett Offices
Chicago, IL

MINUTES

The Presiding Officer was President Kelly D'Anna. Those present were:
Gentre Vartan, Tod Szewczyk, Nancy Cardea, Kelly D'Anna, Gretchen Main, Dawn Christner, Nancy Flemm, Julie Mastalerz, Maggie Clancy

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

The following document was discussed during the Board Meeting.

General Administration/Treasurer's Report: N/A for this meeting. President D'Anna announced that Heather Huck is no longer the Treasurer of the Club. President D'Anna & VP Szewczyk are signing checks on the Club's behalf at the moment. President D'Anna is looking for a new candidate and hopes to have someone in the position by our next Board meeting. It was discussed that we need to change the registered agent, and that person must be a non-board member. Gentre Vartan will handle this responsibility.

1. **Career Resource**

N/A

President D'Anna spoke on Chair Radeck's behalf, saying a new position was added to the Job Bank last week.

2. **Education**

Vice Chair Flemm reported the following

April – Paper Show event in place of a traditional educational event.

May – Seminar discussing the postal increase, variable data & direct mail. Elyse is working on this seminar. We're currently without a sponsor for this event, only Platinum sponsors are attached at this point.

June – Topic is digital file formats.

July – Vendor Carnival event in place of a traditional educational event.

August – Showcase at CrossTech. Vice Chair Flemm said we will send out an email to all members asking for submissions to be discussed at CrossTech's showcase. It will be a show & tell after hours event, during cocktail hour. CrossTech is located near Jefferson & Clinton, near public transportation. Many advised that CrossTech should provide the wine & appetizers since they're getting so many members to their plant (aka, free advertising of their services). Much was discussed regarding free entry vs. paying for each entry. We'd like to make this an annual event, so it was decided for the first year it would be free for all to enter their pieces, as well as attend the event. However, next year there will be a fee on the call for entries. Past-President Cardea discussed the need for client permission on all entries. President D'Anna said this event needs to be in the second or third week in August, so it's not too close to the Vendor Carnival.

September – Global Marketing with Heidelberg & Joe Duncan of Leo Burnett. Many are concerned we will need a larger room for this event. Nancy will work on securing a larger room than what we normally have at USB.

October – Paper 101

November – Brochure & Catalogs with Crate & Barrel

December – Holiday Party event in place of a traditional educational event.

3. Marketing

Chair Christner reported on marketing for Chair Smith, as follows:

Chair Smith is planning to send a survey to find out what members want to see and hear about on our CPPC blog. Julie Brink will handle administration on the blog and all will go through her prior to upload. It was agreed that we don't need to do a survey, let's just start the blog now.

Chair Christner also presented letterhead concepts to President D'Anna and the rest of the Board. President D'Anna noted the Club's name stayed the same, and Chair Christner will make that change prior to submitting it to print.

The creation of a CPPC newsletter vs. all our current email blasts was also discussed. The committee chairs will submit pertinent info 1 time per month that tells what's coming up (ie – jobs & people available being posted, upcoming events, etc), all goes to Julie Brink to post. Other members & chairs want our e-blasts to look better. Nancy will talk with Julie Brink about cutting down on the number of emails going out to members.

4. Special Events

Member Main reported the following:

The paper show is coming soon, April 25. We have 19 mills attending, the most ever! And we're in both rooms at the Peninsula (last year was only half the room). An eblast was sent out last week.

The Supplier Fair (Vendor Carnival) date & location is still TBD.

5. Supplier Directory

Chair Vartan reported as follows:

Julie Brink, Kelly D'Anna and Gentre have been discussing this, and an email blast will be sent out soon. It was decided the cover will be done by Abelson-Taylor this year. Chair Vartan will discuss paper donation with both Appleton & Sappi.

6. Membership

Chair Clancy the following:

We're now at 203 members, and incentive ideas are coming soon. The Code of Conduct is a work in progress. President D'Anna and VP Szewczyk are working with Chair Clancy on this project. We need to make sure the Code of Conduct doesn't come across too harshly. Chair Vartan suggested putting it in the supplier directory & on our website. The vendor fair should also help alleviate some strain and help vendors feel they're getting a fair shake at producers.

**Next Board Meeting will take place on Tuesday April 24 at the Leo Burnett Offices, Room TBD.

Meeting was adjourned at 1:30pm.

Respectfully Submitted,

Julie Mastalerz