



BOARD OF DIRECTORS MEETING

February 26, 2009

Attendees: President Stephen J. (Steve) Mastro; Secretary Debra A. (Deb) Bourbeau; Treasurer Reva Tisdale; President Elect Joyce Doakes Smith; Member-at-Large Deborah J. (Debbie) Smith

Absent: Past President Gregory D. (Greg) Hyland, Member-at-Large Barbara Pepper

Florida Society Members: Joanne Robertson; Diana Chadwell

Guest: Sue Ferns President, Event Pro-SSSS

The teleconference was convened by President Steve Mastro at 10:04 A.M. Eastern Standard Time. Introductions were made on behalf of the Florida Conference Team Members, Sue Ferns and the AACPM Board Members.

Sue Fern provided information on budget restrictions and moving the conference to another year. Does the AACPM have the flexibility to move the conference? This would allow the hotel to retain the business for a future event. We could agree to the original rate of \$145.00. The Rosen Centre offered a reduction in a room rate from \$153.00 to \$135.00 per night.

Sue shared information with the conference call attendees on how hotels calculate their revenue. The hotel balances the number of room against the meeting space against their food and beverage revenue. They need to meet the food and beverage revenue. If you lower your room block, you lower the food and beverage and raise the cost of the meeting space. Hotels look at square footage to balance out the cost of running an event.

An option for us would be to cut the room block and pay a slightly higher fee for the meeting space. If we moved into a smaller amount of meeting space due to the numbers for registrants, we may not need the larger meeting space. Sue suggests that the Academy try any possible option available.

Option 1) Delay the conference to a future year with options of tweaking the rate and space reservations. Sue suggests being as conservative as possible.

Option 2) Continue with the conference plans for this year and reduce the room block and meeting space.

Joanne spoke about the survey that was sent out and twenty from a membership of over four hundred Florida members responded. From outside of Florida, we received a response of seven Societies and 45 people responded. Joanne continued discussion with marketing outside of CPM, as it is a good professional development conference. "Why not partner with other entities and other organizations?" Joanne continued by stating "once we have the program in place, put forth the effort and make sure we're reaching people within Florida and outside of Florida."

Both Sue and Joanne believe that we need to try and renegotiate the cost of food and beverage. If the hotel comes back with “No,” then we need to have a plan B. Can we have a breakeven conference with 125 people in attendance? .

Steve Mastro asked Sue how long does it take to negotiate with a hotel and obtain a response. Sue would like to check with the hotel on their availability to meet as soon as possible. She will let the hotel know that we need to move quickly due to our time constraints.

The AACPM Board has a scheduled conference call for March 3rd and will hopefully have information back from Sue to discuss during the call.

Joanne will email to the AACPM Board the speakers names, breakout information, room space which can be reduced to three breakout sessions instead of four per day. This information will help the Board on decision-making.

Joanne has a contact in Florida to assist her with marketing the conference outside of the AACPM. The effort and ideas are flowing from the Conference Team.

Steve asked about the Florida Board pulling back; does this affect your Team? Do you need more support from the Academy Board? Joanne believes the Florida membership is supporting the conference even if the Florida Board is not. A Florida member sent out an email that was positive showing support for the conference to move forward. The two or three Florida Board members are showing concern about the financial impact of hosting the conference in 2009. Joanne would like the AACPM Board to remain positive and assist the Florida Conference team where needed. The opinions expressed by some members are not necessarily the opinion of all of the Florida members.

Diana Chadwell believes there is much more than a conference being put on. From the Planning Committee, they are involved in so much more than planning. It has been emotionally draining at times.

Steve asked if the AACPM Board accepts the Florida Proposal of \$4,000.00 how is the bank account going to work? Does an account need to be set up or is one set up? We need to link the registrations to a bank account.

Joanne explained that a bank account has been established with a Florida bank. The current signature authority is with the three Florida Conference Team Members and the Treasurer of the Florida Society. At this time, only one signature is required on the checks. If the current conference bank account needs to be closed a new one can be opened with new signature cards for signature authority.

Joyce Smith would be the contact person for the on-line registration system. Before we can move forward, the AACPM Board needs to approve the conference registration fees. As stated in the SOP, the registration system should be the Academy’s registration system vendor.

Diana asked if it would be an option to look at another area for a different registration system. Steve suggested that this type of question be shared with Joyce Smith. What about credit cards? Steve explained that some agencies have credit cards and it provides ease in registering for a conference. If there is an upfront cost to set up the site to take credit cards, we need to weigh in the expenses for use of credit cards.

Sue Fern asked about the registration process and the merchant account. If each year we're opening a new merchant account, we may be losing money through the payment of fees each year. Steve will research this, as he is unsure at this time how the fees and merchant account are linked. Sue is willing to provide Steve with information if he would like additional assistance and direction.

Reva Tisdale asked Joanne if anyone has been in contact with the Consortium. Joanne said she has been in contact with Jack Lemons and he told Steve about 30 members are estimated to register for the conference. Reva also shared that she is very impressed with Joanne and her team and all the work that has been accomplished.

Deb Bourbeau suggested contacting Jack to see if any of the Consortium members might be interested in being presenters. Debbie Smith echoed Deb Bourbeau's comments about the Consortium being included in the event and assisting as speakers.

Steve Mastro suggested that the conference also be marketed through the universities and other professional entities.

Joanne will create and review a budget to send to the Board if the hotel has agreed to the reduction in room, food and beverage and meeting space when she and Sue meet with the hotel personnel. Joanne wrapped up the call with positive comments on the feedback she has received from speakers and Florida Society members.

Steve thanked Joanne and her team for their positive attitude and team effort. We're going to put together a sub-committee to help you make this happen, such as Deb Bourbeau and Debbie Smith who are experienced conference planners and on the AACPM Board. Other members will also be chosen to assist Joanne as part of the conference planning team.

The Annual Board Meeting adjourned at 11:01 AM (EST).

For Distribution:

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Respectfully submitted by:

Debra A. Bourbeau, CPM, Secretary, AACPM

For Distribution:

Original Signature on File

Respectfully submitted by:

Stephen J. Mastro, CPM, President, AACPM

