

# Gateway to Impact

June 12

# 2013

---

**Summer Forum Event Report to/for  
PGRTAZ Board of Directors, Sponsors and Volunteers**

Report Dtd: Sep 16, 2013 By:  
Melissa Kemp, Summer Forum  
Chair

## Contents

1. Event Success Metrics.....	3
2. Event Day Volunteer Success Metrics.....	4
3. Sustainability Initiative.....	5
4. 2013 Event By the Numbers .....	6
5. Appendices: .....	6
a. Survey Results .....	7
b. Stakeholders’ Debriefing Meeting .....	24
c. Press Releases and Marketing Information .....	29
d. Step and Repeat and Video Links.....	43
e. Photo Gallery .....	43
f. Social Media.....	43
g. Theme and Graphic Design .....	43
h. Summer Forum Committee Meeting Minutes.....	44

## 1. Event Success Metrics

In prior years' Summer Forums, each year staff has successively tried to both improve on the event itself annually, and also provide a report documenting key information and items that would support the next years' chairs and committees in their efforts to raise the bar and hold a successful event (see appendices).

Of course, the question of what, exactly, comprised a "successful event" could vary significantly depending upon who you asked and their personal observations and experiences at/with the event.

This years' report is significantly different than in the past because this years' event, for the first time, quantified not only a series of board based event objectives, but also extended them into Event Success metrics, and purposefully endeavored to include potential metrics from many stakeholders' points of view....not just the board of directors, but also the event volunteers, the event attendees, the event sponsors, and (from the staff perspective): sustainability initiatives.

Next years' 2014 Summer Forum event will be the 20<sup>th</sup> Annual such event, and will be able to take this years' initial Success Metrics and iteratively improve not only the event, but our understanding of WHY we conduct the event, and if our efforts ultimately achieved that purpose.

### 2013 Summer Forum Primary Goals: Event Success Metrics

	Metric		As of Sep 16, 2013	Goal Status
Maintain 2012 Sponsor revenue, pricing levels	Reference Budget and Program layout			Done/Achieved
Minimum Net Profit	\$6,000		\$4,450 cash, \$1,500 in kind	Done/Achieved
PGRTAZ members 12/31/12 active members: 89	20 total : New by 8/31/13 or Renewed by 12/31/13		17 renewals since June 12. 15 New since June 12.	SF Mbrshp Coupon Marketing in Process. Suggested Target: 105-110 by 12/31/13
New PGRTAZ annual sponsors	2		0 thus far, but 7 new sponsors to PGRTAZ SF this year, and conversations continuing with those interested but not able to participate this year.	Conversations in Process
New Marketing Collaborators	3		3	Done/Achieved
Establish Volunteer hours tracking mechanism			467 Volunteer Man Hours - tracked via staff input on spreadsheet – not including SF Chair . 617 including chair.	Done/Achieved
Find/Confirm 2014 SF Chair			2 potential Chairs have declined. SF committee is filling up already, though, including those who want to repeat working with this team.	Search In Process

## 2. Event Day Volunteer Success Metrics

Staff sought Event Day Volunteers, in order to expand the number of people engaged with PGRTAZ's work (enhancing their membership value through discounted attendance options and the relationship building that is a natural outcome of participating on this year's team), and to support a greater number of event staff capable of answering attendee questions and needs.

In addition to setting specific Event Day Volunteer Success Metrics, this year's team benefited from a "secret shopper" ...an event attendee briefed upon their chosen success metrics, and watching observantly throughout the day to independently assess progress toward the metrics.

1. Zero unsatisfactory ratings with event registration & welcome processes
  - The survey results reflected zero unsatisfactory ratings!
2. Zero unsatisfactory rating with finding sessions throughout the day
  - The survey results reflected zero unsatisfactory ratings!
3. Room Monitors: Zero unsatisfactory ratings for sessions start and end on time
  - Zero unsatisfactory ratings for rooms supported a great presentation (AV, lights, sound working right)
    - Note: Next Year's Event Survey needs more specific inquiry into this item to help accurately assess success. Also note: Room Monitors may not have enough control over speakers' ending timely; training may need to be enhanced, and communications with presenters.
4. A successful sales level for the 50/50 Raffle (goal of \$1500 in sales at least)
  - \$500 in sales
    - This did not make goal. Staff and Volunteers have agreed to allow advance Raffle Ticket sales next year, to conduct the drawing at the lunch hour, and to find a way to allow raffle purchase/participation via credit card.
5. At least 75 passports turned in for drawing
  - 42 passports were turned in.
    - This was a good number, but well shy of goal. The Passport to Prizes has proven very popular, and very useful for generating great sponsor satisfaction. Next year's Event Day Volunteers may want to consider other improvements to increase the number of passports turned in.

Secret Shopper Comments:

*"Congratulations to you and your team for an absolutely fulfilling PGRT. From beginning to end, I was extremely pleased with the level of service and support the attendees received. Your volunteers were quite helpful and engaging. Particularly, Ellen took time to find an answer to one of my questions that she was unclear about. She really provided one on one attention to make sure that my question was answered. What a difference a year can make. Thank you for incorporating sustainability measures, as that enhanced the vibe of the conference as well. I'm looking forward to next year. By the way, the speaker selection was spot on as well."*

### 3. Sustainability Initiative

Premium Organization has always endeavored to run great events, but over the past 5 years we've challenged ourselves to run great events that always test well against the Triple Bottom Line: Good for **People**. Easy on the **Planet**. Fiscally **Prosperous**. This year we will continue with prior year's best practices, but it will be our first attempt to really make them known, and to measure this event's carbon footprint. *Even as we make our Gateway to Impact a huge success, let's keep reducing our carbon footprint impact!* **Sustainable Practices Purposefully Embraced for the Gateway to Impact:**

1. Excess paper: Will be collected at the recycle bin by the Premium Organization Community Lounge station. ✓
2. Packaging: Minimal individually packaged items. You will see bulk food service wherever possible today. ✓
3. Food Sourcing: PCC is building our menu with local and seasonal products whenever possible. ✓
4. Packaging: PCC is working with us: No Bottled Water and minimal canned consumption items. ✓
5. Packaging and Waste Management: All china and silverware, no styrofoam or black plastic containers. PCC is using, as needed and when needed, "to go" containers from fiberboard recycled sources. ✓
6. Printing: Our printing orders use recycled paper, or recycled content paper whenever possible. ✓
7. Printing: Produce minimal literature and printed materials for before, during, and after the event, and encourage sponsors to keep their materials minimal by keeping Community Lounge station tables small and intimate. ✓
8. Energy Awareness: Use daylit rooms as much as possible. Use lighting smartly/wisely. ✓
9. Energy Awareness: 85% of PCC has been converted to LED or fluorescent lighting. ✓
10. Attendee Experience: Interactive learning sessions will be in rooms with daylight/windows. ✓
11. Energy Awareness: Encourage attendees to dress in layers, and bring sweaters or jackets to adjust personal comfort during the day. ✓
12. Water Awareness: PCC has converted to low flow, water efficient fixtures in their washroom facilities. ✓
13. Reduce Travel/Energy: Use newly requested home zip codes from the event registration process to encourage attendees to consider car pooling to this event. ✓
14. Bonus Information: PCC is working toward all organic Golf Course maintenance! ✓
15. Waste Management: Encourage all vendors to follow a battery and bulb disposal process, including recycling of materials/equipment when retired, and proper disposal of hazardous materials. ✓
16. Waste Management: Reduce food and event production waste by using strategic event deadlines and incentives to support accurate attendance forecasting. ✓
17. Sustainability Awareness: Our sustainability initiative will be published in the conference Proceedings, announced from the podium, and pointed out as much as possible by staff during the event. The event evaluation will seek input on the sustainability initiative. The results will be shared after the event. ✓
18. Carbon Calculator: A carbon footprint calculator will be used at event wrap up to estimate the events' total Carbon Footprint. Attendees will be informed of our carbon footprint. **Not able to implement this for this year.**
19. Carbon Reduction or Offset: If there is a profit in excess of the budgeted amount, PGRTAZ board will be asked to consider allocating some funds to purchase Carbon Offsets. **Not able to implement this for this year.**
20. Iterative Improvement: Next years' event committee will be encouraged to adopt similar initiatives, and set a goal of reducing the overall event footprint. ✓

#### 4. 2013 Event By the Numbers

	<b>2012</b>	<b>2013</b>
Registrations Received	176	168
Confirmed Attending	168	149
Registration Revenue	\$15,400	\$14,245
Sponsorship Revenue	\$25,825	\$29,400
Number of Sponsors	16	21 (Goodwill included)
Repeat Sponsors	8	13
New Sponsors	11	7
Advertiser/Attendees	1	3
Volunteers: Number of People	12	25
Volunteers: Number of Hours	?	467 pl 150 (Chair)
Staff: Number of People	4	5
Staff: Number of Hours	460	355
Total Number of Hours to Produce	?	972
Number of SF Committee Volunteers	6	9
Months to Produce	7.5	5
Cost per Staff Hour to Produce	\$13.04	\$16.91
Cost per Man Hour to Produce		\$6.17
Number of Program Tracks	3	3
Number of Speakers	10	9
Marketing Collaborators	8	11
Net Financial Result	\$8,250	\$ 5,950 (inc In Kind KJZZ)

5. Appendices:  
Survey Results

**PGRTAZ 2013 Summer Forum**



**1. Tell us about our General Session Keynote Presenters:**

	Excellent	Above Average	Average	Below Average	Poor	N/A	Rating Average	Rating Count
Keynote speaker: Nell Edgington, The Power of a Theory of Change	22.4% (17)	<b>40.8% (31)</b>	28.9% (22)	0.0% (0)	1.3% (1)	6.6% (5)	2.11	76
Keynote speaker: Ramsay Slugg: High Net Worth Study	42.1% (32)	<b>43.4% (33)</b>	6.6% (5)	1.3% (1)	0.0% (0)	6.6% (5)	1.65	76
Keynote speaker: Susan Raymond: Come Back to the World of Ideas	<b>39.2% (29)</b>	17.6% (13)	9.5% (7)	4.1% (3)	4.1% (3)	25.7% (19)	1.87	74
What more/else would you like to share?								14
							<b>answered question</b>	<b>77</b>
							<b>skipped question</b>	<b>0</b>

**2. Tell us about our Seasoned Planner Breakout Sessions:**

	Excellent	Above Average	Average	Below Average	Poor	N/A	Rating Average	Rating Count
Marc Carmichael: Planning Post ATRA	28.6% (16)	17.9% (10)	5.4% (3)	0.0% (0)	0.0% (0)	<b>48.2% (27)</b>	1.55	56
Marc Carmichael: Gifts from Retirement Assets	28.8% (17)	30.5% (18)	5.1% (3)	0.0% (0)	0.0% (0)	<b>35.6% (21)</b>	1.63	59
Ramsay Slugg: Transitioning the Family Philanthropy	21.2% (11)	19.2% (10)	5.8% (3)	0.0% (0)	0.0% (0)	<b>53.8% (28)</b>	1.67	52
Robert Ashcraft: Philanthropy Trends in Arizona	8.9% (5)	21.4% (12)	14.3% (8)	3.6% (2)	1.8% (1)	<b>50.0% (28)</b>	2.36	56
What more/else would you like to share?								5
							<b>answered question</b>	<b>69</b>
							<b>skipped question</b>	<b>8</b>

### 3. Tell us about our Basic Breakout Sessions:

	Excellent	Above Average	Average	Below Average	Poor	N/A	Rating Average	Rating Count
Susan Raymond: Future Faces of Philanthropy	35.2% (19)	16.7% (9)	3.7% (2)	0.0% (0)	0.0% (0)	<b>44.4% (24)</b>	1.43	54
Beth Salazar: Leave a Legacy	4.3% (2)	12.8% (6)	4.3% (2)	2.1% (1)	0.0% (0)	<b>76.6% (36)</b>	2.18	47
Tom Dietrich: The Philanthropy Conversation	8.2% (4)	10.2% (5)	10.2% (5)	2.0% (1)	10.2% (5)	<b>59.2% (29)</b>	2.90	49
Laura LoBianco and Kendis Muscheid: Gift Acceptance Policies	8.5% (4)	8.5% (4)	2.1% (1)	0.0% (0)	0.0% (0)	<b>80.9% (38)</b>	1.67	47

What more/else would you like to share? 8

**answered question 61**

**skipped question 16**

### 4. Tell us about our Leadership and Philanthropy Breakout Sessions:

	Excellent	Above Average	Average	Below Average	Poor	N/A	Rating Average	Rating Count
Nell Edgington: Financing Not Fundraising	9.8% (5)	17.6% (9)	5.9% (3)	0.0% (0)	0.0% (0)	<b>66.7% (34)</b>	1.88	51
Nell Edgington: Building a Financing Plan	7.7% (4)	17.3% (9)	9.6% (5)	5.8% (3)	0.0% (0)	<b>59.6% (31)</b>	2.33	52
Susan Raymond: It Depends Upon What you Mean by Give	17.6% (9)	15.7% (8)	2.0% (1)	0.0% (0)	0.0% (0)	<b>64.7% (33)</b>	1.56	51
Susan Raymond: The Young and the Restless	17.0% (9)	24.5% (13)	1.9% (1)	0.0% (0)	0.0% (0)	<b>56.6% (30)</b>	1.65	53

What more/else would you like to share? 8

**answered question 64**

**skipped question 13**

## 5. How was our overall Planning?

	Excellent	Above Average	Average	Below Average	Poor	N/A	Rating Average	Rating Count
Overall Fit to the Theme: Gateway to Impact	<b>48.6%</b> <b>(35)</b>	34.7% (25)	13.9% (10)	1.4% (1)	0.0% (0)	1.4% (1)	1.68	72
Informational Presentations contained what you expected	30.6% (22)	<b>48.6%</b> <b>(35)</b>	15.3% (11)	4.2% (3)	0.0% (0)	1.4% (1)	1.93	72
Community Lounge and Networking opportunities	<b>53.4%</b> <b>(39)</b>	38.4% (28)	8.2% (6)	0.0% (0)	0.0% (0)	0.0% (0)	1.55	73
Social Media Blitz and Log in Lounge	26.0% (19)	16.4% (12)	16.4% (12)	2.7% (2)	2.7% (2)	<b>35.6%</b> <b>(26)</b>	2.06	73
Wine and Cheese social	31.5% (23)	19.2% (14)	8.2% (6)	1.4% (1)	0.0% (0)	<b>39.7%</b> <b>(29)</b>	1.66	73
Event location & venue (parking, daylighting, personal comfort)	<b>70.3%</b> <b>(52)</b>	24.3% (18)	5.4% (4)	0.0% (0)	0.0% (0)	0.0% (0)	1.35	74
Food served at event	<b>57.3%</b> <b>(43)</b>	29.3% (22)	10.7% (8)	2.7% (2)	0.0% (0)	0.0% (0)	1.59	75
Event Website and information sources	<b>44.6%</b> <b>(33)</b>	28.4% (21)	17.6% (13)	4.1% (3)	1.4% (1)	4.1% (3)	1.85	74
Event On Line Registration Process	<b>52.7%</b> <b>(39)</b>	25.7% (19)	10.8% (8)	2.7% (2)	0.0% (0)	8.1% (6)	1.60	74
Event Reminder and Welcome	<b>59.7%</b> <b>(43)</b>	16.7% (12)	15.3% (11)	0.0% (0)	1.4% (1)	6.9% (5)	1.57	72
Electronic Presentation Delivery format: Flash memory	<b>56.2%</b> <b>(41)</b>	28.8% (21)	6.8% (5)	2.7% (2)	0.0% (0)	5.5% (4)	1.54	73
Event Program Booklet and access to Handouts	<b>47.9%</b> <b>(35)</b>	34.2% (25)	13.7% (10)	2.7% (2)	1.4% (1)	0.0% (0)	1.75	73
Sustainability Initiative and Plan:	<b>47.1%</b> <b>(32)</b>	23.5% (16)	16.2% (11)	2.9% (2)	0.0% (0)	10.3% (7)	1.72	68
Event Greeting, Wayfinding, and Welcoming Atmosphere	<b>66.2%</b> <b>(49)</b>	24.3% (18)	9.5% (7)	0.0% (0)	0.0% (0)	0.0% (0)	1.43	74
Value for your time investment	<b>50.0%</b> <b>(37)</b>	35.1% (26)	8.1% (6)	6.8% (5)	0.0% (0)	0.0% (0)	1.72	74

