

AGF Special Events Committee Meeting Minutes July 15, 2008

In Attendance: Marissa Theisen, Lauren Bashaw, Sandi Perez, and Gene D'Adamo

Update on sponsor progress

- Marissa reviewed the list of potential sponsors for the luncheon. We currently have \$16,500 committed, including:
 - \$5,000 from ACF
 - \$4,000 from ASU Lodestar Center to sponsor books
 - \$2,500 from Northern Trust
 - \$2,500 from McMurry, Inc.
 - \$2,500 from Fennemore Craig, P.C.
- Gene mentioned that he is still waiting to hear from UBS (bank) if they are interested in being a title sponsor for the event (\$10,000). He is offering them a feature article in AZ Society on their giving, which will also mention the Art of Giving luncheon. Gene will also follow up with another bank that he thought might be interested, as well as a final call to Joellen at American Express.
- Marissa also mentioned Lowry Hill (a subsidiary of Wells Fargo) as a possible sponsor, and will also contact them.
- Sandi offered to contact Waddell Reed to see if they are interested in a sponsorship.

Publicity

- The committee discussed some possibilities for completing an editorial of some sort regarding personal giving, and relating it to the book (Smart Generosity). Marissa mentioned she is thinking of several members with personal family foundations for the article (Preston McMurry, Jerry Hirsch, etc.). The committee thought this was a great idea, and brainstormed some options:
- Ultimately, the committee decided to pursue the possibility of profiling certain community members who give personal wealth (as opposed to an incorporated foundation), and brainstormed such individuals as Phil & Nita Francis, Marilyn Sieman, Julie Vogel, Glimchers. Gene suggested multiple profiles, which could run in several Republic publications (AZ Women, AZ Society, etc.), and ask a series of questions to each profilee. Some brainstormed questions:
 - How did you get started in philanthropy?
 - How do you make your decisions? Do you have a specific focus in your giving?
 - What is your best donation or your most rewarding grant?
 - What is one piece of advice you would give to others who want to give meaningfully/strategically to charities?
 - Will your giving patterns change as a result of the downturn in the economy?
- If the profile idea does not work out, the committee agreed we could still have one (or more) of the above individuals write an opinion piece to submit to the Republic and other media outlets.

Review Save the Date

- The committee approved the final draft of the Save the Date, with a minor change: write out the link to our website instead of "click here" in case the link gets broken. The committee agreed that we can wait until the end of the month to send these out, and hopefully we will have a title sponsor to include by then.

Review Invitations

- The committee reviewed the first draft of the invitations, and agreed that they looked good overall. A few changes:
 - Change the text to read “Her presentation will...” instead of “Her presentation is guaranteed to...”
 - Add the address of the Biltmore
 - If we get a title sponsor, we will need to re-work the invitation a little to give them proper credit as a presenting sponsor of the event.
 - Remove ASU Lodestar Center from list of partners (they are a sponsor)
 - Add spaces to times (11:30am → 11:30 a.m.)
 - Check into the cost of 3-color vs. 4-color printing (possible if we put the logos in black and white).
- Marissa reported that we have not yet found a printing sponsor, and our cost is estimated to be between \$2,000 and \$2,500. Sandi asked that we send her the specs and she price out the printing costs through her printer.

Event Details

- The committee reviewed the proposed agenda for the event, and approved it. They clarified that unless we have two equal top sponsors, we will have the title sponsor speak only once (to introduce the speaker), and Marissa will introduce the sponsor speaker.
- For the audience Q & A, the committee liked the idea of having wireless mics passed by volunteers, as well as an option to write questions on index cards on the tables. This gives more reserved people the chance to ask a question, but also allows the Q & A to be more audience-driven and interactive by providing the mic option. We agreed that we would likely have plenty of volunteers to cover this (we had more than enough last year).
- Marissa said that as soon as they get some menu options from the Biltmore, they will circulate them to the committee. The committee agreed that last year’s seasonal menu was a big hit.

The next meeting of the Special Events committee will take place in late September. In the meantime, Lauren will communicate with the committee via email and solicit their feedback as necessary. Lauren will also send a follow-up email listing all the “to-dos” for committee members that came out of this meeting. The meeting adjourned at 4:30 pm.