

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

## MINUTES

The Presiding Officer was President Kelly D'Anna. Those present were:  
Kelly D'Anna, Karen Wolz, Gretchen Main, Maggie Clancy, Nicole Halloran, Elyse Mitchell

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

The following document was discussed during the Board Meeting. Vote outcomes and next steps are highlighted in red.

1. **CPPC Name change proposal:** Chicago Print Production Association (CPPA) or Chicago Partnership for Print Production (CPPP) ([www.p3-chi.org](http://www.p3-chi.org))  
Vote was to NOT change the CPPC Name at this time.
2. **Membership**  
*Supplier membership fee increase proposed for 2007*  
Regular and Junior Membership fees remain the same, \$80 and \$50 respectively. Supplier Member rate increases to \$100 per year. This increase allows each supplier member to bring 1 non-member guest at member rate to any Education Program Luncheon, (supplier & guest must register at the same time via phone). This increase will bring an additional \$2,960 to the club if all 148 supplier members renew.  
Vote was to increase Supplier Member rate to \$100 with no change in membership benefits to suppliers.

### 2007 Membership Drive

Letters to current members and non-members in the mail by mid-December 2006. (reflect ability to join at 2006 rates until 12/31/06). 2007 rates become effective 1/1/07.

Highlight additional benefit to suppliers for increase in membership, include calendar of events. Letters to be printed and mailed by Management Company, working in conjunction with Membership Chair/Vice Chair.

Maggie to work with Julie on the letters and will report status of the membership drive at the January Board Meeting.

Under "Membership" link on website, add "Current Members" link – List all agency and supplier corporate names (not contacts). List as "2006" members until Feb 28th, update for 2007 beginning March 1st.

YES, ADD

### Mary F. Day Award

Membership committee is responsible for all aspects of Mary F. Day Award including securing graphic design, paper, printing and mailing service donations from suppliers for the award.

Membership committee is also responsible for securing sponsor for award (including payment), procurement of plaque, and presentation of award to the recipient.

Nomination information posted on website and 1<sup>st</sup> email blast to go out 6 weeks prior to due date.

Printed nomination form to be in hand by 4 weeks prior to due date. Reminder email blast sent 2 weeks prior to nomination due date. Vote will take place at November Board meeting. Award presented at Holiday Party.

2006 Mary F. Day Award Recipient will be Phyllis Endriukaitis – Leo Burnett. Sponsored by Kodak. Macy's Gift Certificate will be given to Janice Jenkins for nominating Phyllis. Phyllis will receive plaque and Macy's Gift Certificate. Award will be presented by President D'Anna at the Holiday Party.

3. **Programs & Education**  
Both Advisory Committees merge for 2007 to form "Education Advisory Group".

Events to be called "Education Programs".

\*\*\*Merger to be voted upon at 11/28/06 Board Meeting.

8 Education Programs to be planned by this combined Committee  
(refer to calendar for dates)

Committee decided to not have January 9<sup>th</sup> event, will be replaced by Tuesday August 14<sup>th</sup>. (see revised calendar)

Committee is working towards having all 8 speakers/topics determined no later than the January 23<sup>rd</sup> Board meeting.

Committee has full access to "Zoomerang" membership for any surveys to be sent out for speaker/content ideas. (Work with Mgmt Company to execute surveys).

Committee is responsible for acquiring Individual Event Sponsorships (including payment collection) not covered by Platinum Sponsors (potentially 2 if 6 Platinum Sponsors sign on for 2007).

Committee is responsible for making all club announcements, Individual Event Sponsor, and Speaker introductions. This also includes naming 2007 Platinum sponsors, and a reminder to "support the suppliers who support the club" at all events.

Committee is responsible for securing the graphic design and printing of an event banner highlighting the 2007 Platinum Sponsors.

Rates for educational events will be \$37.00 for members and \$47.00 for non-members (all walk-ins at \$47 rate).

New cancellation policy: All cancellations must be received by 5pm the day before each event. (NOT 9am the day of the event).

Printed invitations for the 8 events are the sole responsibility of the committee. This includes donations of graphic design, paper, printing and mailing services. Management Company will only provide a list of current members and non-members (prospects) for the mailings. Invitations for all 8 events must be in hand no less than 4 weeks prior to the event. See below for *Email Blasts*.

The Michigan II room (capacity of 110) will be used for the 8 Education Programs. The attached schedule indicates the dates "on hold" for 2007. Committee Chairs to work with Management Company to secure contracts for each date.