Value for your financial investment	<b>50.0%</b> <b>(37)</b>	33.8% (25)	6.8% (5)	8.1% (6)	0.0% (0)	1.4% (1)	1.73	74
-------------------------------------	-----------------------------	---------------	----------	----------	-------------	-------------	------	----

**answered question 75**

**skipped question 2**

## 6. Additional Comments:

**Response  
Count**

23

**answered question 23**

**skipped question 54**

## 7. Please check all that apply:

		Response Percent	Response Count
CFA/Asset Manager/		0.0%	0
CFP/Financial Planner	<input type="checkbox"/>	4.2%	3
CFRE/Fundraising professional	<input type="checkbox"/>	27.8%	20
CLU/ChFc/Life Insurance Professional	<input type="checkbox"/>	4.2%	3
CPA/Accounting	<input type="checkbox"/>	4.2%	3
JD/Lawyer	<input type="checkbox"/>	4.2%	3
Trust Banking Professional	<input type="checkbox"/>	4.2%	3
Philanthropist	<input type="checkbox"/>	5.6%	4
<b>Non Profit Staff</b>	<input type="checkbox"/>	<b>59.7%</b>	<b>43</b>
Non Profit Board member	<input type="checkbox"/>	9.7%	7
	Other (please specify)		8
<b>answered question</b>			<b>72</b>
<b>skipped question</b>			<b>5</b>

## 8. How/from whom did you hear about this event?

		Response Percent	Response Count
PGRTAZ		83.1%	59
Arizona Community Foundation		14.1%	10
ASU Lodestar Center		2.8%	2
Association of Fundraising Professionals		14.1%	10
East Valley Estate Planning Council		1.4%	1
Phoenix Tax Workshop/Society of CPA's		0.0%	0
Organization of Non Profit Executives		1.4%	1
Arizona Endowment Building Initiative		9.9%	7
Planned Giving Basic Course Participant		0.0%	0
	Other (please specify)		7
<b>answered question</b>			<b>71</b>
<b>skipped question</b>			<b>6</b>

## 9. What did you enjoy or value the most about this event?

	Response Count
	46
<b>answered question</b>	<b>46</b>
<b>skipped question</b>	<b>31</b>

**10. Do you have any suggestions for improving this event?**

	Response Count
	30
answered question	30
skipped question	47

**11. Will you attend this event again next year?**

	Response Percent	Response Count
Yes 	62.3%	48
No 	2.6%	2
Maybe 	35.1%	27
answered question		77
skipped question		0

**12. Please add any further comments about this event or ideas for future events. Who else should know about this event?**

	Response Count
	14
answered question	14
skipped question	63

**Page 1, Q1. Tell us about our General Session Keynote Presenters:**

1	Susan was amazing.	Jun 21, 2013 11:32 AM
2	Susan Raymond was a highly compelling presenter and I got a lot out of what she had to share.	Jun 18, 2013 8:05 AM
3	Susan Raymond seemed very abrasive and I felt uncomfortable with the tone of her remarks.	Jun 17, 2013 1:49 PM
4	Believe opening should have been muck more impactful.	Jun 17, 2013 10:52 AM
5	Mr. Slugg was disrespectful of the time constraints...poor form! Ms. Edgington was clearly uncomfortable when challenged about her stats...awkward.	Jun 14, 2013 2:55 PM
6	Susan Raymond closing speech: I was disturbed by the content but even moreso by the manner in which the speech was delivered by the presenter and the excessive length of the speech given the stand-up venue. The content was inappropriate for non-profits - she was bashing on foundations and grant makers.	Jun 14, 2013 2:45 PM
7	Nell should not share her biased information on donor advised funds. All information should be shared without personal statements included.	Jun 13, 2013 2:02 PM
8	Had trouble actually hearing Susan Raymond; she had no microphone usage skills. Went from loud to soft/inaudible frequently. Mr. Slugg ignored his posted end time causing schedule issues. That was very disrespectful.	Jun 13, 2013 11:05 AM
9	Nell really needed to present studies, research specifics and sources a lot more. By 2nd track, she lost credibility to me.	Jun 13, 2013 10:46 AM
10	The Ramsay presentation was extremely interesting and there was tremendous materials to be covered. If he was to present again, a two part presentation OR longer time allowed could be appropriate.	Jun 13, 2013 10:28 AM
11	All were excellent speakers but Nell's and Susan's topics were not that relevant to my work.	Jun 13, 2013 10:04 AM
12	Not a fan of standing in the Community Lounge for Susan Raymond's speech. More seating, or shorter remarks would have been helpful.	Jun 13, 2013 8:35 AM
13	Disappointed that Ramsay's presentation is not on the flash drive I was told.	Jun 12, 2013 7:46 PM
14	The AM keynote speaker, Nell Edgington was adequate, material was accurate and I agreed, but her presentation style lacked the "pizzaz" and the "rev 'em up" that a good opening speaker should have to kick the day off right!	Jun 12, 2013 6:06 PM

**Page 1, Q2. Tell us about our Seasoned Planner Breakout Sessions:**

1	Carmichael has been around forever. A younger, more lively figure would have done better. Slugg was outstanding, knowledgeable about his topic and passionate in his presentation. Ashcraft rambled all over the place, more than once pleading for more funding to finance his type of research. He seemed very impressed with himself and his reputation, whatever that is.	Jun 19, 2013 2:19 PM
2	It didn't feel like Dr. Ashcraft was ready to present that day. Although it was a meaningful presentation and he is very charismatic.	Jun 18, 2013 8:05 AM
3	He acknowledged the limitations of the data and clearly spoke about the highlights. It was nice to see the online interactivity of the data available.	Jun 14, 2013 2:55 PM
4	Embarrassing that Dr. Ashcraft's name was mispronounced repeatedly by the person introducing him.	Jun 13, 2013 11:05 AM
5	I was glad to see Marc again.	Jun 13, 2013 10:28 AM

**Page 1, Q3. Tell us about our Basic Breakout Sessions:**

1	Mr. Dietrich did not know his audience. This session was mainly filled with fundraisers or other professionals who were not attorneys or accountants. Very Poor. Waste of time. The person sitting next to me played a game on her I-Pad for the entire session. Also he did not realize the time--and went too long.	Jun 21, 2013 11:32 AM
2	Susan was by far the best prepared and her charts were outstanding. She had much to cover and did it very well - we are all needing to change our directions and focus to the new generation of "investors" not donors!	Jun 19, 2013 5:58 PM
3	Susan's work is greatly needed and I plan to purchase her book, on my personal dime if I need to. Outstanding!!!	Jun 18, 2013 8:05 AM
4	The most horrible speaker of the day - and possibly ever - I got nothing from his presentation, it was rambling and not practical for the nonprofit person in a small office. The best part was Ed Knight's conversation starter suggestion - and that happened in the first minute. (Thank goodness for the wireless - I was able to get some work done!)	Jun 14, 2013 2:55 PM
5	I should have been more astute - the title of the talk said it all - he had or tried to have a conversation with the attendees. Very little material was presented or shared other than a few of his personal experiences with his clients and friends. I never understood what the point of his presentation was and had I not been front and center I would have walked out.	Jun 14, 2013 2:45 PM
6	Dr. Raymond ignored her posted end time, causing schedule issues. Very disrespectful.	Jun 13, 2013 11:05 AM
7	Tom Dietrich seems like a funny guy and great story teller to have coffee with but did not really stay on point or know the audience make up	Jun 13, 2013 10:46 AM
8	Kendis was excellent/Laura L. was above average	Jun 13, 2013 10:04 AM

**Page 1, Q4. Tell us about our Leadership and Philanthropy Breakout Sessions:**

1	Ms. Edgington did not have hard data to back up her assumptions. Good outline of plan--but did not really explain the assumptions very well. It would be great to have the speaker's bio or at least their affiliation and area of expertise pre-printed in the program.	Jun 21, 2013 11:32 AM
2	left after lunch- due to other commitment	Jun 19, 2013 2:47 PM
3	Nell's presentation was a bit disappointing preparing a strategic plan and the components that should be involved with the plan seemed very basic for the Leadership Track.	Jun 17, 2013 10:52 AM
4	I felt like we were caught in a semantics battle - fundraising or financing or budgeting? Again, she was clearly uncomfortable when challenged about data or statements. The second session was really a regurgitation of the first two (keynote and session one) - as a result, it ended nearly 20 minutes early! This worked out well for me - I got to spend some time talking with a potential funder! (Thanks to Nell for that gift of time!)	Jun 14, 2013 2:55 PM
5	Dr. Raymond session "Depends on..." needed more time...excellent information and discussion.	Jun 13, 2013 1:26 PM
6	Susan - great presentation of data but no real action item or conclusion of what to do with the data...very odd overall in the conference material across the board	Jun 13, 2013 10:46 AM
7	Nell's session on building a Financing Plan seemed a bit light. She ended early as there weren't many questions. Not sure if the content was too basic or simply not relevant for the participants.	Jun 13, 2013 8:43 AM
8	Nell ended her 2nd session ended 15 minutes early, including questions. There were not enough nuts & bolts to follow up the 1st session and be a practical tool.	Jun 12, 2013 7:46 PM

**Page 1, Q6. Additional Comments:**

1	This was my first Summer Forum. Disappointed by morning keynote. Even though I am outside this field, it was incredibly basic and she didn't field criticism from the crowd well. Susan Raymond's session ran long and she didn't allow time for questions. I could only spend half the day and attended the morning through lunch. Lunch speaker stated he would show a slide with the link to his slides - but didn't. Many of the speakers (personally) over promised and under delivered. Thought your lounge concept was good. Exceptional snacks between sessions. Lunch was good, except no tea/coffee was served. Everyone was very helpful in assisting you to find sessions and greeting. This is a wonderful group of people - I think the forum could be better.	Jun 21, 2013 2:25 PM
2	I really enjoyed Susan Raymond's thoughts--brought the discussion of philanthropy to a whole new level.	Jun 21, 2013 11:32 AM
3	I missed having written bios for the speakers in the program. This might have influenced the sessions I attended.	Jun 20, 2013 1:48 PM
4	Many people mentioned they could not detach the flash drive.	Jun 20, 2013 10:55 AM
5	Great work this year was super!	Jun 19, 2013 5:58 PM
6	Our PRM team was in the middle of a large Rescue Mission convention, so had a few balls in the air at the same time. Enjoyed the day! Thanks to everyone for their hard work. Sue	Jun 19, 2013 12:24 PM
7	It was my first time attending the summer forum. I was delighted that I attended the entire day! I got a lot out of this opportunity!!!	Jun 18, 2013 8:05 AM
8	Overall, it was the best organized and speakers were brought in which have already made an impact in my work. Thank you to each of the committee members for all of their efforts and to John, for his excellent leadership. Only one concern...did not appreciate the misinformation being spread about bottled water. First of all, the tap water in Phoenix tastes bad with the high mineral and chlorine content, so we weren't hydrating like we should--especially when it is 108 degrees. There is customer choice and convenience in bottled waters..spring, RO, etc, The opportunity for great taste and healthfulness is better with bottled water. Why choose to discriminate against water which is the most healthful drink as opposed to sugary sodas, juices, etc? The plastic bottles are recycled. If you would like my advice for next year, I would not make a statement against bringing bottled water so if guests want to bring their own, they will. Then provide recycle bins for all drink and food containers.	Jun 17, 2013 11:17 AM
9	I was frustrated by not knowing the actual times of the day and individual sessions much earlier. It was hard to plan without knowing when it really started.	Jun 17, 2013 11:01 AM
10	I wasn't able to attend most of the workshops but for the time I was able to attend, they were great.	Jun 16, 2013 1:38 PM
11	I look forward to the Forum each year - and this was as good as the past! While not all the speakers were to my liking, I felt I received enough value from the others to make up for those that did not meet my needs.	Jun 14, 2013 2:55 PM
12	I'm not sure what Gateway to Impact is supposed to mean. Did not like the open	Jun 14, 2013 2:45 PM

**Page 1, Q6. Additional Comments:**

	sugar bowls or tap water. Did not understand or find the log in lounge and social media blitz	
13	Wonderful event and such fabulous planning. You did a great job and I'll be back next year.	Jun 14, 2013 9:58 AM
14	Good conference but more about philanthropy in general than in planned giving.	Jun 13, 2013 2:01 PM
15	Social Media Blitz was a non-event for me. I actually created and used a Twitter hash tag for the event, but nobody was interested in knowing or using it. Log-In Lounge was fine, but they shouldn't have been included together in this evaluation question. Social Media Blitz was POOR.	Jun 13, 2013 11:05 AM
16	The best Summer Forum that I have ever attended.	Jun 13, 2013 11:02 AM
17	The content of the conference was excellent. Registration had starts and stops online and was frustrating. While I love my environment, I began to feel the I was at a "Green Conference" versus a Gift Planning Conference. Leading by example is fine. Pushing personal agendas is not.	Jun 13, 2013 10:28 AM
18	The amount of emails was excessive. Even after I registered I was getting reminder emails to register.	Jun 13, 2013 9:19 AM
19	well done	Jun 13, 2013 8:54 AM
20	I think it is important to have "soda" drinks available Also there was not much in the way of actual planned giving topics. In fact very little.	Jun 13, 2013 8:52 AM
21	I was very pleased at this year's Forum. Thanks for all of the hard work.	Jun 13, 2013 8:35 AM
22	During 3rd session in North Ballroom, the sun was shining through the shades and made it hard to see the speaker. No vegetarian option at lunch, except the salad that was on the plate by itself. Butter for the rolls was not on our lunch table nor was creamer. Event reminder & welcome & electronic presentations not presented to attendees early enough. I saw iced tea available at lunch on the side of the room but it was not offered at the table. That would have been nice. Desserts were excellent, but there were not plates of napkins for us to put them on to eat off of (and they were larger than bite sized.... it was messy & awkward.) Would have been nice to have a conference sign or banner or PGRT banner or sign at the front of registration - would have made a better impression & professional image.	Jun 12, 2013 7:46 PM
23	Great job overall. Excellent use of new and different ideas! Way to think out of the box. Thank you. I was especially pleased to see Melisa Kemp so involved, but the Board and the Committee did a fantastic job.	Jun 12, 2013 6:06 PM

**Page 2, Q7. Please check all that apply:**

1	Long Term Care Insurance	Jun 21, 2013 2:26 PM
2	NP COnsultant	Jun 19, 2013 4:52 PM
3	Arizona Community Foundation - Work primarily with nonprofits	Jun 18, 2013 8:07 AM
4	consultant	Jun 17, 2013 11:04 AM
5	Charitable Consultant	Jun 14, 2013 12:19 PM
6	CSPG	Jun 13, 2013 2:34 PM
7	Consultant	Jun 12, 2013 8:43 PM
8	Not-for-profit Consultant, web marketing	Jun 12, 2013 6:10 PM

**Page 2, Q8. How/from whom did you hear about this event?**

1	ACT	Jun 17, 2013 10:54 PM
2	Friend	Jun 17, 2013 1:15 PM
3	TPPG	Jun 17, 2013 11:04 AM
4	Phoenix Fashion Week employee	Jun 17, 2013 10:38 AM
5	Internal - ASU Foundation Planned Giving Leadership	Jun 14, 2013 1:29 PM
6	Thorough Bell & Associates	Jun 13, 2013 8:40 AM
7	Jackie Palmenburg (sp.)	Jun 12, 2013 7:49 PM

