

MINUTES

Regional Association Council Delegate Assembly Meeting

**January 13, 2009
Mandalay Bay Convention Center
Las Vegas, NV**

CALL TO ORDER: RAC President Mark Shinn, MAS, called the meeting to order at 8:00 am.

OPENING REMARKS: Shinn welcomed the group to Las Vegas and reminded everyone to sign the attendee roster. Shinn spoke on RAC's new logo and 10-year anniversary. Shinn led the room in table introductions and then introduced the 2008 RAC Board members and recognized the RAC Past President. Garth Huettl, CAS, read RAC's mission statement.

APPROVAL OF JUNE 4, 2008, MINUTES: Minutes of the June 4, 2008, Delegate Assembly meeting were reviewed. It was moved by Paul Gualtieri, CAS and seconded by John Niemi, MAS and unanimously

VOTED: TO APPROVE THE MINUTES OF THE JUNE 4, 2008 RAC DELEGATE ASSEMBLY MEETING AS SUBMITTED.

TREASURER'S REPORT: Gualtieri presented the 2008 Year-end Statement of Activity, the 2009 Budget Review and the payment of RAC Dues for 2009. Gualtieri stated the RAC Budget is on track for the year. The council had no questions regarding the Treasurer's report.

PPAI REGIONAL SERVICES: Michele Packard-Milam, CAE, introduced the Regional Relations Team. The MAS/CAS Certification Program was covered by Laura McKinney, CAE. A new MAS/CAS Grab & Go Binder was developed for executive directors so they can better implement the program. Melissa Hall gave an overview of the PPAI Regional Relations Budget.

REGIONAL AFFILIATE PROGRAM UPDATE: Packard-Milam went over the Regional Affiliate Program's strategic planning process and encouraged all regional affiliates to sign up for a planning session. McKinney went over the 2008 Program Highlights, which were the first EDLF (Executive Directors Learning Forum), the MAS/CAS Grab & Go Binder, the ED² Back of the House Tour at Expo and the FedEx Marketing Contest. She also went over improvement in the Regional Affiliate Database (RAD). Hall spoke to the council on PPAI tradeshow participation, which included changes to sponsorship requests. As of 1/13/2009, 24 of 27 affiliates had turned in their sponsorship request forms. Packard-Milam spoke on the affiliate marketing and graphic support, which gives every affiliate up to 20 hours of free consulting services.

LEGISLATIVE ISSUES & INDUSTRY IMPACT: Sherri Lennarson, MAS and Steve Slagle, CAE, covered the latest legislative issues and their implications for the regional association. Eric Johnson, MAS, covered what UMAPP has been doing and accomplishing in the past several months.

NEW RAC INITIATIVE — WHIP: Debbie Nash, MAS, and Hall presented a new RAC program for the regional association's members. WHIP stands for Webinars at Home for Industry Professionals and offers four courses (one in each quarter) that are customized to the promotional products industry. Quarter #1 is "Hidden Asset in Your Company: Utilizing Cash Flow & Credit."

LEADERSHIP DEVELOPMENT WORKSHOP: Hall went over the dates (June 17–20), location (Hilton DFW Lakes Executive Conference Center, Grapevine, Texas), registration deadlines and instructors for the 2009 event. Salazar went over the program design and McKinney told the council about the 2nd Executive Director Learning Forum (EDLF).

TABLE EXERCISE / REGIONAL IDEAS: Each district gathered at the tables and discussed ideas for their regionals.

REGIONAL PYRAMID AWARD PRESENTATIONS: Brian Swift and Tina Montgomery, MAS, announced the Regional Pyramid Award winners. Congratulations go to: PPAS – Education Event Campaign, MiPPA – Tradeshow Attendance Campaign and CAPPa – General Membership Campaign

BREAK: Shinn announced a 15-minute break.

RAC REVIEW 2008: Shinn gave a President's recap of 2008. Dave DeGreeff, MAS and John Niemi, MAS, showcased the District 4 website progress.

DISTRICT BREAKOUTS / REPORTS / SUMMARIES: Each District met to discuss their plans for 2009, here is a recap: **District 1** — Legislative contacts (go back to boards), communicate more with each other, Promotions East partnerships; **District 2** — Better communication within district, governmental issues, get more in touch, Board lunch & learn, membership, recruit and retain, synergy (tradeshows); **District 3** — Formulate branding plan/utilize marketing hours, website activity, women's conference, geographic span, legislative action with Eric Johnson, MAS; **District 4** — Event calendar (three-year), concentrate on legislative issues, use marketing hours better, tradeshow management; and **District 5** — Establish Yahoo group, establish joint shipping program for suppliers, reciprocity of associations, legislative advocate (SAAC).

ADVOCATE REGIONAL CHALLENGE: Anne Lardner recapped the 2008 ADvocate Program Recap and the upcoming 2009 Challenge. Lardner also pronounced the winners for the 2nd leg of the ADvocate Challenge; the regional association winner is UMAPP and the individual winner is Joe Scott, UMAPP.

NEW BUSINESS / ANNOUNCEMENTS: There was no new business, or announcements from the floor.

2009 GOALS: 2009 RAC President Huettl announced the RAC Board's goals for 2009: 1) Celebrate the 10th anniversary of RAC; 2) Continue to encourage each affiliate member to use the affiliate services and benefits; 3) Continue to build the district program; and 4) Be available, listen, encourage, support and help with the needs and desires of all members.

RECOGNITION OF OUTGOING BOARD MEMBERS: Shinn presented an award to the outgoing RAC Board members: Dave DeGreeff, MAS; Bruce Korn, CAS; Debbie Nash, MAS; and Tina Montgomery, MAS. Huettl presented a special award to Shinn for his term as president.

ADJOURNMENT: There being no further business to discuss, or act upon, Huettl adjourned the meeting at 12:00 pm.