*The committee is able to plan an alternate event provided all costs are covered in the 2007 budget and the committee is able to staff the event. (Mgmt Co. is not expected to staff beyond the 8 Luncheon Education Programs).*

#### **4. Special Events**

Special Events Advisory Committee to work with Management Company to confirm date, location & contract signing/payment for:

Paper Show – Peninsula Hotel – Wednesday April 25<sup>th</sup>, 2007

Admission: Free for members, \$10 for non-members

Supplier Fair/Summer Social – Location TBD – Date mid-July

Admission: Free for members, non-members TBD

*No golf outing in August.*

Holiday Party – Maggiano's – Date Tuesday December 4<sup>th</sup>, 2007

Admission: \$40 for members, \$70 for non-members

Special Events chairs and committee members are responsible for securing all event participants/sponsors including payment collection (Management Company only confirms if payment is received). They are also responsible for the procurement of premiums, assembly & delivery of any "goodie bags" for all Special Events. Management Company will not be responsible for this in 2007.

Invitation mailings for all Special Events are the sole responsibility of the committee. Management Company will only provide a current list of members and non-member prospects for all mailings. Committee members must secure graphic design, paper, printing and mailing service donations from suppliers.

Invitations for all Special Events need to be "in hand" no less than 4 weeks prior to each event date. See below for *Email Blast* Schedule.

## 5. **Marketing**

- Budget for website falls under Marketing. All hosting/maintenance and any cost for changes need to be included in 2007 budget.
- Current Website needs to be updated (all sections). President D'Anna to work with Marketing Chair to confirm updated information.
- Is "Industry News" necessary? It has not been utilized for more than 2 years.  
**NO – REMOVE FROM SITE**
- Add "agency & supplier members" (see above under *Membership*) **YES, ADD**
- Add "Supplier Directory" link (see below under *Supplier Directory*)
- Add "Calendar of Events" as separate link (PDF) **YES, ADD**
- Change "Club Events" link to "Education Programs" **YES, CHANGE**
- Add "Special Events" as separate link **YES, ADD**
- Once all sections are updated for 2007, Management Company becomes responsible for keeping BOD contact list updated, posting all Board Meeting Minutes as supplied by Secretary, working with each committee for current event registration information to be posted on home page, keeping calendar of events up to date, posting all career resources information as supplied by Career Resources Chair, posting Supplier Directory information as supplied by Supplier Directory Chair, keeping Current Membership company list up to date.

## 6. **Career Resources**

- Propose changing "Job Bank" link name to "Career Resources" **YES, CHANGE**
- Continue current method of posting "available jobs" and "top talent" as submitted to Management Company by Career Resources Chair/Vice-Chair.
- Continue not charging a fee to post "available jobs" or "top talent".

## 7. **Supplier Directory**

- Add "Supplier Directory" link to website as a reminder to "support the suppliers who support the club". List Platinum Sponsors first, then by level of ad purchased, including current contact info for reps. **YES, ADD**  
(Until 2007 directory is ready, we should put 2006 information on site).
- Supplier Directory Chair responsible for securing all 2007 advertisers, including payment. Management Company will only confirm if payment is received. Also responsible for securing graphic design of cover, paper, printing and working with Management Company for distribution of directories.

## 8. **2007 Platinum Sponsorship**

- Fee for 2007 to be \$4,500. The club receives \$278.00 per Platinum Sponsorship, \$1,668 total.
- Access is limited to one supplier per category, 6 Platinum Sponsorships: Printer (offset), Printer (digital), Prepress, Paper Mill, Equipment Manufacturer, Broker (print, premiums, project mgmt).  
2006 Platinum Sponsors get first opportunity to join Platinum ranks within their category for 2007.
- Membership for two corporate representatives (\$200 value).

- All benefits of an Individual Education Program Sponsorship – Admission for two (either both corporate or one corporate + 1 guest), 10-15 minutes of presentation time, and list of companies that attend the event (not attendee contact info). Plus, preferred choice of which education event to sponsor (*\$2500 value*)
- Attendance for two (both from Platinum sponsor or one Platinum sponsor member + one guest) at all Education Programs. Plus the ability to bring additional non-members at member rates (non-members must register at same time as Platinum sponsor via phone) (*Value: \$632, attendance for 2 at 8 Education events = \$592 + Paper Show admission for non-member guest = \$10 + Holiday Party admission savings for non-member guest = \$30*)
- Platinum Sponsor's logo to appear on all CPPC communication (printed invites, website, email blasts, any signage at all club events) and referred to as "2007 Platinum Sponsors". Link to company website through logo on CPPC site. (*Value: Priceless*).
- 1 Full 4/C page ad in the Supplier Directory. (*\$500 value*).
- Preferred placement and credit toward the Supplier Fair/Summer Social (*\$400 value*).