**Page 2, Q9. What did you enjoy or value the most about this event?**

1	concise info	Jun 21, 2013 3:05 PM
2	see other notes	Jun 21, 2013 2:26 PM
3	The lounge was a great idea. Nice atmosphere.	Jun 21, 2013 11:34 AM
4	Networking and speakers	Jun 20, 2013 1:50 PM
5	Susan Raymonds presentations!	Jun 19, 2013 6:01 PM
6	The mix of education, networking and socializing	Jun 19, 2013 12:25 PM
7	Networking. Very well organized event.	Jun 19, 2013 12:14 PM
8	All the presentations I attended were very well done. Also, the networking opportunities were great.	Jun 19, 2013 9:58 AM
9	The presentations were stellar!	Jun 18, 2013 8:07 AM
10	How thought provoking many of the. Sessions were.	Jun 17, 2013 11:24 PM
11	Speakers were generally quite good.	Jun 17, 2013 10:54 PM
12	Depth of subject matter. Professional networking opportunities.	Jun 17, 2013 10:15 PM
13	Networking	Jun 17, 2013 1:15 PM
14	Networking, and Marc Carmichael's talk	Jun 17, 2013 12:13 PM
15	Learned quite a bit from Nell and Ramsey. The networking was great, too.	Jun 17, 2013 11:28 AM
16	networking and breakouts	Jun 17, 2013 11:06 AM
17	The two speakers I was able to see were terrific. I appreciated having all the presentations since I couldn't attend all of the day.	Jun 17, 2013 11:04 AM
18	Susan Raymond	Jun 17, 2013 10:53 AM
19	Good speakers.	Jun 17, 2013 10:38 AM
20	Different tracks with levels of expertise	Jun 17, 2013 9:49 AM
21	Networking was very beneficial. Made several good contacts.	Jun 17, 2013 8:53 AM
22	Great opportunity for networking	Jun 16, 2013 1:39 PM
23	The Community Lounge and the opportunity to connect and talk with others in the field of planned giving/fundraising.	Jun 14, 2013 2:58 PM
24	Great value and information!	Jun 14, 2013 2:04 PM
25	Dynamic Presenters	Jun 14, 2013 1:29 PM
26	Two items: 1) the interaction with all of the wonderful attendees - it is a really	Jun 14, 2013 12:19 PM

**Page 2, Q9. What did you enjoy or value the most about this event?**

	good group of people! 2) the fabulous learning opportunities!	
27	Networking and the speakers	Jun 14, 2013 11:31 AM
28	Raymond session dialogue about role of entrepreneurial donors in giving.	Jun 13, 2013 2:34 PM
29	Breakout sessions	Jun 13, 2013 1:30 PM
30	The networking.	Jun 13, 2013 11:10 AM
31	The educational programs	Jun 13, 2013 11:03 AM
32	meeting a few new faces and networking a couple take aways in telling our story better	Jun 13, 2013 10:48 AM
33	The presentation content.	Jun 13, 2013 10:44 AM
34	Networking and first rate speakers	Jun 13, 2013 10:05 AM
35	I loved the speakers and the topics that were addressed. I know I can't attend all the sessions offered, but I would have liked to. I gained a very interesting perspective and new insight into the world of philanthropy and came away with great ideas for our organization. Definitely time and money well spent.	Jun 13, 2013 9:07 AM
36	Marc Carmichael.	Jun 13, 2013 8:56 AM
37	Excellent speakers. Good content.	Jun 13, 2013 8:46 AM
38	Networking and getting re-motivated by discussions in sessions.	Jun 13, 2013 8:37 AM
39	Social time	Jun 12, 2013 8:43 PM
40	The networking & the volunteers did an excellent job. Plenty of food/snacks was nice.	Jun 12, 2013 7:49 PM
41	Great event'	Jun 12, 2013 7:35 PM
42	Meeting new people	Jun 12, 2013 7:18 PM
43	The networking time.	Jun 12, 2013 6:13 PM
44	Having not been able to participate in the Summer Forum for the last three years, it was a real joy to be there and see the "put-of-the box" thinking. Loved the Community Lounge idea.	Jun 12, 2013 6:10 PM
45	Beyond the education - meeting other colleagues	Jun 12, 2013 5:32 PM
46	The sessions were good. Organization and food as well.	Jun 12, 2013 4:10 PM

**Page 2, Q10. Do you have any suggestions for improving this event?**

1	excellent program, please keep it current	Jun 21, 2013 3:05 PM
2	see other notes	Jun 21, 2013 2:26 PM
3	CPE certificates of completion for credit hours	Jun 20, 2013 1:50 PM
4	Don't have such a long break between the second session and lunch. Maybe have a longer break after lunch to give some cushion in time if the plenary speaker goes runs late.	Jun 20, 2013 10:57 AM
5	The website was a bit congested to navigate but you did well giving the sponsors vital credit. Thank you	Jun 19, 2013 6:01 PM
6	Better presenters!	Jun 19, 2013 2:24 PM
7	Not at this time . . .	Jun 19, 2013 12:25 PM
8	None. Keep doing what you are doing. It works beautifully!	Jun 18, 2013 8:07 AM
9	Already gave a suggestion for next year.	Jun 17, 2013 11:28 AM
10	A bit less emails leading up to event. Felt bombarded. Also, nametags could have been more professional looking - they were just black-and-white and kind of off-center and smallish print. Also, sponsor areas could have been better marked explaining what they do, services offered, etc.	Jun 17, 2013 11:06 AM
11	If possible get the schedule confirmed and available to be reviewed when registration begins. Perhaps a "cleaner" design for all the information presented. It would be easier to absorb.	Jun 17, 2013 11:04 AM
12	A little bit less time in between the sessions - 20-40 mins each time was way too much.	Jun 17, 2013 10:38 AM
13	Like the mixture of panel discussion and presentations	Jun 17, 2013 9:49 AM
14	Boy, make sure that the presenters are strong and on target with the audience...screening is critical and adherence to the time schedule is crucial to the success of the day. The afternoon was rushed and eliminating the networking breaks was necessary but unfortunate.	Jun 14, 2013 2:58 PM
15	No	Jun 14, 2013 1:29 PM
16	The presidential room was packed every session. I changed my track on the final session, because there were no seats left!	Jun 14, 2013 12:19 PM
17	Looking for that fabulous speaker like Bryan Clontz	Jun 14, 2013 9:59 AM
18	Longer time for breakout sessions...maybe 75 minutes versus 60...more time for questions and interaction.	Jun 13, 2013 1:30 PM
19	At the end of the day, let's have a little less about "the most handsome and best dressed guy in the room," and more thanking, thanking, thanking of the actual people who spent from 7:20 AM to 5:00 PM away from their offices to be with you. Board members should have thanked and shaken the hands of everybody	Jun 13, 2013 11:10 AM

**Page 2, Q10. Do you have any suggestions for improving this event?**

who came, showing their appreciation of the investment of time and \$\$\$. You can never thank too much.

20	Too long of breaks and more content would have been better	Jun 13, 2013 10:48 AM
21	It seems that too much time and perhaps money (The event price was significantly increased and I had to justify it to my employer.) was spent on items that didn't have impact on the overall learning. Items included special banners, electronics, Miss. Phoenix/AZ, give-aways that didn't appear to be donated, and redecorating the facility. It seemed a bit excessive. I get it. There was a Green Theme. The expectation was that people would have their computers and/or print out their own materials. I didn't see many people with computers or with pre-printed materials. I didn't print out my materials, because there wasn't enough time for me to do so when they were provided the night before the conference. I suggest asking why more computers or printouts are not used during the conference.	Jun 13, 2013 10:44 AM
22	Have program listed prior to event and ask attendees when registering if they wish to car pool	Jun 13, 2013 10:05 AM
23	More planned giving topics. If I wanted an AFP event, that is where I would have gone instead.	Jun 13, 2013 8:56 AM
24	Make the speaker intros shorter and include bios in online content. I found the online program listing inadequate. I would like to have seen more descriptions of each sessions content and speakers.	Jun 13, 2013 8:46 AM
25	Shorter remarks at the end, when most attendees are standing.	Jun 13, 2013 8:37 AM
26	Agenda should be easier to use and more informative.	Jun 12, 2013 8:43 PM
27	Take checks for 50/50 raffle and/or ability to pay by credit card.	Jun 12, 2013 7:49 PM
28	Needed more connections between topics and implementation in nonprofits - lots of theory and philosophical ideas presented, but I heard from numerous confused nonprofit people about how/what to do with the information presented.	Jun 12, 2013 6:13 PM
29	Not as a criticism, but it did get a little crowded in the Comm. Flonge area and there was some minor difficulty in getting around to all of the sponsors when it was so full. But that is a room size limitation not the fault of the planning group.	Jun 12, 2013 6:10 PM
30	No - except the one speaker was so poor -there was no benefit to the session at all	Jun 12, 2013 5:32 PM

**Page 2, Q12. Please add any further comments about this event or ideas for future events. Who else should know about this event?**

- 1 You have ccontacted a good global audience Jun 21, 2013 3:05 PM
- 2 Central Arizona Estate Planning Council Cental Phoenix Financial Advisor group Jun 19, 2013 6:01 PM
- 3 Like the idea of seasoned speakers from previous conference for next year's program. Jun 19, 2013 2:24 PM
- 4 Always very well done. I look forward to attending each year. Jun 19, 2013 9:58 AM
- 5 Directors of Development, Board members, Development Committee Chairs, CEOs of nonprofits, pastors and other church leaders Jun 17, 2013 11:28 AM
- 6 It was a great event, very well put together! Every part (especially the community lounge and the volunteer organization) was great! Last year I liked the idea of having one key note speaker on the advancement of ourselves (rather than all philanthropic) as a good way to round out the day Jun 14, 2013 12:19 PM
- 7 Great job to those who out this together. It was a great day of networking and learning! Jun 14, 2013 11:31 AM
- 8 Excellent event! Thank you for being so thoughtful about sustainability! Jun 13, 2013 1:30 PM
- 9 Overall, for my first event, it was great! I got plenty to take and use. The location and food were outstanding. Great, healthful choices for those who wanted them; lovely, decadent choices for those who wanted them ;-)
- 10 Congratulations to the Board and volunteers for putting together another great conference. Jun 13, 2013 10:44 AM
- 11 AFP should have been a sponsor Jun 13, 2013 10:05 AM
- 12 In question 7 planned giving professionals have been relegated to the category of non profit staff or "other" That conveys the mission drift of PGRT Jun 13, 2013 8:56 AM
- 13 I was very embarrassed that I was not made aware that I was to introduce John House and/or the plenary speaker. I was caught flat-footed and unprepared - not a situation I am at all comfortable with! Also, I never had a chance to discuss AEBI to the broader group - a missed opportunity as a major sponsor of the Summer Forum. I'll have to reconsider my (AEBI) sponorship for next year. Carrie
- 14 Great to see a good turn out for attendance. I know it took alot to move that bar to the higher level.

Jun 12, 2013 6:13 PM

## Stakeholders' Debriefing Meeting

### Summer Forum Stakeholders' Debrief Session Notes: June 28, 2013

Attending: Melissa Kemp, Tiffany Coggeshall, Carolyn Sechler, Ed Knight, Sierra Kamela, Nicole Power, Russ Goldstein, Jackie Palmenberg (phone), Allison Gee (phone), Laura Barton (phone), Beth Salazar (phone) Brian Martorana

Time Frame : Noon to 1:30 pm, at the Arizona Community Foundation

The purpose of this meeting is to review the Summer Forum survey results, and gather stakeholder feedback from a variety of stakeholders (committee members, sponsors, attendees, board members, staff). The ultimate purpose of today's meeting is to improve next year's event.

The results compilation from the SF event SurveyMonkey are appended to these debriefing minutes. An Opening Round was conducted.

Melissa briefly reviewed the criteria established in the Summer Forum Overall Success metrics, noting that the last few years have transitioned from "thinking the event was well received" to *knowing* whether or not the event met the objectives and goals it was designed to meet.

From the overall event metrics, the event met, or came very close, on 4 metrics:

- maintain sponsorship and education tracks,
- target profit of \$6,000 (*including in-kind KJZZ Air time, final profit of approx \$6,500*)
- new mechanism for counting volunteer hours (*2 were tried, ultimately staff tracking of vol. time*).
- 3 new marketing collaborators (*yes, plus two new tentative organizational relationships*)

The team is still working on these three metrics:

- 20 New or Renewed members by 7/31 and 12/31 respectively (coupon tracking). *5 new on event day, 1 new post 7/31, and 9 members have renewed post June 11<sup>th</sup>.*
- 2 new Annual Sponsors: *none identified yet, but 4 new sponsors for the Summer Forum*
- 2013 Summer Forum Chair identified and in place by 7/31/13: *2 candidates approached, and declined. Targeting potential chair by September 17<sup>th</sup> shirtsleeves meeting.*

The Event Day Volunteer success metrics similarly met three elements, and missed on two.

- Event Registration and Welcome: Zero unsatisfactory ratings : *Metric Met*
- Finding Sessions throughout the day: Zero unsatisfactory ratings : *Metric Met*
- Sessions start and end on time: Zero Unsatisfactory Ratings : *Metric Met*
- Rooms supported a great Presentation: Zero Unsatisfactory Ratings : *Metric Met*
- \$1500 in sales for 50/50 Raffle: *missed this goal by quite a bit. Alternate plan for future 50/50 sales approach has been developed based upon this years' observations.*
- 75 Passports Turned in: *missed this goal, 42 were turned in. Ideas being mulled to increase Passport percentage next year.*

The primary Sustainability objective for this year was to set benchmarking points from this year's event, and thereby establish a baseline from which to measure improvement in the 2014 Summer Forum Event. *That has been completed, and the Sustainability component report will be included in the overall final event report to the Board of Directors.*

Melissa next worked down the SF Survey report, conducting "rounds" at main survey points to collect attendee feedback.

The following points were captured:  
General Session Keynote Presenters:

Lots of Information was presented. Could it be captured in audio or video in the future?  
East Coast speakers may need a special pre-amble, as their style is very different from Midwest or West Coast presenters.  
AZ Grantmaker's Forum has expressed interest in bringing back Dr. Raymond.  
Consider VIP sessions with our keynote in the future to add value to top sponsors.

Breakout  
Sessions:

Advanced:

This year's forecast of how many attendees would go to which session was off; some rooms very crowded. The room monitors need more training and help to keep speakers from ending early or going over.

Basic:

Leave a Legacy program would be most beneficial as a table in the community lounge, not a presentation. Need to set up interactive presentations better in the future to help them be valuable and well received.

Some of our local speakers were viewed as lackluster, relevant to the quality of the keynote presenters. We need to think through how having national talent might impact our local speaker selections.

Leadership and Philanthropy:

One speaker ended very early; could have used more material and been sharper on useful takeaways.

The panel presentation was awkward; pulling together a smooth panel from people who have not presented together is very hard to do. Panel presentations need more advance production work.

Overall Planning:

- The assembled group voted most favorably on building next year's theme around Generation Shifts.
- Options on nametags: encourage people to bring their own?
- Is there a way to share more Community Lounge happenings in real time next year?
- Re-consider Poll Everywhere, or other method, some kind of thing for instant feedback during the event?
- More seating if presentations are to occur again in the Community Lounge. Liked the concept very much; just hard on the feet to keep standing.
- KJZZ and KBach are back in as sponsors!
- Sustainability Initiative: share more about this ahead of time. Work on messaging to focus on the benefits to attendees of a more sustainable event. Set up car pooling option farther in advance.

- LOVE the Connections concept the full way through!
- Expand marketing effort more into the CPA community.
- Consider videotaping the keynotes next year, possibly for free download?
- This group is being educated/acculturated to expect to be open to, and to create, conversations at this event. A branding opportunity...this isn't just where you come to learn..it's where you come to engage/connect.
- Seemed to attract fewer JD's this year...why is that?
- Perhaps we need to also shine a brighter spotlight on our Continuing Education credits and credentials.
- PCC event staff was extremely jazzed to be included in the planning, particularly the community lounge, and were over the top excited at the sustainability initiative.
- Sponsorship benefits should be re-framed to note that in place of an advertisement, sponsors could publish a congratulatory message to PGRTAZ, rather than an ad, making their sponsorship funds completely tax free to PGRTAZ (avoiding UBIT).

The meeting concluded at 1:25pm

Respectfully submitted,

Melissa Kemp, 2013 SF Event Chair

## 2013 Summer Forum Volunteers Call Notes

July 10, 2013, 2:00pm

### Attending:

Yes	Tiffany 2:50	Coggeshall	<a href="mailto:tiffanyc@beyondtheask.net">tiffanyc@beyondtheask.net</a>	480-585-8593
Yes	Jacqueline	Palmenberg	<a href="mailto:palmenbergj@gmail.com">palmenbergj@gmail.com</a>	602-503-9307
Yes	Cathy 2:30	LaSusa	<a href="mailto:cmlasusa@yahoo.com">cmlasusa@yahoo.com</a>	516-459-5189
Yes	Nora	Calato	<a href="mailto:carla.snyder@cox.net">carla.snyder@cox.net</a>	
No	Susan	Combe	<a href="mailto:susancombe@cox.net">susancombe@cox.net</a>	602-481-1818
No	Ellen	Lord	<a href="mailto:ellen@halorescue.org">ellen@halorescue.org</a>	415-971-8699
Yes	Claudia 3pm	Cucitro	<a href="mailto:cicucitro@firstfoodbank.org">cicucitro@firstfoodbank.org</a>	602-550-2995
Yes	Dave 3pm	McConachie	<a href="mailto:mconachie@aol.com">mconachie@aol.com</a>	602-451-1966
Yes	Stephanie 3pm	Weadock	<a href="mailto:info@pgrtaz.org">info@pgrtaz.org</a>	602-840-2900

The call was brought to order at 2:01pm

An opening round was conducted to include:

- Check-in
- Time constraints
  - Cathy will sign off at 2:30pm
  - Tiffany will sign off at 2:50pm
- The agenda was approved as presented

### Metrics

Attendance count was 149. This is down slightly from last year.

