

AGF Special Events Committee Meeting Minutes
August 18, 2009 10:30 am – 11:30 am
Teleconference

In Attendance: Kerry Blume, Lois Savage, Marissa Theisen, and Erin Dow.

Kerry called the meeting to order at 10:35 am.

Kerry recommended that, due to time constraints, Marissa should highlight the main agenda items that need input or action from the committee.

Update on Progress

Marissa noted that Northern Trust will be paying for printing of the invitations, and AGF has lined up a mailing house to mail the invitations at a reasonable cost. Marissa asked for input on the mailing date for invitations, noting that it may take longer for the invitations to be mailed because they are going through bulk mail and not standard mail. Lois suggested that the invitations be mailed at least two weeks before the intended arrival date. Kerry recommended that the mailing be timed so that they arrive after Labor Day.

Marissa asked for input on whether or not to send a letter to professional advisors and invited input on the draft letter in the agenda packet that was provided by the PR/marketing firm that is helping with the event. After some discussion, Lois and Kerry agreed that it would be best to consult Harold Dorenbecher at Northern Trust and/or Ellis Carter at Fennemore Craig on how best to market the event to professional advisors. Lois also suggested reaching out to other professional organizations such as the Valley Estate Planners to become partners.

After review, the committee approved the final design for the invitation and RSVP card.

Marketing

The committee reviewed the ad that will be placed by The Arizona Republic. Kerry asked if the ads would be placed for free and Marissa confirmed that they would. Lois suggested rephrasing the paragraph next to the picture so that the author is noted first in the text. Lois also suggested removing the table cost from the ad because she felt it might deter people from signing up if they saw the \$1,000 cost listed first.

Lois suggested contacting the new Catholic high school in the North Valley regarding becoming a partner as well as parent groups in wealthy areas such as Arcadia and Chaparral.

Marissa mentioned that the marketing firm, Inspired Connections, was working on an article about the event which included interviews with speaker Nathan Dungan and John Marks who is an ACF donor. They hope to place the article in one or more local publications. Lois suggested that Marissa also consider inviting Julie Vogel to be interviewed for this type of publication as she has been a supporter of this event in the previous years.

Event Details

Marissa noted that the draft event program is nearly complete. AGF is waiting for Lowry Hill to identify the person who will introduce the speaker so that the information can be added to the program. Marissa also solicited the committee's opinion on whether or not table hosts should be

recognized. She said that AGF could recognize table hosts on a PowerPoint slide before the luncheon and also possibly on the program. The committee felt that both of those types of recognition would be appropriate. Lois suggested that the board names on the back of the program be made smaller so that table hosts could be added to the back of the program.

Marissa noted that she had consulted Chase on the placement of their logo on the bank and Lydia Lee had approved the placement of the logo on the front of the outer packaging and the bottom of one of the banks. Lois approved of the logo placement for the ASU Lodestar Center on the discussion guide.

Kerry adjourned the meeting at 11:30 am.