

CHICAGO PRINT PRODUCTION CLUB  
Board of Directors and Advisory Group Chairs Meeting  
October 24, 2006  
Leo Burnett Offices  
Chicago, IL

## MINUTES

The Presiding Officer was President Kelly D'Anna. Those present were: Mary Day, Karen Wolz, Nancy Flemm, Mark Heimerl (guest from Sandy Alexander), Dawn Christner, Heather Huck, Kelly D'Anna, Gretchen Main, Brian Morrissey, Tod Szewczyk, Maggie Clancy, Angie Marks, Julie Upchurch Mastalerz.

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

### GENERAL ADMINISTRATION

#### Approval – September Minutes

- No minutes were taken at the September meeting.

#### Treasurer's Report

Treasurer Huck mainly discussed 2007 budgets, as follows:

- Next year's budget is an important point we must deal with quickly.
- Chairs must meet with Julie Brink & tell her who has, and hasn't, been paid (in regards to sponsors).
- The main issue is the paper show.
- We need to make sure all have been paid by the end of this year.
- Also need to ensure there are no rate increases for next year.
- At the next (November) meeting, we'll need to have some sort of budget, and at the December meeting, we'll need budget approvals.

### OTHER BUSINESS

In lieu of traditional chair reports, the board mainly focused on 2 points of discussion:

#### Platinum Sponsors (current & future)

- Treasurer Huck was in charge of gathering info and managing all of our 2006 Platinum Sponsors, but can not take this responsibility for 2007, and said we need a volunteer. After some discussion, Karen Wolz volunteered for the job.
- This includes, but is not limited to the following: administration of education & programs, special events, membership, sending letters to supplier members on CPPC letterhead. Karen will also keep track of the platinum sponsors, and will ensure they are allowed to pick the event they're sponsoring based on the order in which the contracts are signed.
- Treasurer Huck will provide all info to Co-Chair Wolz, including a list of what's included in the \$4K platinum sponsorship (individual event sponsorship, preference of which event they'd like to sponsor <on a first-come, first-served basis>, a 4C ad in the supplier directory, visual presence at the golf outing, and much more).
- Treasurer Huck will continue to allocate dollars to each committee.
- Karen will work with Julie Brink on this as well.
  
- Mark Heimerl (guest from Sandy Alexander), discussed "what did my \$4K platinum sponsorship buy my company?" as a point of view for the club.
  - After recently sponsoring an event, he didn't get any references. 1 person came up to him for more info after the event (and they were looking for a job). Obviously, this wasn't positive feedback. Members of the CPPC seemed not to care that he was a Platinum Sponsor or even a part of the CPPC when he's tried to call on new contacts.

- On the flip side, he's also a member of AIGA and that seems to carry clout when calling on new leads.
- He suggested doing a follow-up meeting @ each agency for Platinum Sponsors, or doing a vendor show.
- Mark also mentioned that the Club needs to vary topics, using inserts as a great example of something the Club doesn't discuss through SmartTracs or Luncheons, but Producers often need info on.
- Co-chair Wolz mentioned that often times there are conflicts of the CPPC: for example, Idealliance, Adobe 9 and the CAF. They all provide similar seminars and are sometimes/often free.

Revamping the Club: Treasurer Huck, VP Szewczyk and Chair Day asked "what are we going to change?" in the Club.

- Everyone agreed we need to print invites to our events and not just rely on email.
- We should have at least a calendar of events for 2007, even if we don't know what's happening at each seminar.
- The CAF plans 1 year ahead and has quarterly events. Their management company does a lot of legwork for them.
- The CPPC would need many more people involved to make major changes like we want.
- Mark suggested we work with the AIGA on a co-sponsorship of a big event. He also mentioned the lack of support in the local suburban network. Could we do a corporate membership for these type of companies?
- It was suggested that we do a survey of current members: what is the Club doing well, what is the Club doing poorly? Chair Clancy will handle this through an email blast. A 2<sup>nd</sup> survey will go out to corporations asking "is this type of club/service important to you & your employees?" We discussed getting names of corporate companies/contacts from our supplier list or buying a list from the local Direct Mail club. Suppliers could also talk with their contacts and see if they know, or are interested in knowing more, about the Club.
- Chair Vartan suggested the Education, Marketing, Sponsorship & Exec Board have 1 meeting a week for 4 weeks to hammer out some things we'd like to change. We can discuss events, networking, education, membership (rates, etc), and from this discussion we could produce a more specific survey.
- President D'Anna said we need to do a revamp for 2008, but to keep things pretty set for 2007 since we would need to make major changes in the next 4 weeks.
- Other points of discussion:
  - Print producer award: for the best produced piece.
  - Doing more social events.
  - Go to a printer w/ agency reps. Discuss your problems, challenges, resources.
  - Have 1 platinum sponsor for each of the following categories only: printer, paper, prepress vs. multiple platinum sponsors who could be direct competitors.
  - Education & program committees need more help!
- It was agreed that the Club will change the following: Chair Clancy will send out the survey to current members asking what's working/not working through the Club; we will create a Corporate Membership for 2007.

The next Board meeting will be held on Tuesday, November 28, 2006, at the Leo Burnett offices.

There being no further business, the meeting was adjourned at approximately 1:40pm.

Respectfully Submitted,  
Julie Upchurch Mastalerz  
Secretary