A review of the success metrics noted a lot of feedback. This feedback is reflected on the metrics form and made a part of these notes for reference as needed.

The survey results were referenced for quantifying the metrics. The survey noted favorable for registration, way finding and logistics. The survey results will be made a part of these notes for reference as needed.

Note: Most of the call was spent on the metrics leaving little to no time for further discussion of items listed further on the agenda. Any discussion for items listed beyond metrics was captured and reflected in these notes.

### Volunteer quotes

Volunteers were asked to forward 1-2 sentence quotes of their Summer Forum volunteer experience and their perspective of PGRTAZ. The volunteers were also informed that PGRTAZ committee members do not have to be PGRTAZ members. A tentative shirt sleeves session will take place in September. All were encouraged to keep an eye out for more information and to please consider getting involved with PGRTAZ beyond Summer Forum volunteering.

### Volunteer next year?

- Jackie=yes
- Tiffany=yes
- Claudia=check back
- Dave=yes
- Nora=yes

A closing round was conducted

The call was adjourned at 2:58pm

## "The Power of a Theory of Change"

### PGRTAZ Presents Summer Forum Plenary Speaker Nell Edgington



PGRTAZ and the Summer Forum Committee are pleased to present [Nell Edgington](#) to the Arizona community. Nell is the president of [Social Velocity](#), a consulting firm based in Austin, Texas. Her innovative and forward thinking blogs have captured a national audience, and her list of speaking credits and thoughtful approach to funding non-profit endeavors make us certain she is a rising star and someone to watch in this industry.

Nell will be speaking throughout the day, first as our kick off plenary presenter on "The Power of a Theory of Change", and then with Leadership Track back to back breakout sessions focused on developing robust funding plans for our nonprofits. Nell will finish the day by participating in a forward looking panel discussion on where the philanthropic sector is headed. If you are a Non Profit CFO, CEO, Executive Director, Development Director, or a Non Profit funder, you will definitely want to be in Nell's sessions!

We are so grateful to our sponsors for helping us bring Nell here...and very glad to know they value our efforts as much as we value them. We spoke with [Allison Gee](#), an Accredited Senior Appraiser in Fine Arts, and a returning Summer Forum sponsor, gathered her comments on supporting our Forum:

*"I am continuously working with my clients to ensure that they are active participants in the journey of their art collections. These clients share a belief that they are not the owners of the art; rather, they are custodians who will leave the paintings and sculptures for another generation to be enlightened, inspired, calmed, sometimes even shocked, and always enriched by the art."*

*Through astute gift and estate planning with a seasoned team of*

For Immediate Release:

Phoenix, May 3, 2013

Media Contact

Melissa Kemp, 602-840-2900

[Melissa@PremiumOrganization.com](mailto:Melissa@PremiumOrganization.com)

19th Annual Summer Forum Gateway to IMPACT  
THANK YOU TO OUR 2013 SPONSORS  
June 12, 2013

ARIZONA COMMUNITY FOUNDATION  
U.S. TRUST Bank of America Private Wealth Management  
Beyond The Ask  
Premium Organization  
CATHOLIC COMMUNITY FOUNDATION Dignity Health Eide Bailly  
BELL & ASSOCIATES LIFE INSURANCE SPECIALISTS Allison Gee Fine Art Appraisals  
WELLS FARGO DANA LAW FIRM THE PHOENIX PHILANTHROPY GROUP  
AMERICAN CANCER SOCIETY FENIMORE CRAIG GAMMAGE BURSHAM AMERICAN HEART ASSOCIATION CAROLYN SECHLER  
A SPECIAL THANKS TO OUR RETURNING SPONSORS!

Visit Us: [PGRTAZ](#)

About Us: [PGRTAZ](#)

Contact Us:

[info@PGRTAZ.org](mailto:info@PGRTAZ.org) or 602-840-2900

[About our Summer Forums](#)

[2013 Summer Forum Program](#)

2013 Summer Forum Committee

June 12, 2013

[Phoenix Country Club](#)

Early Bird Registration ends May 24th

*professionals working together, collectors can realize their philanthro, goals in a manner that also provides for their families.*

*The Planned Giving Round Table of Arizona Summer Forum brings together a wealth of professionals to share and explore the ideas and services that we can offer to our clients. As a strong supporter of the a am honored to sponsor the 2013 Summer Forum."*

Limited sponsorship positions remain available. Contact the PG office for further information. Event registration is open on our website through June 11th, with the best pricing available before May 24th.

Last years' Summer Forum brought together just shy of 200 planners, and received rave reviews for the professional programming, event production, and innovative conference features. This years' Summer Forum is expected to draw 200 plus planners, and again raise the bar for a full day learning, networking, and motivating experience.

**REGISTER NOW**

**BECOME A SPONSOR**

**BENEFITS**

Copyright © 2013 Planned Giving Round Table of Arizona. All rights reserved. Contact email: [info@PGRTAZ.org](mailto:info@PGRTAZ.org)

You are receiving this message because you opted in at <http://pgrtaz.org/>. Message received in error? [Unsubscribe.](#)

PGRTAZ is the proud home of:



# "High Net Worth Study: The Data, The Results, and What it Means"

## PGRTAZ Presents Summer Forum 2013 Plenary Speaker Ramsay Slugg



*"The Planned Giving Roundtable Summer Forum brings together innovative speakers on the nonprofit sector. Central Arizona nonprofit leaders and professional advisors. It is a fabulous opportunity for learning, sharing, and networking."*

*The Phoenix Philanthropy Group is a proud sponsor of this year's Summer Forum – it is a great fit with our mission to partner with organizations to build the strategies and resources to optimize their impact on our global society."*

Limited sponsorship positions remain available. Contact the PGRTAZ office for further information. Event registration is open on our website through June 11th, with the best price available before May 24th.

Last year's Summer Forum brought together just shy of 200 planners, and received rave reviews for the professional programming, event production, and innovative conference features. This year's Summer Forum is expected to draw even more planners, and again raise the bar for a full day of learning, networking, and motivating experience.

For Immediate Release:

Phoenix, May 6, 2013

Media Contact

Melissa Kemp, 602-840-2900

[Melissa@PremiumOrganization.com](mailto:Melissa@PremiumOrganization.com)

19th Annual Summer Forum **GATEWAY TO IMPACT**  
THANK YOU TO OUR 2013 SPONSORS  
June 12, 2013

**ARIZONA COMMUNITY FOUNDATION**

U.S. TRUST Bank of America Private Wealth Management

Beyond The Ask "Providing Inspired Direction to Philanthropic Endeavors"

Premium Organization A Division of Premium Solutions

CATHOLIC COMMUNITY FOUNDATION

Dignity Health. EideBailly. CPA & BUSINESS ADVISORS

BELL & ASSOCIATES LIFE INSURANCE SPECIALISTS

Allison Gee Fine Art Appraisals

WELLS FARGO THE PRIVATE BANK

DANA LAW FIRM

THE PHOENIX PHILANTHROPY GROUP

American Cancer Society

FENNEMORE CRAIG Attorneys at Law

GAMMAGE BURHAM Attorneys at Law

American Heart Association

CAROLYN SECHLER ONE

**A SPECIAL THANKS TO OUR RETURNING SPONSORS!**

Visit Us: [PGRTAZ](http://PGRTAZ.org)

[About Us: PGRTAZ](http://PGRTAZ.org)

Contact Us:

[info@PGRTAZ.org](mailto:info@PGRTAZ.org) or 602-840-2900

[About our Summer Forums](#)

[2013 Summer Forum Program](#)

June 12, 2013

[Phoenix Country Club](#)

Early Bird Registration ends May 24th

**REGISTER NOW**

**BECOME A SPONSOR**

**BENEFITS**

Copyright © 2013 Planned Giving Round Table of Arizona. All rights reserved. Contact email:  
[info@PGRTAZ.org](mailto:info@PGRTAZ.org)

You are receiving this message because you opted in at <http://pgrtaz.org/>. Message received in error?  
[Unsubscribe.](#)

PGRTAZ is the proud home of:



## "Come Back to the World of Ideas"

### PGRTAZ Presents Summer Forum Plenary Speaker Dr. Susan Raymond



PGRTAZ and the Summer Forum Committee is proud to bring [D Susan Raymond](#) back to the Arizona community. PGRTAZ has a reputation for bringing innovative, unusual, thought provoking practical/useful presenters to our stage. While we were search for this years' answer to those objectives, Dr. Raymond's name topped the charts.

**REGISTER NOW**

Dr. Raymond will be working hard for us on event day, including closing plenary session, and three breakout sessions. Attendees to planned giving will benefit from her hands on morning sessic illustrating how changing demographics are rapidly altering the situations we may face on any given day in the workplace.

Leadership track professionals: strap yourselves in for a quite a in the afternoon as Dr. Raymond first gives you a glimpse of wh the near, and not so near, future looks like for philanthropy, an then shows how to face and overcome the significant differenc between current organizational leaders and the emerging grou new leaders...different in education, approach, communication motivation.

We are so grateful to our sponsors for helping us bring Dr. Rayr here. We spoke with Kristi Bell, of [Bell & Associates](#), and gathe their comments about their decision to sponsor our Forum:

*"We first connected with Arizona Community Foundation (ACF) approximately two years ago through a relationship with a financial*

For Immediate Release:  
Phoenix, May 8, 2013

Media Contact  
Melissa Kemp, 602-840-2900  
[Melissa@PremiumOrganization.com](mailto:Melissa@PremiumOrganization.com)

19th Annual Summer Forum **GATEWAY TO IMPACT**  
THANK YOU TO OUR 2013 SPONSORS  
June 12, 2013

**ARIZONA** COMMUNITY FOUNDATION  
U.S. TRUST Bank of America Private Wealth Management  
Beyond The Ask "Providing Inspired Direction to Philanthropic Culture"  
PLANNED GIVING ROUND TABLE OF ARIZONA  
Premium Organization A Division of Premium Solutions  
ARIZONA ENDOWMENT BUILDING INSTITUTE (AEI)  
CATHOLIC COMMUNITY FOUNDATION  
Dignity Health. EideBailly  
BELL & ASSOCIATES LIFE INSURANCE SPECIALISTS Allison Gee Fine Art Appraisals  
WELLS FARGO THE PRIVATE BANK DANA LAW FIRM THE PHOENIX PHILANTHROPY GROUP  
American Cancer Society FENIMORE CRAIG GAMMAGE BURNHAM American Heart Association CAROLYN SECHLER  
A SPECIAL THANKS TO OUR RETURNING SPONSORS!

**BECOME A SPONSOR**

**BENEFITS**

Visit Us: [PGRTAZ](#)  
About Us: [PGRTAZ](#)  
Contact Us:  
[info@PGRTAZ.org](mailto:info@PGRTAZ.org) or 602-840-2900  
About our Summer Forums

*advisor. The advisor had a client that was looking to leave a portion of estate to a charity using gifting strategies with a life insurance product. With certain resources available through ACF and our expertise in the insurance field we were able to ultimately benefit both the client and the charitable organization. It was a wonderful feeling that we were able to do this accomplished and use the experience to aid future cases with similar charitably inclined clients.*

*When an opportunity came last year to be a sponsor of the Summer Forum we were excited to support the organization's mission. Partnering with ACF, in conjunction with the Planned Giving Roundtable (PGRTAZ) was a great way to meet and help advisors as they work to meet their clients. We are happy to be a sponsor again and look forward to the future as the Summer Forum continues to grow."*

Last years' Summer Forum brought together just shy of 200 planners, and received rave reviews for professional programming, event production, and innovative conference features. This years' Summer Forum is expected to draw 200 plus planners, and again raise the bar for a full day learning, networking, and motivating experiences.

## **2013 Summer Forum Program**

2013 Summer Forum Committee

---

**June 12, 2013**

**Phoenix Country Club**

**Early Bird Registration ends May 24th**

Limited sponsorship positions remain available. Contact the PGRTAZ office for further information. Event registration is open on our website through June 11th, with the best pricing available before May 24th.

Copyright © 2013 Planned Giving Round Table of Arizona. All rights reserved. Contact email: [info@PGRTAZ.org](mailto:info@PGRTAZ.org)

You are receiving this message because you opted in at <http://pgrtaz.org/>. Message received in error? [Unsubscribe.](#)

PGRTAZ is the proud home of:



**Advanced Planners Track: Gift Planning Post 2013 Tax Changes**  
**PGRTAZ welcomes the return of Marc Carmichael to our program team!**



PGRTAZ and the Summer Forum Committee are proud to bring [Carmichael](#) back to Arizona. Marc's easy style combined with his uncommon acumen for making the complex seem easy keep his demand as a presenter nationwide. We are ecstatic Marc will be tackling two back to back breakout sessions for our Advanced Planners Track!

**REGISTER NOW**

Marc will start the morning with tips and updates directly relevant to planning within the new tax environment under ATRA. Yes, philanthropy still benefits under the new code provisions! Following this breakout session, Marc will move into a second session focusing on retirement assets and gifting.

We are so grateful to our sponsors for helping us bring Marc here. We spoke with Trevor Whiting, from the [Dana Law Firm](#), and gathered their comments about their decision to sponsor our Forum:

“The Summer Forum is an excellent opportunity to learn how planners can collaborate directly with charitable organizations with regards to charitable giving. The presentations are informative, and the networking sessions are an invaluable opportunity to meet other professionals who are all working to assist clients and donors maximize their philanthropic goal

**For Immediate Release:**  
**Phoenix, May 14, 2013**

**Media Contact**  
**Melissa Kemp, 602-840-2900**  
[Melissa@PremiumOrganization.com](mailto:Melissa@PremiumOrganization.com)

**19th Annual Summer Forum Gateway to IMPACT**  
 THANK YOU TO OUR 2013 SPONSORS  
**June 12, 2013**

**ARIZONA COMMUNITY FOUNDATION**

**U.S. TRUST**  
 Bank of America Private Wealth Management

*Beyond The Ask*  
 "Providing Inspired Direction to Philanthropic Leaders"

**PLANNED GIVING ROUND TABLE OF ARIZONA**

**Premium Organization**  
 A Division of Premium Solutions

**ARIZONA ENDOWMENT BUILDING INSTITUTE / AEBI**

**CATHOLIC COMMUNITY FOUNDATION**

**Dignity Health**

**EideBailly**  
 LITV & BUSINESS ADVISORS

**BELL & ASSOCIATES**  
 LIFE INSURANCE SPECIALISTS

**Allison Gee Fine Art Appraisals**

**WELLS FARGO**  
 THE PRIVATE BANK

**DANA LAW FIRM**

**THE PHOENIX PHILANTHROPY GROUP**

**American Cancer Society**

**FENNEMORE CRAIG**  
 Attorneys

**GAMMAGE BURNHAM**  
 Attorneys at Law

**American Heart Association**

**CAROLYN SECHER**  
 CPA

**A SPECIAL THANKS TO OUR RETURNING SPONSORS!**

**BECOME A SPONSOR**

**BENEFITS**

Visit Us: [PGRTAZ](#)  
 About Us: [PGRTAZ](#)  
 Contact Us:

Last years' Summer Forum brought together just shy of 200 planners, and received rave reviews for professional programming, event production, and innovative conference features. This years' Summer Forum is expected to draw 200 plus planners, and again raise the bar for a full day learning networking, and motivating experiences.

Limited sponsorship positions remain available. Contact the PGRTAZ office for further information. Event registration open on our website through June 11th, with the best pricing available before May 24th.

[info@PGRTAZ.org](mailto:info@PGRTAZ.org) or 602-840-2900

[About our Summer Forums](#)

[2013 Summer Forum Program](#)

2013 Summer Forum Committee

---

June 12, 2013

[Phoenix Country Club](#)

Early Bird Registration ends May 24th

Copyright © 2013 Planned Giving Round Table of Arizona. All rights reserved. Contact email:

[info@PGRTAZ.org](mailto:info@PGRTAZ.org)

You are receiving this message because you opted in at <http://pgrtaz.org/>. Message received in error?