Letters to current 2006 Platinum sponsors should be mailed by 12/15/06. (Response needed no later than 12/31/06). If 6 Platinum sponsors are not acquired for 2007, letters to all suppliers should be mailed by 1/5/07 with response needed by 1/15/07.

**Treasurer Huck to work with Karen Wolz**

#### **9. Additional Sponsorship & Support Opportunities for 2007**

- Individual Education Program Sponsorships (2 will remain if we get 6 Platinum Sponsors) Includes: Admission for 2 corporate representatives (or one corporate rep + 1 guest), 10-15 minutes of presentation time, and a list of companies that attend the event (not contact info). (*Cost \$2500*)
- Sponsorship of Mary F. Day Award at Holiday Party (*Cost \$500*)
- Ads in Supplier Directory (*Rates \$100 - \$500*)

#### **10. Email Blasts**

- Printed invites for Education Program Luncheons should be in hand 4 weeks prior to each event, Registration information posted on website home page and under "Education Programs" by the day after prior event occurs (as was done in 2006), an email blast should be sent 2 weeks prior to event, and a final reminder 2 days before. (If printed invites are not going to be produced in 2007, then 1<sup>st</sup> email blast should go out 4 weeks prior to each event).
- Email blasts for each Special Event should be sent out 6 weeks prior to event, (printed invite in hand 4 weeks prior), Registration information posted on website home page and under "Special Events" the same day 1<sup>st</sup> email blast is sent, reminder email blast 2 weeks prior and final email blast 2 days before.
- Mary F. Day Award (see above under *Membership*)
- If necessary, send email blast for Education Programs not being sponsored by Platinum Sponsorships
- Call for Committee Members – President D'Anna will compose "call for support" email blast to be sent to all members and non-members. Membership in CPPC will not be a requirement to be a committee member (only Committee Chair/Vice-Chair).  
Expect to send email blast by 12/15/06, repeating again 1/15/07. All responses will then be forwarded to appropriate Committee Chair/Vice-Chairs for follow-up.

Additional Notes:

All sponsors must be members of the CPPC.

Full payment of Individual Education Program Events and Platinum Sponsorships MUST BE RECEIVED before sponsored event occurs or Company is named as a 2007 Platinum Sponsor by the CPPC. All payments for Supplier Directory ads MUST BE RECEIVED before printing begins. All issues related to non-payment are to be submitted to the Executive Board (President, Vice President, Treasurer, Secretary, Immediate Past President) for final decision.

Committee Chairs are responsible for on-going budget maintenance throughout the year. Management Company and Treasurer will supply overall status of CPPC budget, not individual committee budget reports at Board Meetings.

All graphic design, paper, printing, finishing, and mailing services MUST BE DONATED for all invitations. If this is not possible, Committee Chair should submit cost, effect on committee's budget, and reason donation cannot be achieved to the Executive Board. Executive Board approval is required before any production begins. If this does not occur, payment to supplier will not be made by the CPPC.

### Chicago Print Production Club

#### 2007 Calendar of Events (11/28/06)

Date	Event	Location
January	No event	
Tuesday February 13 <sup>th</sup>	Education Program	UBS – Michigan II Rm
Tuesday March 13 <sup>th</sup>	Education Program	UBS – Michigan II Rm
Wednesday April 25 <sup>th</sup>	Paper Show	Peninsula Hotel
Tuesday May 1st	Education Program	UBS – Michigan II Rm
Tuesday June 12 <sup>th</sup>	Education Program	UBS – Michigan II Rm
Mid-July	Supplier Fair/Summer Social	TBD
Tuesday August 14 <sup>th</sup>	Education Program	UBS – Michigan II Rm
Tuesday September 18 <sup>th</sup>	Education Program	UBS – Michigan II Rm
Monday October 15th	Education Program	UBS – Michigan II Rm
Tuesday November 13 <sup>th</sup>	Education Program	UBS – Michigan II Rm
Tuesday December 4 <sup>th</sup>	Holiday Party	Maggianno's

**\*\*Next Board Meeting will take place on Tuesday January 23<sup>rd</sup> at the Leo Burnett Offices, Room TBD.**

**Meeting was adjourned at 1:45pm.**

The Chicago Print Production Club  
841 Kings Point Drive West  
Addison, IL 60101  
312-450-4106  
info@chicagoprintclub.org  
www.chicagoprintclub.org