

**AGF Special Events Committee Meeting Minutes**  
**June 16, 2009 12 – 1 pm**  
**Teleconference**

In Attendance: Kerry Blume, Gene D'Adamo, Harold Dorenbecher, Sandi Perez, Suzanne Reuss, Marissa Theisen, and Erin Dow.

Kerry called the meeting to order at 12:03 pm.

**Update on Sponsorship Progress**

Kerry asked Marissa for an update on securing sponsorships. Marissa noted that we have exceeded our sponsorship goal, but there are still asks out to Discount Tire and Mutual of Omaha Bank. Lydia Lee at Chase also came in recently at the Bronze Level. Kerry asked what the deadline date for sponsorships was. Marissa said that sponsorships should be secured by mid-July so that the sponsor logo can be printed on the Save the Date cards.

**Marketing**

Marissa pointed out that event partners will help distribute the Save the Date card via email.

The committee reviewed the Save the Date card and offered thoughts and suggestions. Gene suggested making the "3<sup>rd</sup> Annual Luncheon" part smaller and possibly switching it with the Multi-Generational Philanthropy heading to highlight the theme. He also felt the photo looked more like an early education photo and suggested finding one that had three generations together or showing generations volunteering together. Sandi said she might have some photos that could be used.

The committee also reviewed the invitation and agreed that any changes made on the Save the Date card should be carried over to the invitation as well. Kerry asked about plans for printing and mailing the invitations. Marissa noted that ACF has provided a mailing list of approximately 3,000 names which will be merged with the AGF member list. Marissa and Erin will work to pare down the list to around 2500 before the mailing. Marissa noted that she has requested a proposal from Rhonda Bannard for assistance with event marketing. Rhonda may also be able to provide a targeted mailing list from AZ Redbook. Gene asked if the Tocqueville Society list would be on the mailing list. Marissa said that VSUW, as a Partner, would send the invitations out to their mailing list which she assumed included the Tocqueville members. Gene suggested mailing a hard copy to the Tocqueville Society members or asking VSUW to do so. Harold suggested asking partners to not only email blast the event but to incorporate it into their regular emails. Kerry said that we should keep in mind and respect the organizations culture of how often they send emails. She thought it would be beneficial to send a simple version that could be embedded in emails instead of attaching a PDF. Gene said he would reach out to AZ Redbook to see if they would endorse the event and/or email it to their subscriber list.

Gene discussed the placement of ads for the event in The Arizona Republic. This year ads will be targeted to The Scottsdale Republic and AZ Society. Marissa asked if Gene wanted to do an interview with the author again this year. Gene stated that they were no longer producing that section of the magazine, but he would check to see if any reporters might be interested.

Sandi asked what the expectations were for attendance. Marissa said the goal for this year is 200, and the committee agreed that that was a reasonable goal. Harold suggested selling tables to those who have already been approached but couldn't sponsor or be a partner this year. Gene thought AGF should also approach banks, law firms, and investment firms with a cover letter crafted specifically to speak to the marketing potential of the event for their respective businesses. According to Harold, businesses may be more willing to sponsor or buy tables later in the year, assuming the economy continues to slowly improve. AGF should approach businesses in late August or early September. Marissa will draft a cover letter directed at businesses and share it with Committee members. Sandi asked why table sponsors were not listed and Erin replied that no one had signed up for table sponsorship yet. Sandi stated that Delta Dental would sponsor a table again.

### **Event Details**

Marissa reviewed the possible products to be used as give-aways. She asked the committee what they thought about providing a copy of the author's book along with the banks and discussion guides that will be on the tables. Suzanne said that she had ordered all three to test out their usability and the guide and bank seemed much more popular with ACF staff than the book. The committee agreed that the give-aways should be limited to the bank and the guide. Marissa stated that the event budget included \$3,000 for give aways and suggested a product mix of 70% discussion guides (@\$11/each) and 30% banks (@\$23/each). Committee members preferred the idea of a 50-50 split between banks and discussion guides. Marissa pointed out that this would raise the total product costs to \$3,400. Sandi suggested getting a bank to sponsor the cost of the saving banks. Marissa liked the idea but indicated that since the Lodestar Foundation had already agreed to be the Product Sponsor at the \$3,000 level, she would need to check with Lois Savage to make sure she was comfortable with splitting the product sponsorship. Once Marissa has confirmed approval from Lois, she will check to see if Lydia Lee at JP Morgan Chase would like to become the bank sponsor by increasing their sponsorship from \$2,500 to \$3,500. She might also approach Rob Leslie at Mutual of Omaha Bank to see if they'd like to be the bank sponsor.

The committee reviewed the program timeline and had no suggestions for revision.

Sandi agreed that Delta Dental will print programs again this year.

Kerry suggested that Marissa have a group of those interested in selecting the menu work together and not wait for a general consensus from the committee to pick the meal. Marissa said she will circulate the menus when the Biltmore sends them.

The next Special Event Committee will be scheduled for late August.

Marissa asked Harold if Northern Trust would be able to print the invitations, suggesting this would entitle Northern Trust to become as a Bronze Sponsor and qualify for a table. Harold said that AGF should send a draft invitation closer to the time they need to be printed and he will send it to their print house to see if they would like to tweak the invitation and then send it out.

Kerry adjourned the meeting at 4:05 pm.