[Unsubscribe.](#)

PGRTAZ is the proud home of:



**Double Your Value: Purchase an Advertiser/Attendee Package!  
Send two people to the Summer Forum, AND place your Ad in our  
Proceedings book**



PGRTAZ and the Summer Forum Committee have connected with many organizations this year who would appreciate some added visibility and a chance to have more of their people present for a day of learning and relationship building.

We heard you, and we think we have [an option for your consideration](#), good through May 28th.

[Purchase an Advertiser/Attendee package for \\$750](#), send two people to the Forum, and place your full page ad in our innovative and useful Conference Proceedings book. As we endeavor to provide as much visibility and value possible to those who support this event, we may even find ways to recognize you all from the podium during the event!

If this is of interest to you, act now, as we will need your ad by May 31st at the very latest!

In addition to the support of our sponsors, we are extremely grateful to our marketing collaborators for helping us get the word out to a wide variety of Arizonans with an interest in philanthropy. We spoke with Marissa Theisen, from the Arizona Grantmakers Forum, about what she sees happening at PGRTAZ:

*“Arizona Grantmakers Forum is pleased to be a marketing partner for the Planned Giving Round Table Summer Forum. The program has been carefully designed to provide a range of valuable sessions for*

**For Immediate Release:  
Phoenix, May 17, 2013**

**Media Contact**

**Melissa Kemp, 602-840-2900**

[Melissa@PremiumOrganization.com](mailto:Melissa@PremiumOrganization.com)

**BECOME A SPONSOR**

**BENEFITS**

Visit Us: [PGRTAZ](#)  
About Us: [PGRTAZ](#)

Contact Us:

*folks new to the nonprofit sector as well as those with years of experience. The keynote speakers are outstanding as are the breakout session leaders. This is one educational opportunity you won't want to miss.*

Last year's Summer Forum brought together just shy of 200 planners, and received rave reviews for professional programming, event production, and innovative conference features. This year's Summer Forum is expected to draw 200 plus planners, and again raise the bar for a full day learning, networking, and motivating experiences.

Limited sponsorship positions remain available. Contact the PGRTAZ office for further information. Event registration is open on our website through June 11th, with the best pricing available before 5/24.

**REGISTER NOW**

[info@PGRTAZ.org](mailto:info@PGRTAZ.org) or 602-840-2900

[About our Summer Forums](#)

**[2013 Summer Forum Program](#)**

2013 Summer Forum Committee

**June 12, 2013**

**[Phoenix Country Club](#)**

**Early Bird Registration ends May 24th**

Copyright © 2013 Planned Giving Round Table of Arizona. All rights reserved. Contact email:

[info@PGRTAZ.org](mailto:info@PGRTAZ.org)

You are receiving this message because you opted in at <http://pgrtaz.org/>. Message received in error?

[Unsubscribe](#).

PGRTAZ is the proud home of:



# Summer Forum Conference Innovation: Gateway to Impact Social Media Blitz

Join us in the Community Lounge and Connect with Bloggers in Action all day!



Here's a new option this year: Don't miss the Community Lounge Social Media Blitz! Make sure you stop by this section of the Lounge, and be ready to be interviewed ...your chance to tell your story and introduce yourself to our community!

All of our attendees will be welcome to visit one to one with our on-site reporters...a group of invited industry bloggers who will be attending the event to focus on telling our story to the broader non-profit community. They will want to hear your reasons for attending, ideas you've gained from a session, thoughts on the non-profit sector and the challenges we face, inspiration that feeds philanthropy...whatever is on your mind!

See their comments posted to active blog sites and industry groups throughout the day, and experience through their words the impact we are making.

We are extremely grateful to our sponsors for supporting philanthropy through professional education. We spoke with John House, a founder of Beyond the Ask, about what he sees happening at PGRTAZ:

*"The Summer Forum is the premier annual event of the Planned Giving Round Table of Arizona. The Program facilitates wonderful networking opportunities with peer group members, enhances friendships and expands your resource base for outside expertise. The educational and motivational components of the Summer Forum are simply outstanding! Great care and preparation have been directed toward*

For Immediate Release:  
Phoenix, May 28, 2013

Media Contact  
Melissa Kemp, 602-840-2900

[Melissa@PremiumOrganization.com](mailto:Melissa@PremiumOrganization.com)

19th Annual Summer Forum GATEWAY TO IMPACT  
THANK YOU TO OUR 2013 SPONSORS  
June 12, 2013

ARIZONA COMMUNITY FOUNDATION  
U.S. TRUST Bank of America Private Wealth Management  
Beyond The Ask "Thinking Beyond Donations to Philanthropic Solutions"  
PLANNED GIVING ROUND TABLE OF ARIZONA  
Premium Organization A Division of Premium Solutions  
ARIZONA ENDOWMENT BUILDING INSTITUTE (AEBI)  
CATHOLIC COMMUNITY FOUNDATION  
Dignity Health  
EideBailly CPA & BUSINESS ADVISORS  
BELL & ASSOCIATES LIFE INSURANCE SPECIALISTS  
Allison Gee Fine Art Appraisals  
WELLS FARGO THE PRIVATE BANK  
DANA LAW FIRM  
THE PHOENIX PHILANTHROPY GROUP  
American Cancer Society  
FENNEMORE CRAIG Attorneys  
GAMMAGE BURHAM Attorneys at Law  
American Heart Association  
CAROLYN SICHER 2013  
A SPECIAL THANKS TO OUR RETURNING SPONSORS!

BECOME A SPONSOR

BENEFITS

Visit Us: [PGRTAZ](http://PGRTAZ)

an "agenda" that essentially serves all participants.

*Finally, the synergism generated by bringing together multifaceted vocational disciplines, all dedicated to serving their donor/client's best interests is by itself worth the price of admission!"*

Last years' Summer Forum brought together just shy of 200 planners, and received rave reviews for professional programming, event production, and innovative conference features. This years' Summer Forum is expected to draw 200 planners, and again raise the bar for a full day learning, networking, and motivating experiences.

Limited sponsorship positions remain available. Contact the PGRTAZ office for further information.

**REGISTER NOW**

Contact Us:

[info@PGRTAZ.org](mailto:info@PGRTAZ.org) or 602-840-2900

[About our Summer Forums](#)

**[2013 Summer Forum Program](#)**

2013 Summer Forum Committee

**June 12, 2013**

**[Phoenix Country Club](#)**

**Standard Registration Rates end June 7th**

Not yet registered? We have [an option for your consideration](#). [Purchase an Advertiser/Attendee package for \\$750](#), send two people to the Forum, and place your full page ad in our innovative and useful Conference Proceedings book. As we endeavor to add as much visibility and value possible to those who support this event, we may even find ways to recognize you all from the podium during the event!

If this is of interest to you, act now, as we will need your ad soon!

Copyright © 2013 Planned Giving Round Table of Arizona. All rights reserved. Contact email: [info@PGRTAZ.org](mailto:info@PGRTAZ.org)

You are receiving this message because you opted in at <http://pgrtaz.org/>. Message received in error? [Unsubscribe](#).

PGRTAZ is the proud home of:



# Summer Forum Conference Innovation: Gateway to Impact Social Media Blitz

Join us in the Community Lounge and Connect with Bloggers in Action all day!



Here's a new option this year: Don't miss the Community Lounge Social Media Blitz! Make sure you stop by this section of the Lounge, and be ready to be interviewed ...your chance to tell your story and introduce yourself to our community!

All of our attendees will be welcome to visit one to one with our on-site reporters...a group of invited industry bloggers who will be attending the event to focus on telling our story to the broader non-profit community. They will want to hear your reasons for attending, ideas you've gained from a session, thoughts on the non-profit sector and the challenges we face, inspiration that feeds philanthropy...whatever is on your mind!

See their comments posted to active blog sites and industry groups throughout the day, and experience through their words the impact we are making.

We are extremely grateful to our sponsors for supporting philanthropy through professional education. We spoke with Brenda Blunt and Rob Leslie, CPA's with Eide Bailly, LLP, about their support of PGRTAZ:

*"A significant part of our services is with nonprofit organizations and working with clients who have a philanthropic world view. As a first-year sponsor we were attracted to the opportunity to support the connections that are made and fostered at this conference among influential people who are committed to our community and to philanthropy. Participating in and sponsoring this event also helps us provide the added value of knowledge to those relationships that will ultimately benefit our people, their families and*

For Immediate Release:

Phoenix, Jun 4, 2013

Media Contact

Melissa Kemp, 602-840-2900

[Melissa@PremiumOrganization.com](mailto:Melissa@PremiumOrganization.com)

The image is a promotional graphic for the 19th Annual Summer Forum IMPACT Gateway to Impact Social Media Blitz. It features a blue and white color scheme with a gold key icon. The text reads "19th Annual Summer Forum IMPACT Gateway to Impact Social Media Blitz" and "THANK YOU TO OUR 2013 SPONSORS June 1st". Below the text are logos for various sponsors: ARIZONA COMMUNITY FOUNDATION, U.S. TRUST Bank of America Private Wealth Management, Beyond The Funding Impact Director, PLANNED GIVING ROUNDTABLE OF ARIZONA, Premium Organization A Division of Premium Solutions, ARI ENDOWMENT INSTITUTE, CATHOLIC COMMUNITY FOUNDATION, Dignity Health, Eid CPA &amp; T, BELL &amp; ASSOCIATES LIFE INSURANCE SPECIALISTS, Allison Gee Fine Art A, WELLS FARGO THE PRIVATE BANK, DANA LAW FIRM, THE PHOENIX PHILHARMONIC, American Cancer Society, FENMORE CRAIG Attorneys, GAMMAGE BURHAM Attorneys at Law, American Heart Association, and CAROL. At the bottom, it says "A SPECIAL THANKS TO OUR RETURNING SPONSORS".

*our current and future clients.*

*In today's competitive world, we have to provide more service, more knowledge, and more fulfillment for the people and organizations we serve. Beyond business, we are dedicated to helping make our community a better place for all and sponsoring the Planned Giving Round Table Summer Forum is one of the ways we can do that."*

Last years' Summer Forum brought together just shy of 200 planners, and received rave reviews for professional programming, event production, and innovative conference features. This years' Summer Forum is expected to draw up to 200 planners, and again raise the bar for a full day learning, networking, and motivating experiences.

Limited sponsorship positions remain available. Contact the PGRTAZ office for further information.

**REGISTER NOW**

**BECOME A SPONSOR**

**BENEFITS**

Visit Us: [PGRTAZ](#)  
About Us: [PGRTAZ](#)

Contact Us:  
[info@PGRTAZ.org](mailto:info@PGRTAZ.org) or 602-840-2900

[About our Summer Forums](#)  
[2013 Summer Forum Program](#)  
2013 Summer Forum Committee

June 12, 2013

[Phoenix Country Club](#)

**Standard Registration Rates end June 7th**

Not yet registered? We have [an option for your consideration](#). [Purchase an Advertiser/Attendee package for \\$750](#), send two people to the Forum, and place your full page ad in our innovative and useful Conference Proceedings book. As we endeavor to add as much visibility and value possible to those who support this event, we may even find ways to recognize you all from the podium during the event!

If this is of interest to you, act now, as we will need your ad soon!

Copyright © 2013 Planned Giving Round Table of Arizona. All rights reserved. Contact email: [info@PGRTAZ.org](mailto:info@PGRTAZ.org)

You are receiving this message because you opted in at <http://pgrtaz.org/>. Message received in error? [Unsubscribe](#).

PGRTAZ is the proud home of:

LEAV

**Step and Repeat and Video Links:**

Remarks captured during the event, at the Step and Repeat (with the assistance of Phoenix Fashion Week), will be available on YouTube at some point. Our expectation is by October 31<sup>st</sup>. We will forward the link.

**Photo Gallery:**

Photos from the event, including the Goodwill Community Lounge, can be found here:

<http://plannedgivingroundtableofarizona.wildapricot.org/Default.aspx?pageId=1642083>

**Social Media:**

For the first time, social media was invited to participate in capturing this event, and disseminating the word. Remarks from attending bloggers will be available for review in a consolidated listing at some point. Our expectation is by October 31<sup>st</sup>.

**Theme and Graphic Design:**

This years' event again featured a distinctive look and feel, and included a 60 page Conference Proceedings Mini book. Samples of this years' look and feel can be found here:

<http://plannedgivingroundtableofarizona.wildapricot.org/Default.aspx?pageId=1158241>

## Summer Forum Committee Minutes:

December 2012:

### Attending

Melissa Kemp	Chair	melissa@PremiumOrganization.com
John House	2012/13 PGRTAZ Chair, program interest	john@coyotefinancial.com
Ed Knight	Lead sponsor rep, program interest	eknight@azfoundation.org
Russ Goldstein	PGRTAZ sponsorship chair, marketing collaborators	russell.goldstein@ustrust.com
Zee Peters	AFP liaison, program interest	zpeters@gabrielsangels.org
Jackie Palmenberg	Event Day Volunteers	palmenbergj@gmail.com
Beth Salazar	LAL liaison, cttee member at large	esalazar23@cox.net
Still needed	Communications/Messaging/PR	
Still needed	End of Day giveaways	
wanted	Board member or Philanthropic Interest POV	

### Melissa called the conference call to order at 3:35 pm

#### An Opening Round was conducted.

All consented to the agenda as planned, and agreed to look ahead on their calendars for ability to attend monthly conference calls on the 2<sup>nd</sup> Mondays at 3:30 pm. **Anyone with a permanent conflict please let Melissa know this week, so that other scheduling options can be worked out.** In the future this round will also include a Review of the Minutes of last meeting, and a Quick Review of any itemized Outstanding Tasks.

#### Matters of Content:

Melissa reviewed the current SF Facts and Status, including the following:  
The scheduled date is June 12, 2013, at the Phoenix Country Club.

Her office is currently working on this year's look/feel, and a few option will be forwarded to the committee soon for their feedback/preferences. She is hoping to build the Save the Date piece for January 10 distribution target (upload to website a save the date "button" by Jan 1). She also noted the current need to build a letter and outreach to last years' Marketing collaborators on/before Dec 20, for confirmation that they will continue in JANUARY 2013, and to seek 3 new collaborators.

The PGRTAZ board agreed to the following event goals: The 2013 Summer Forum will

- maintain the same levels of sponsorships (pricing and number needed)
- continue with 3 distinct program tracks
- target profit of \$6,000
  - John noted that the budget numbers had been adjusted this year to reflect fewer attendees at the lowest possible rates, or attached to sponsorship packages, as last years' effort to bring out attendees was successful, but gave us a few moment's concern about matching food costs per person to revenue per person.
  - Jackie noted that we had a lot of volunteers last year; many incented by their lower cost entrance fee. Melissa noted the same, and has instructed Stephanie to work with Jackie on this years' volunteer staff emphasizing the right number of people, doing the right thing, at the right time, rather than an emphasis on an expanded number of volunteers.
- Generate 20 new members and two new annual PGRTAZ sponsors by 7/31/13
- net 3 new marketing collaborators
- establish a new mechanism for volunteer hours to be counted,
- Identify the 2014 Summer Forum chair by 7/31/13

The suggested theme of the 2013 Summer Forum focuses on excellence in stewardship/sustainability. The committee brainstormed some ideas for wording the actual theme, and some ideas/offering included "Switch" with some specific modifiers below it to reference our three planned tracks, as well as some key words like impact, commitment, Core values, transparency, credibility, paradigm shift. **Melissa will pull together the list from theme discussion for committee members to bat around via e-mail through month end.** Next, we will review potential programs and speakers list, to build out this month and into next month, and we will seek to identify, approach, and confirm headliners and breakout sessions by Jan 15-30. **All should send ideas for excellent speakers or potential topics around this theme as they stumble across them.**

Russ updated on Sponsorships outreach. He has several meetings already scheduled with last year's sponsors, to discuss renewing. Melissa noted the prospective sponsors list will be accessible to all committee members on a special page of the PGRTAZ website. Laura Leopardi will not renew, but she gave Russ several additional new names who might be good candidates. Melissa is supposed to put a proposal in front of Alan K soon; wondered if he could still be grandfathered into last years' benefit amounts? John House indicated he would like to see some new names step forward before he considers renewing. He noted special attention should be paid to sponsor value and recognition at the event.

Melissa will forward with the meeting minutes a link to the SF Committee page on the website, where SF committee notes and reference items can be found.

**A Closing Round** was conducted to assess if the call was time well spent and covered needed information. All were pleased with the information and ground covered today. The call was adjourned at 4:24 pm.

Respectfully submitted,

Melissa Kemp,  
2013 Summer Forum Chair

January 2013

**Attending**

1. Melissa Kemp	Chair	melissa@PremiumOrganization.com
2. John House	2012/13 PGRTAZ Chair, program interest	john@coyotefinancial.com
3. Ed Knight (last 30 min)	Lead sponsor rep, program interest	eknight@azfoundation.org
4. Russ Goldstein (last 45 minutes)	PGRTAZ sponsorship chair, marketing collaborators	russell.goldstein@ustrust.com
5. Zee Peters (arr 3:40)	AFP liaison, program interest	zpeters@gabrielsangels.org
6. Jackie Palmenberg (arr 3:40)	Event Day Volunteers	palmenbergj@gmail.com
7. Beth Salazar	LAL liaison, cttee member at large	esalazar23@cox.net
8. Still needed	Communications/Messaging/PR	<i>Who do you know? Russ: would IWS person do this?</i>
9. Still needed	End of Day giveaways	<i>Who do you know? John: what if we asked Frank Bourget to take this on?</i>
10. Very much wanted	Board member or Philanthropic Interest POV	<i>Who do you know? Ed: Would Fred Pakis do this?</i>

**Action Items**

<b>1-1</b>	All Ed/John/Russ	Try to think of and forward names for the 3 remaining cttee positions. See directed questions to you re: possible cttee members above.	Feb 1
<b>1-2</b>	All	Access OurVolts.com. Set up your user account. Find the PGRTAZ Summer Forum Site. Log your volunteer hours specific to Summer Forum. <i>Report back if this was too difficult, not a workable idea, or if you are willing to try and log your SF volunteer hours over the next 6 months. Log your time to date.</i>	Feb 1  Feb 11
<b>1-3</b>	All	Suggestions for additional organizations to approach as potential marketing collaborators? E-mail Melissa with contact data.	ASAP
<b>1-4</b>	Zee	Approach AFP for 2013 Marketing Collaborator Renewal	Feb 1
<b>1-5</b>	Zee	Approach AFP for 2013 repeat of AFP sponsorship in exchange for right to grant AFP members bulk purchase 4 pak option again?	Feb 1
<b>1-6</b>	Russ/Melissa	Renew last season's marketing collaborators	Thru Jan 31
<b>1-7</b>	Russ/Melissa	Seek/sell a net 3 new marketing collaborators	Feb 15

<b>1-8</b>	Jackie	e-mail Melissa the Northern AFP connection for potential marketing collaborator approach	ASAP
<b>1-9</b>	Melissa	Consider adjusting wording on SF public page describing the 3 tracks	ASAP
<b>1-10</b>	Russ	Update committee on sponsorship sales and best leads	Feb 1
<b>1-11</b>	Melissa/Russ	Connect on Tuesday the 15 <sup>th</sup> ...set next 1:1 for sponsorship follow up plan	Jan 15th
<b>1-12</b>	John	Connect with Dr. Michael Cofield about his interest in speaking again	Feb 11th
<b>1-13</b>	John	Pass the budget we are working with before pricing is announced	ASAP
<b>1-14</b>	All	Consider the member pricing differential of \$25: Is this sufficient pricing differential to support this years' SF goal: 20 new PGRTAZ members?	Feb 1
<b>1-15</b>			

Next committee call is posted on the PGRTAZ events calendar. In general, 2<sup>nd</sup> Mondays at 3:30 pm. Feb 11, 3:30 pm: 888-296-6500, guest code 334997

### **Melissa called the conference call to order at 3:33 pm**

#### **An Opening Round was conducted.**

No additions to the agenda as planned; all agreed there was a lot of content on today's call to cover.

#### **Matters of Content:**

##### **Filling out the Committee:**

We still need two or three more people on the committee, as noted above in the committee roster (a committee member representing Non Profit leadership and/or philanthropist, the end of day giveaways, and a PR/Communications boost). Action Item: **Who would you suggest?**

##### **Volunteer Hours Log: Our Volts**

Melissa reminded everyone of a new site for logging our volunteer time for SF. This is one of the board approved goals for this event; find a way to count the hours required to produce it, and a way to recognize and thank our cherished event volunteers. **Was everyone able to access this site, create an identity, and figure out how to input their hours? Is this the way we should go for tracking our volunteer time? Do you see the value in this effort? Log Your Time to date.**

##### **SF Public Page on the Website:**

Melissa asked all on the call if they could find this page. It will morph into the full SF scheduling pages, and become the "pretty" page. Just [basic information posted there now](#). Committee relevant information will completely move to the hidden committee page before the STD cards go out, and then only public information will live here. Committee members can reference the header pages from prior years' Forums to see how the page will develop. For now, just know it exists, how to find it/reference it, and what kinds of information will be landing there. John, Beth, and Jackie were all able to find this page. **Beth suggested some wording improvements to the current language. Melissa will see about re-phasing the "newer and seasoned planners" language sooner rather than later,** but also noted that ultimately this page gets a major makeover. The Save the Date cards and Information buttons on the home page will point to this page when they are posted.

##### **SF Committee Page on the Website:**

Melissa then asked all to log on and find the committee reference page...this is the page for committee members only. All on the call were able to do so. Melissa did a very quick run down of the types of information to be found there, including the pricing and registration dates, meeting agendas and notes, the SF production timetable, committee members and contact information, and reference items like run of show, event budgets, etc. All committee members should get to know this page. **When is the target date for having all headliner speakers booked? February 15<sup>th</sup>.**

##### **Marketing Collaborators:**

Current outreach target is to send the approach letter on/about Jan 18<sup>th</sup>. Melissa showed those on the call how to find the Marketing Collaborators explanatory material on the PGRTAZ website (access from the Sponsors/Sponsorships/Collaborators menu item), and noted what could be found there. Melissa noted the 2012 collaborators' area on the bottom of the PGRTAZ Home page...their logo buttons, click throughs to their website, and their activities postings in the Marketing Collaborators' NEWS section of the home page. As we sign up new collaborators, or they have events to announce, we will be posting to this area.

Committee members' had a chance to review the [marketing collaborators'](#) information (up to date for 2013) on the PGRTAZ website, and to review the Marketing Collaborators Agreement (attached). John liked the letter and agreement. Russ and Melissa will move these renewals and outreach forward immediately. The current list for new marketing collaborator outreach includes the Southern AZ PGRT and AFP, their major estate planning group. In the metro area, we will seek to renew last years' newsletter crossover with the Society of CPAs, and add the Maricopa County Bar Association, as well as the Financial Planning Association, the Society of CLU/ChfC, the Young Professionals in Philanthropy, and the CFA association. **Any contacts that you can facilitate or additional collaborators to reference would be helpful. E-mail them to Melissa.**

#### **Save the Date Cards:**

The STD e-card could be on the homepage of our website by Jan 20<sup>th</sup>, and in collaborators hands before the end of January. During a popcorn round for feedback on the STD mock up cards and themes, the committee reviewed the three draft mock ups, and reached agreement that the exact theme wording will be "Gateway to Impact", and the first mock up using the water visual with the golden key will form the basis of this year's look/feel. Roughly 2000 of these will be printed, and distributed via our marketing collaborators during February and March.

#### **Sponsorship Tally, Goal, and Outreach update and future outreach:**

Our total goal this year is roughly the same as last year's (last year was \$39,000, this year close to \$40,000). We sold \$36,000 last year, so this years' goal is a bit aggressive, but we have 2 years' of amazing Forums to build on, more renewals now than in the past, and tremendous energy from the Community Lounge from the sponsors. Melissa noted roughly 98 organizations and their contacts now reside in a PGRTAZ specific (free) donor database called Sumac, instead of using excel to manage the sponsorship sales process. These names resulted from last years' work with Kim Kur, John House, Russ G and Melissa. The \$5,000 lead sponsor and one \$3,000 are sold, as well as 4 \$1500 slots and one \$1,000 slot. Two \$3,000 sponsorship slots remain open, and roughly 8 breakout sponsorships, in addition to some lower sponsorship amounts.

Melissa reviewed the sponsorship outreach letter, and noted some ideas from the committee for improvement including adding in information about the already renewed/sold sponsorships to the letter, changing new planners terminology to "freshmen".

This outreach letter is distributed by e-mail, about 20-25 at a time, so that Melissa and Russ can plan the follow up calls within 5-7 days. Overruns of past years' proceedings, save the date cards, and registration flyers are available to help sell the professional presentation of the Summer Forum, for those who respond with interest, but want more information. All of the past Summer Forum program content is also still accessible on the website. Sponsorship sales are open now.

Russ provided some quick updates re: those he is speaking to already. He is emphasizing not just sponsorship, but trying to get folks to attend PGRTAZ meetings (some as his guest), and selling engagement, membership, and sponsorship all at the same time. Included in his current discussion is Paul Richardson with Dignity Health, as we are still trying to pin down Dignity Health renewal at \$3,000 (also speaking with Alan Knobloch). Others include Summit Health, Banner Health, Goodwill, Rob Leslie at Eide Bailly, CBIZ professionals, Kendis Muscheid at Fennemore, Thunderbird Graduate School, IWS, and some insurance brokers. Russ will send us an update report as he sells sponsorships. Melissa will be able to send update reports directly from Sumac before the next committee call.

#### **Sponsorship Sales "Ace in the Hole":**

Melissa highlighted an option that was available last year but not marketed well, and refers to it as our "ace in the hole". [Advertiser/Attendee option](#) is open now, and we can sell an unlimited number of these. This combo pack is a great value, and can be sold from now until we go to print with the Proceedings booklet. Melissa doesn't open the sponsorship appeal and conversation with this option, but if they can't afford any other, she closes with this one. If we should find ourselves short on selling out the breakouts, or other levels, extra sales of this option can quickly make up for it in our budget.

#### **Speakers/Topics:**

Melissa conducted a round for input on speakers and topics.

John: wants to think more about this. Willing to approach Dr Cofield again.

Zee: the basic track speakers really need to be relatable...CONTENT that means something to a freshman. Practical, useful, right level of information.

Jackie: liked the suggestion for Nell; thinks she appeals to a very professional audience and the topics she covers mesh with Gateway to Impact.

Beth: really likes the Collective Impact topic and researchers as an option, and given the theme, thinks the Guidestar option would be a great interest and appropriate.

Ed: As he is teaching the 101 course, thinks some additional practitioners who could illustrate well the "how to proceed when an planned gift "matures" and/or the "how does a conversation about wills actually work?" would be very useful in the freshman track. Also would like to see us re-try the Abstract as well as the Concrete approaches in our plenary speakers...some who come at us from a completely different angle are intriguing.

Liked the Lucy Berholz approach last year too, as an example of one that is more concrete and applicable.

Russ: Suggested scanning the Chronicle of Philanthropy for ideas. Panel of Philanthropists with a seasoned interviewer? Also, on the abstract theme: Dr. Connie Mariano...has stories of all sorts..was the White House physician for Bush and Clinton.

What did my notes miss?

Send in your continuing topic and speaker ideas. Melissa may need to organize a sit down meeting with the program sub group before our next committee call.

**Of Interest:**

Hoping the PGRTAZ board will formally adopt budget at January meeting, before we loudly announce bulk purchase pricing, sponsorship pricing, etc.

Bryan Clontz potential "Arizona Tour" in early June; this joint endeavor in Prescott, Tucson, and Cochise county may help us with building excitement for Summer Forum June 12<sup>th</sup>.

Denise McClintic is back in our profession, with Wells Fargo, and back into our PGRTAZ membership.

20 guests at Tuesday's meeting with Aviva Schiff Boedecker; we will encourage the board to promote PGRTAZ membership immediately on that morning. **All please consider this before the next two weeks, when we really start posting/announcing pricing and put the STD cards out there: Do we have a large enough pricing differential to motivate PGRTAZ members from Summer Forum Attendees? \$25**

**There were no additional agenda requests.**

**A Closing Round** was conducted to assess if the call was time well spent and covered needed information. All were pleased with the information and ground covered today. The call was adjourned at 4:48 pm.

Respectfully submitted,  
Melissa Kemp,  
2013 Summer Forum Chair

---

February 2013

Melissa Kemp	Chair	Premium Organization	On the call
John House	2012/13 PGRTAZ Chair, program interest	Coyote Financial	On the Call
Ed Knight	Lead sponsor rep, program interest	Az Community Foundation	Joined 3:45
Russ Goldstein	PGRTAZ sponsorship chair, marketing collaborators	US Trust Bank of America	Joined 3:50
Zee Peters	AFP liaison, program interest	Gabriel's Angels	Had a last minute client need
Jackie Palmenberg	Event Day Volunteers	Catholic Community Foundation	
Beth Salazar	LAL liaison, cttee member at large	YMCA/Consulting	Joined 3:45
	Communications/Messaging/PR		Still seeking

Nicole Powers	End of Day giveaways	Make a Wish Foundation	On the call
	Board member or Philanthropic Interest POV		Still seeking

An Opening Round was conducted.

There were no comments/adjustments to the prior committee meeting minutes. A consent round to accept them as submitted carried.

**Quick Review: Outstanding Tasks: those DONE will be removed from the next Agenda**

1-1	All Ed/John/Russ	Try to think of and forward names for the 3 remaining cttee positions. See directed questions to you re: possible cttee members above.	DONE: MAK to ck back with John and Russ on PR
1-2	All	Access OurVolts.com. Set up your user account. Find the PGRTAZ Summer Forum Site. Log your volunteer hours specific to Summer Forum. Report back if this was too difficult, not a workable idea, or if you are willing to try and log your SF volunteer hours over the next 6 months. Log your time to date.	DONE: decision made to leave OurVolts for future tracking. <b>Staff will try to track hrs.</b>
1-3	All	Suggestions for additional organizations to approach as potential marketing collaborators? E-mail Melissa with contact data.	DONE: Thank you!
1-4	Zee	Approach AFP for 2013 Marketing Collaborator Renewal	By Feb 28 report back results via e-mail
1-5	Zee	Approach AFP for 2013 repeat of AFP sponsorship in exchange for right to grant AFP members bulk purchase 4 pak option again?	By Feb 28 report back results via e-mail
1-6	Russ/Melissa	Renew last season's marketing collaborators	Done. Outreach completed; looks like all will renew; still gathering signed forms
1-7	Russ/Melissa	Seek/sell a net 3 new marketing collaborators	Done. Outreach completed. Still gathering commitments. 2 new collaborators at this point.
1-8	Jackie	e-mail Melissa the Northern AFP connection for potential marketing collaborator approach	DONE. Thanks Jackie!
1-9	Melissa	Consider adjusting wording on SF public page describing the 3 tracks	DONE. Website major upgrades this week
1-10	Russ	Update committee on sponsorship sales and best leads	DONE internally; will post current status list on cttee page of website
1-11	Melissa/Russ	Connect on Tuesday the 15 <sup>th</sup> ...set next 1:1 for sponsorship follow up plan	DONE.
1-12	John	Connect with Dr. Michael Cofield about his interest in speaking again	Done: John has reached out; not final yet.

			Interested in returning. Breakout AND Keynote?
1-13	John	Pass the budget we are working with before pricing is announced	2/20: John has this on his next BOD agenda. Alan K is on board.
1-14	All	Consider the member pricing differential of \$25: Is this sufficient pricing differential to support this years' SF goal: 20 new PGRTAZ members?	ON agenda today
2-1	All	Save the Date cards are in Premium Organization office; let Stephanie know how many you want for your office and marketing over the next two months. We have 2500 to distribute	ASAP
2-2	Melissa/All	Set exact date/time for a committee meeting specific to finalizing the breakout sessions program topics and preferred speakers	Doodle week of 2/12
2-3	John	Finish conversations with Dr. Cofield re: possible Keynote and a breakout.	2/15
2-4	All	Review resumes and speaking credential for Susan Randolph and Nell Edgington; any concerns should be voice by Feb 15 <sup>th</sup> . If none, these two keynotes will be booked.	2/15
2-5	All	Additional speaker and topic ideas; send to Melissa for programming session assistance	2/15
2-6	Ed	See if he can open up his schedule on 2/22 for a breakout session programming shirtsleeves session	2/13
2-7			

Melissa quickly conducted an overview of the planned call agenda, and welcomed Nicole to the call, and potentially to our committee. All consented to the Call Agenda as planned. It is, as always, an aggressive agenda.

**Matters of Content:**

Melissa provided a quick current SF Status report:

- a. Don't forget: Date: June 12, 2013, at the PCC. STD cards are completed, and being distributed to marketing collaborators. Committee members should get some for their offices and to distribute over the next two months before the registration flyers are released. How many do you want? Graphic is posted to front of website and included in meeting announcements now.
- b. Marketing collaborators:
  - i. Renewed (see marketing collaborator section of PGRTAZ website).
    - 1. Official update on AFP to come from Zee Peters
    - 2. ASU Lodestar, Alliance of AZ Non Profit, ACF, AEBI are in. East Valley need final board OK, but all have individually expressed desire to repeat. ONE is the only one with no word yet; Melissa and Russ have divvied up calls to check on Mktg Collaborators
  - ii. New
    - 1. FPA is IN!
    - 2. Still waiting for formal OK from CF of Southern AZ and Southern AZ PGRT, but early response is positive

3. Have approached Northern and Southern AFP's; no word back from Northern. Southern is considering
4. Believe Jewish Community Foundation will also join in.

c. Sponsorship Calls and status:

- i. Community Lounge: Goodman's Eye on the Good Guy has been posted to our news section. Melissa has a call out to Rachel Dahl regarding repeating last year's lounge...will also reach out to Adam Goodman and Rob Stenson.
- ii. Recently said "yes"...still waiting for written commitment:
  1. Dignity Health is IN...at least \$1500, hoping still for \$3,000, but not likely
  2. Phoenix Philanthropy Group has indicated proactive interest. Will discuss \$3,000
  3. Eide Bailly accounting firm has indicated proactive interest. Will discuss \$3,000
  4. Matt Dana would like to return; working with his marketing department at \$1500 level
  5. Lindsay Jackson and Gammage & Burnham wants to renew \$1500; submitting to partners Russ and Melissa continue to make calls and outreach daily. We need to sell approx 7 more breakout sessions and at least 1 keynote level sponsorship before exhaling and bringing in the last ones.

2. Programming: Keynotes

- a. Susan Raymond (my agenda said Randolph...hah...that used to be a client of mine!): \$3,000 plus \$500 for travel; \$3500 inclusive. One keynote, two breakouts. [www.ChangingOurWorld.com](http://www.ChangingOurWorld.com)
- b. Nell Edgington: \$4,000 inclusive. One keynote, two breakouts. [www.SocialVelocity.net](http://www.SocialVelocity.net)
- c. Dr. Michael Cofield: John House indicated he is interested in presenting again; thought it would be a breakout. Melissa wondered if he would do a keynote, and then a breakout further amplifying his keynote? His honorarium was very reasonable in the past (zero)...and the audience reception was fabulous. John will speak further with him about this.
- d. Other potential highly rated keynotes? Melissa explored 7 total, including Susan and Nell; felt they were the best, and affordable and available. She has a call out to Lucy Bernholz, just in case we don't agree on Susan and Nell, and/or can't find agreement quickly on the third keynote.

3. None of the keynotes have yet been confirmed; Melissa will wait to Thursday, in order to give everyone on the committee, but not on the call, a chance to read the notes and comment. When they are confirmed, which one is breakfast, lunch, etc, has not been decided...will be a part of the programming meeting discussion.

4. Programming for the Breakouts. Melissa noted that 12 will be needed. We are following last years' track pattern; 1 for Basic level attendees, 1 geared for leadership (CFO's, CEOs, Executive Directors, consultants, board members, philanthropists, etc), and 1 geared for advance level planners from all disciplines. Melissa asked Ed if he could take a special interest/lead in developing the breakout tracks for the Basic level attendees, to help this conference flow well with the AEBI course and planned giving 101 course. He is amendable to that.

Already taken care of are at least 4 breakout sessions, probably advance or leadership level, by our first two keynote presenters, Raymond and Edgington.

Melissa is meeting later this month with Patrick McWhortor of the Alliance of AZ Non Profits. She wondered if a breakout report on AZ Gives Day, and or a Tax Advocacy Affairs update might be of

interest to the group? Could be of interest; but caution on repeating too many of last years' presenters. Noted.

Ed Knight expanded some on his ideas for basic breakout sessions on things like "how does an estate planning gift conversation go?, how to converse effectively with legal and accounting professionals (without getting billed?).

Melissa suggested that to be effective in filling out the details of our program, as with last year, we should plan a face to face working meeting. All agreed; many expressed interest in being there. Some quick calendar scans revealed the following dates for best potential (to further define via doodle). Friday, Feb 22<sup>nd</sup>, small window of opportunity for Ed right now...he will try to expand this, as this date seemed to work well for many others. Alternatively, Thursday the 28, or Friday the first, any time, noting that Nicole may need to call in from the road.

## 5. Other

Melissa recalled the December committee e-mail round concerning on unhappy attendee latsst year. She has confirmed one free attendance with last season's unhappy attendee, and that person is happy to give us another shot. In addition, she has agreed to be a "secret shopper" at this years' event. Melissa team will communicate with her the goals and plans of the committee, and the metrics we are seeking for attendee satisfaction and event logistics, and she will "grade" us based upon our goals, by her observations during the day.

Pricing Differential Discussion: Do we need to adjust non member pricing up to be able to differentiate membership value? \$25/\$35 diff presently listed. Melissa quickly reviewed the planed current pricing, based upon last years' patterns and this year's cost budget. The consensus was to leave the early registration for Non Members at \$150 (rather than keeping the \$35 differential to promote membership), and that we don't know enough about what values drive PGRTAZ membership to say with any certainty if this price point separation is adequate enough to effectively incent people to join PGRTAZ as they register for the Summer Forum.

Melissa updated the committee on discussions about a 2013 Statewide Bryan Clontz (a keynote Summer Forum speaker last year). It does not appear that this will be a statewide collaboration this year; but these early talks have built enthusiasm for a statewide active collaboration, and those talks will continue. Yuma and Prescott will be bringing Bryan back this year.

Additional Committee Members: ideas for PR communications, and/or philanthropy chair, are still requested.

Melissa and Stephanie will be checking in with Jackie imminently, to plan the event day Volunteers shout out, setting up formal job descriptions, and the training schedule. Event day Volunteers do work to help us put on this event, but in return they receive the lowest possible admission price (\$110), special seating at keynotes, a public thank you and recognition from the podium and in the proceedings booklet, and are entered into a special prize drawing just for them.

Melissa asked if there was any other business or question on anyone's minds for this call?

A Closing Round was conducted. All felt this was a good call, and a good use of time. Nicole accepted the volunteer role with our committee, with emphasis on obtaining end of day giveaway items. Yeah Nicole!

The committee call adjourned at 4:37 pm.

Respectfully scribbled,

Melissa Kemp

March 2013

Melissa Kemp	Chair	Premium Organization	yes
John House	2012/13 PGRTAZ Chair, program interest	Coyote Financial	no
Ed Knight	Lead sponsor rep, program interest	Az Community Foundation	yes
Russ Goldstein	PGRTAZ sponsorship chair, marketing collaborators	US Trust Bank of America	yes
Zee Peters	AFP liaison, program interest	Gabriel's Angels	yes
Jackie Palmenberg	Event Day Volunteers	Catholic Community Foundation	yes
Beth Salazar	LAL liaison, cttee member at large	YMCA/Consulting	no
	Communications/Messaging/PR		Still seeking
Nicole Powers	End of Day giveaways	Make a Wish Foundation	no
	Board member or Philanthropic Interest POV		

Melissa called the conference to order at 3:34 PM. An opening round was conducted.

There were no comments/adjustments to the prior committee meeting minutes (2/11/13), and a consent round accepted them as submitted carried.

A Review of outstanding Tasks was done. *Note, those marked DONE on prior notes will be removed from the next call agenda*

1-4	Zee	Approach AFP for 2013 Marketing Collaborator Renewal	done
1-5	Zee	Approach AFP for 2013 repeat of AFP sponsorship in exchange for right to grant AFP members bulk purchase 4 pak option again?	done
1-10	Russ	Update committee on sponsorship sales and best leads	DONE internally; will post current status list on cttee page of website: Done
1-13	John	Pass the budget we are working with before pricing is announced	Done
1-14	All	Consider the member pricing differential of \$25: Is this sufficient pricing differential to support this years' SF goal: 20 new PGRTAZ members?	Done
2-1	All	Save the Date cards are in Premium Organization office; let Stephanie know how many you want for your office and marketing over the next two months. We have 2500 to distribute	Done
2-2	Melissa/All	Set exact date/time for a committee meeting specific to finalizing the breakout sessions program topics and preferred speakers	Done
2-3	John	Finish conversations with Dr. Cofield re: possible Keynote and a breakout.	Done
2-4	All	Review resumes and speaking credential for Susan Randolph and Nell Edgington; any concerns should be voice by Feb 15 <sup>th</sup> . If none, these two keynotes will be booked.	Done
2-5	All	Additional speaker and topic ideas; send to Melissa for programming session assistance	Done
2-6	Ed	See if he can open up his schedule on 2/22 for a breakout session programming shirtsleeves session	Done
3-1	Russ	Seek and share video examples of bloggers in action at events	On/before March mtg
3-2	Russ	Connect with YNPN re: marketing collaborator status	ASAP
3-3	Russ/Melissa	Connect with each other and plan next set of outreach moves	ASAP

3-4	John	Confirm Dr. Cofield for a breakout session only	ASAP
3-5	All	Seek Marketing/communications assistance for the committee	ASAP
3-6	Jackie	Proactively check her calendar for dates to move SF volunteers fwd; connect with Stephanie directly	March mtg
3-7	All	Send ideas for end of day giveaways/connections to Nicole	Through May
3-8	Russ/Melissa	Connect offline for best handling of US Trust BofA sponsorship placement	As available
3-9	All	Think about advisor/gift officer duos who work well together to lead basic track on this topic	ASAP
3-10	Zee	Review CAP proposal from MK before moving forward with AFP	ASAP
3-11	Melissa	Forward cttee revised program with all current known elements	ASAP
3-12	Melissa	Reach out to Kathy Kramer to talk to Dr. Ashcraft re: breakout presentation	ASAP

A consent round was conducted for the Agenda as planned. All consented.

Melissa reviewed the current SF Status:

- a. STD cards: 2500 are out in our market through our confirmed 2012 collaborators
- b. 2013 Marketing collaborators will be used for registration flyer distribution:
  - i. Renewed from 2012: ALL (see marketing collaborator section of PGRTAZ website).
    1. AFP, ASU Lodestar, Alliance of AZ Non Profits, ACF, AEBI, East Valley, ONE
  - ii. New (still need to update our website with new buttons and collaborator page).
    1. FPA is IN!
    2. AZ Grantmakers' Forum is IN!
    3. Still waiting for formal OK from CF of Southern AZ and Southern AZ PGRT, but last response is positive (Leah Geistfeld).
    4. Have approached Northern and Southern AFP's; no word back from Northern. Southern is considering (Miguel Quezada)
    5. Believe Jewish Community Foundation will also join in. MK Left VM for Stu Turgel.
- c. Russ and Melissa updated on the sponsorship calls and current status.
  - i. Community Lounge is not yet taken. Goodman's "Eye on the Good Guy" has been posted to our news section on the PGRTAZ website. Melissa has several calls out to Rachel Dahl regarding repeating last year's lounge...will next need to reach out to Adam Goodman and Rob Stenson. **Still circling.**
  - ii. Russ reviewed the potential addition of an interview and blogging concept for the 2013 Community Lounge. Everyone on the call responded favorably to incorporating this idea; all would like to know more. Russ will seek out some video feeds from prior events using this concept.
  - iii. Reference the recently updated event Master Spreadsheet (attached, and posted to website)
    1. As of 3/10/13, 8 of 12 breakouts are sold, and 2 Advertiser Attendees are sold.
    2. As of 3/11/13, 2 confirmed keynotes and one completely open. Melissa and John are splitting a keynote. If two more keynotes emerge, they will release it to another entity and move back to breakout sponsor levels.
    3. We are starting to also focus on community lounge, proceedings booklet, scholarship fund, and last AV sponsor slots
    4. \$22,500 confirmed, \$25,500 pending toward \$40,000 goal
  - iv. Lots of sponsorship confirmation and stewardship work to do this week: letters, invoices, and expectations e-mail to go out to sponsors. We will soon need to match sponsors to which programs they support.

6. Melissa updated all on the programming meeting from February, and more recent updates: Keynotes and Breakouts
- a. Susan Raymond: booked, program committee ideas; confirmation letter out. Susan would prefer to be end of day keynote; which opens up lunch. She has alternative ideas for Basic Track breakout; Ed and the committee liked her thoughts. She has a futurist idea for the panel breakout session; all on the call were supportive in general, although Ed noted his is not a “futurist”, he thought the idea would have value and appeal for either leadership or advanced attendees.
  - b. Nell Edgington: booked, confirmation letter out, negotiating for current payment. Nell is requesting a deposit; her confirmation letter has been adjusted to allow for this, with a note that a refund of her deposit would be required should she not be able to present for any reason.
  - c. Ramsay Slugg: Melissa sent a summary e-mail before the call. He is available, coming to town; can do breakout or keynote. The committee conducted several rounds for comments regarding adding Ramsay Slugg, in what capacity, and how sponsorship would be handled. The committee was comfortable with all elements of this discussion.
  - d. Dr. Michael Cofield: pending OK, could be breakout or keynote. Preference? Committee glad to have him do a breakout. Per John’s feedback from Dr. Cofield.
  - e. Marc Carmichael: confirmed; confirmation letter still to go out. Melissa will forward the committee the revised program schedule and Marc’s speaking topics. Ed wondered if he might be a good candidate for the basic track presentation on conducting client/donor conversations about planned giving. Committee requested to weigh in on possible strong combos for this basic track breakout. Ed described what he is seeking. Melissa noted Tom Dietrich put something similar together a year ago; he might be a resource.
  - f. Melissa is waiting on a reply from Dr Ashcraft. Ed can also try to call. Melissa to ask Kathy Kramer to reach out to him as our primary next step. All agreed; If Robert Ashcraft is not the one to present this material, an alternate speaker will not do, and the topic/focus may need to change.
  - g. Melissa is waiting on availability of Tim Delaney for national awareness update. If not Tim Delaney, Patrick McWhortor had a suggestion for appropriate alternatives (credibility, ability both high). Committee is OK with working with Patrick’s suggested alternative presenter on this breakout topic.
7. Other
- a. Russ is Premium Organization’s February “plant” award...a recognition and TY for volunteers or clients who have gone “above and beyond”. \$75 award: how would he like to use it? Russ would like the award to be allocated to a non-profit or other endeavor...open to committee input on what/how to use. Some ideas:
    - i. Add to the scholarship fund for reduced admission to the SF for a student?
    - ii. Add to the committee prize fund for rewarding their efforts to produce the event
    - iii. Donate to a member PGRTAZ non profit who has the most PGRTAZ members/new members?
    - iv. Make a direct donation to a PGRTAZ member charity (which one? How decided? Russ choose?)
  - a) Melissa asked all to visit the SF committee page on PGRTAZ website and note the revised timelines for registration flyer production. New sponsors are guaranteed to be in the flyer if confirmed by 3/21. Target Print date: 3/31. Distribution begins in early April.
  - b) Bulk purchase option about to open on 3/18. Melissa plans to draft an update news items, and an FAQ for marketing collaborators, whose members are eligible to register via bulk purchase.

- c) Melissa gave a brief update on the 2013 Statewide Bryan Clontz discussions (a keynote Summer Forum speaker last year). It doesn't look possible this year, but interest from these conversations has revealed a desire to try for something in 2014.
- d) Melissa encouraged Jackie to start active work on the Event day Volunteer sub committee (Shout Out/Job Descriptions/Training Schedule), and to check in with Stephanie directly.
- e) End of Day Giveaways needs: please be looking for leads and help for Nicole; send her your connections.
- f) Website updates planned for the public by 3/15, and planned pages and innovations
- g) Press Releases: first sets are now due....really need some additional Committee Members: Communications HELP ideas for PR communications, and/or philanthropy chair, are still requested.

A closing round was conducted: we covered a lot of information today. The call was adjourned at 4:48 pm.

Respectfully scribbled,

Melissa

April 2013

			Attending:
Melissa Kemp	Chair	Premium Organization	x
John House	2012/13 PGRTAZ Chair, program interest	Coyote Financial	
Ed Knight	Lead sponsor rep, program interest	Az Community Foundation	x
Russ Goldstein	PGRTAZ sponsorship chair, marketing collaborators	US Trust Bank of America	
Zee Peters	AFP liaison, program interest	Gabriel's Angels	
Jackie Palmenberg	Event Day Volunteers	Catholic Community Foundation	
Beth Salazar	LAL liaison, cttee member at large	YMCA/Consulting	x
Sierra Kamela	Communications/Messaging/PR	Hacienda Health Care	x
Nicole Powers	End of Day giveaways	Make a Wish Foundation	
	Board member or Philanthropic Interest POV	AZ Grantmakers' Forum	

The call was opened at 3:33 PM

An opening round was conducted.

Sierra Kamela was welcomed to the committee, she briefly introduced herself.

Melissa requested comments/adjustments to the prior committee meeting minutes (3/11/13). There were none noted, but not many on the call. Melissa will accept the minutes as posted, but be open to any other committee comments before the next call. All noted the next committee Call: May 13, 2013, at 3:30 pm

*Quick Review: Outstanding Tasks: note, those DONE on prior notes will be removed from the next call agenda*

<b>3-1</b>	Russ	Seek and share video examples of bloggers in action at events	On/before April mtg
<b>3-2</b>	Russ	Connect with YNPN re: marketing collaborator status	ASAP
<b>3-3</b>	Russ/Melissa	Connect with each other and plan next set of outreach moves	Done
<b>3-4</b>	John	Confirm Dr. Cofield for a breakout session only	Done
<b>3-5</b>	All	Seek Marketing/communications assistance for the committee	Done
<b>3-6</b>	Jackie	Proactively check her calendar for dates to move SF volunteers fwd; connect with Stephanie directly	On/before April mtg
<b>3-7</b>	All	Send ideas for end of day giveaways/connections to Nicole	Through May
<b>3-8</b>	Russ/Melissa	Connect offline for best handling of US Trust BofA sponsorship placement	As available
<b>3-9</b>	All	Think about advisor/gift officer duos who work well together to lead basic	done

		track on this topic	
3-10	Zee	Review CAP proposal from MK before moving forward with AFP	Done
3-11	Melissa	Forward cttee revised program with all current known elements	Done
3-12	Melissa	Reach out to Kathy Kramer to talk to Dr. Ashcraft re: breakout presentation	Done
4-1	Committee	Final decision on Slugg breakout	By 4/12/13; MK resend
4-2	Committee	Set debriefing date/place? (per budget); invite sponsor representatives	On 5/13/13 agenda
4-3	Committee	Set 2014 Event date for a save the date announcement at this year's event	On 5/13/13 agenda
4-4	Ed	Reach out to Kimberly Kur re: Jewish Association as marketing collaborator?	by 4/12/13
4-5	Melissa	Send Sierra sponsor contact list for access: make sure she can access committee pages of website. Start with 3 who requested breakouts.	ASAP
4-6	Sierra	Reach out to sponsors for quotes and eventually invitation to committee debriefing meeting (when settled)	Weekly, as possible, a few at a time
4-7	Ed	Arrange call with Jackie Alling/Laura Golke re: philanthropist view of SF program for messaging and outreach	By 4/19/13
4-8	Melissa/Beth	Connect directly with KJZZ to develop best potential sponsorship approach for SF and PGRTAZ as a whole	By 4/30
4-9	All	Additional Sponsorship Ideas for Russ and Melissa!	ASAP
4-10	Jackie	Finalize event volunteer list; get them registered	By May 5
4-11	Jackie	Plan/hold volunteer training call with Stephanie	About May 30
4-12	Ed	Review Susan Raymond's sample case studies to decide which ones will be included in her breakout session for the Basic Track	By 4/30
4-13	Russ/Melissa	Meet with PCC for community lounge layout/logistics	By 4/30
4-14	Melissa	Contact secret shopper attendee; set up criteria for event review	On 5/13/13 agenda
4-15	All	Book Russ at every marketing collaborator event possible; distribute flyers	Through May 30
4-16	Zee	Ck in with AFP on CAP discussion and thoughts	ASAP

### Matters of Content:

Melissa updated on the Current SF Status report:

- b. STD cards: 2500 are out in our market through our collaborators (already reported)
- c. Registration flyer is at the printers: 3,000 being printed (*pdf attached*). Should be ready this week; out to sponsors, committee member, and collaborators by this Friday.
- d. Marketing collaborators:
  - i. Renewed from 2012: ALL (see marketing collaborator section of PGRTAZ website...new ones still need to be added/updated).
    1. AFP, ASU Lodestar, Alliance of AZ Non Profits, ACF, AEBI, East Valley, ONE
  - ii. New (still need to update our website with new buttons and collaborator page).
    1. FPA is IN for collaborator, but not in for CAP concept.
    2. AFP for CAP concept? Request Zee to check with Anne White re: last week's meeting.
    3. AZ Grantmakers' Forum is IN! ☺
    4. Received formal OK 4/7/13 from CF of Southern AZ and Southern AZ PGRT (Leah Geistfeld). ☺
    5. Have approached Northern and Southern AFP's; no word back from Northern. Southern is considering (Miguel Quezada)
    6. Believe Jewish Community Foundation will also join....call out to Stu Turgel. Ed to check with KK re: Jewish Association
    7. Russ: YNPN?
  - iii. CPA society outreach for collaborative messaging
- e. Melissa updated on the sponsorship status, in Russ' absence:

- i. Community Lounge: They attended Fashion Week event to see their blogger's set up in their media VIP area in a community lounge. Russ indicates their designers are interested in our event. All on the committee are OK if they are interested and Goodmans' does not want to renew.
  - ii. Russ reached out to the American College for CAP support (keynote presentation). National Bank of Arizona, Trilogy, CBIZ currently considering sponsorships.
  - iii. Leave a Legacy connection with KJZZ re: sponsorship interest. Beth and Melissa will follow up on what leverage the Summer Forum may be able to provide to Leave a Legacy outreach messaging from them.
  - iv. Reference Master Spreadsheet (not attached, can be found in the committee section of the website)
    - 1. As of 4/1/13, 8 of 12 breakouts are sold, and 2 Advertiser Attendees are sold.
    - 2. As of 4/1/13, 2 confirmed keynotes, one still open, but PGRTAZ board donations bring us half way to keynote funding for CAP announcement. Need \$1500 more...
    - 3. \$25,500 confirmed, \$28,000 pending. \$40,000 goal; need to move forward in next three weeks with a few more, Melissa is hoping for \$35,000 confirmed by mid May.
  - v. Lots of sponsorship confirmation and stewardship work completed: letters, invoices, expectations e-letter. PR and news quotes, sponsor match to which programs: Delayed until this week.
8. Melissa and the Ed updated all on the current (FINAL) programming for our keynotes and breakouts (*attached, V10!*)
- a. Susan Raymond: booked, program committee ideas; confirmation letter out. Ed will choose which cases she will cover during her Basic track session.
  - b. Nell Edgington: booked, confirmation letter out, initial deposit paid.
  - c. Ramsay Slugg: booked, confirmation letter pending, keynote and breakout. The committee still needs to determine which topic for his breakout session. After some discussion, Ed noted a preference for the Philanthropy Transition topic over the National Trends topic, and Beth was supportive. Melissa will encourage more committee feedback, and try to make this final by mid month.
  - d. Dr. Michael Cofield: pending OK, could be breakout or keynote. Preference? **Not this year**, but next years' committee can count on him for a session if they wish.
  - e. Marc Carmichael: confirmed; confirmation letter is out, he will be doing 2 morning breakouts
  - f. All other slots are now confirmed. Ed gave some updates on the latest Basic Track sessions, including Kendis Muscheid and Laura LoBianco on policies, and Tom Dietrich on Having the Philanthropy Conversation.
9. The committee flew through a few more updates?
- h) Committee Page on PGRTAZ website is being updated roughly twice a month.
  - i) Registration via the bulk purchase option is open, through 4/19. Heavy marketing next two weeks. The committee was comfortable extending bulk registration through 4/30 to help get the word out effectively, since the program has just been finalized.
  - j) Melissa will check in with Jackie regarding the event day volunteer sub-committee: Shout Out/Job Descriptions/Training Schedule in place yet?
  - k) Melissa noted Nicole is working on the End of Day Giveaways, and has a few donations lined up. Ed asked what Nicole was seeking; Melissa described some initial conversations trying to consolidate several items into "packages" with themes, and a value high enough to be true incentives to stay through the end of day.
  - l) Melissa noted that the website program page is live, still needs much work. More planned pages and innovations for this year, as soon as we can push them out.

- m) Press Releases: first sets are now due....will be posting to NEWS section of website, too. Melissa needs to get sponsor contact information to Sierra, we will start with the 3 sponsors who have already requested their breakout sessions. Phoenix Philanthropy Group, Allison Gee, and Bell & Associates.
- n) Melissa is still hoping to find someone to work with the committee from the philanthropist point of view. Ed will connect with Laura Golke and Jackie Alling.
- o) Melissa noted the sustainability overlay is still in place; watch for more on this. New this year: home Zip codes gathered to encourage carpooling.

A closing Round was conducted. All felt like their time was well spent, good information was delivered, and the conversations about decisions are more relevant than decisions via e-mail, so the committee rounds were useful.

The call was adjourned at 4:33 pm

May 2013

			Attending:
Melissa Kemp	Chair	Premium Organization	x
John House	2012/13 PGRTAZ Chair, program interest	Coyote Financial	x
Ed Knight	Lead sponsor rep, program interest	Az Community Foundation	x
Russ Goldstein	PGRTAZ sponsorship chair, marketing collaborators	US Trust Bank of America	
Zee Peters	AFP liaison, program interest	Gabriel's Angels	x
Jackie Palmenberg	Event Day Volunteers	Catholic Community Foundation	x
Beth Salazar	LAL liaison, cttee member at large	YMCA/Consulting	x
Sierra Kamela	Communications/Messaging/PR	Hacienda Health Care	x
Nicole Powers	End of Day giveaways	Make a Wish Foundation	
	Board member or Philanthropic Interest POV	AZ Grantmakers' Forum	

**Really Quick SF Committee Call Notes: May 13, 2013**

**Procedural Stuff**

The call was opened at 3:32 pm. An opening round was conducted. The prior meeting notes received no corrections from anyone on the call; a consent round was conducted to accept them as submitted. In the interest of time, the committee did not review the outstanding action items; noting that many are marked "DONE", or are on today's agenda for discussion, and committee members' should closely review these notes to keep up to date on any tasks they may still have remaining.

*Quick Review: Outstanding Tasks: note, those DONE on prior notes will be removed from the next call agenda*

<b>3-1</b>	Russ	Seek and share video examples of bloggers in action at events	If possible by June 10
<b>3-2</b>	Russ/Melissa	Connect with YNPN re: marketing collaborator status	Multiple outreaches made; no response from YNPN
<b>3-6</b>	Jackie	Proactively check her calendar for dates to move SF volunteers fwd; connect with Stephanie directly	done
<b>3-7</b>	All	Send ideas for end of day giveaways/connections to Nicole	done
<b>3-8</b>	Russ/Melissa	Connect offline for best handling of US Trust BofA sponsorship placement	done
<b>4-1</b>	Committee	Final decision on Slugg breakout	done

4-2	Committee	Set debriefing date/place? (per budget); invite sponsor representatives	Scheduled for Jun 28; doodle optional dates
4-3	Committee	Set 2014 Event date for a save the date announcement at this year's event	Scheduled for Jun 3 2014; double check on competing options
4-4	Ed	Reach out to Kimberly Kur re: Jewish Association as marketing collaborator?	???
4-5	Melissa	Send Sierra sponsor contact list for access: make sure she can access committee pages of website. Start with 3 who requested breakouts.	done
4-6	Sierra	Reach out to sponsors for quotes and eventually invitation to committee debriefing meeting (when settled)	In process
4-7	Ed	Arrange call with Jackie Alling/Laura Golke re: philanthropist view of SF program for messaging and outreach	By 4/19/13
4-8	Melissa/Beth	Connect directly with KJZZ to develop best potential sponsorship approach for SF and PGRTAZ as a whole	Done: reframing appeal to breakout level sponsorship by Jun
4-9	All	Additional Sponsorship Ideas for Russ and Melissa!	ASAP
4-10	Jackie	Finalize event volunteer list; get them registered	done
4-11	Jackie	Plan/hold volunteer training call with Stephanie	Scheduled for May 30
4-12	Ed	Review Susan Raymond's sample case studies to decide which ones will be included in her breakout session for the Basic Track	done
4-13	Russ/Melissa	Meet with PCC for community lounge layout/logistics	done
4-14	Melissa	Contact secret shopper attendee; set up criteria for event review	done
4-15	All	Book Russ at every marketing collaborator event possible; distribute flyers	done
4-16	Zee	Ck in with AFP on CAP discussion and thoughts	done
5-1	All	Push out event registration piece, forward Press releases, promote within your organization, try to sell Advertiser Attendee option through Jun 3, ideas for Sponsors to Russ and Melissa	Jun 3
5-2	Stephanie/Jackie	Define volunteer success objectives and metrics for SF event	May 31
5-3	Stephanie/Jackie	Develop agenda for volunteer training call	May 31
5-4	Melissa	Schedule emcee meeting with Carol	1 <sup>st</sup> week in June
5-5	All	Send ideas for event day announcements to Melissa	1 <sup>st</sup> week in June
5-6	All	June 28 Summer Forum Debriefing Meeting at ACF: Mark your calendars	ASAP
5-7	All	Send in ideas for 2014 Summer Forum Themes	Thru June 3
5-8	All	Ideas for 2014 Summer Forum Committee Chair	Thru Jun 28

### Stuff We've been Working on to Support the Event:

1. Program Updates: Melissa reported for Ed and Russ regarding the final cases for Dr. Raymond's basic track, the change of the closing Plenary location and delivery to be handled in the Community Lounge, and confirmation of the switch for the Ramsay Slugg Advanced topic breakout session to Transitioning Family Philanthropy.
  - a. Sponsorship Updates: Melissa reported for Russ our current total is \$32,000, we still could use \$4-5,000 more. The goal is \$40,000, so pending more sponsorship sales, we will need to watch our budget expenses very carefully, or sell a huge number of 50/50 raffle tickets. Still potentially interested is National Bank of Arizona and CBIZ. Melissa is moving to sell advertiser attendee slots through May 31<sup>st</sup> (last possible date). We need everyone's help to push the advertiser/attended option...who do you know who really should have a couple of people attend? For \$750 they get two attendance slots and a Full Page Ad in the conference proceedings. So, how can we help sell a few more sponsorships? Who do you know? What does Russ need/want?

2. In Kind Sponsor Update: Goodwill has stepped forward to furnish the expanded community lounge, and we are seeking a pro bono designer to help arrange it. Russ has arranged for funding for the meet and greet section for the bloggers and interviews. **Melissa and Beth will work more with KJZZ to see about increasing their support for PGRTAZ to a level large enough to list them as the Leave a Legacy breakout sponsor.**
3. Marketing Collaborator Update: Melissa noted all that have joined in are listed on the home page of the PGRTAZ website (we still need a few more buttons updated), and have integrated our event announcement into what they are sending out. Hopefully we will start seeing promotions for the Summer Forum pop up from ASU, the Alliance of AZ Non Profits, ACF, AFP, and the FPA, as well as in the Southern part of our state. **Please encourage your firms to help market the event; forward our Press Releases to people you think should attend, and thank those associations who you note are helping us get to market.**

#### How are we Doing: Status Check:

4. Registration Attendance Update: Melissa reported as of this morning, we are at 72 registered. We are on a good pace relative to last year...hoping to see steady registrations through the next 10 days, and then a surge on/about May 22-24.
5. Budget Projections: our goal is \$6,000 in profit, we should be able to make this number, but right now, until we sell more sponsorships, we will be watching every expense extremely carefully, seeking in kind support wherever possible, **and very important for everyone to help send Russ leads for last sponsorship slots and/or push the advertiser/attendee option for the next two week.**

#### Current Important Initiatives for Event Production:

6. Marketing Efforts and Press Releases: Sierra has gathered quotes from quite a few sponsors; these Press Releases have already gone out. **She will be gathering more this week. Sierra and Melissa dogged John for a quote to use soon.**
7. Event Day Volunteers: Jackie Palmenberg is working with Stephanie to schedule the training. She has 8 people lined up to help run the event on the 12<sup>th</sup>. They will be building a training call agenda, and Melissa noted **Stephanie has instructions to help the event production team define a few goals/metrics for their work that day that can be easily measured.** The secret shopper will be given the same goals/metrics so that their work can dovetail with what the volunteer team is trying to accomplish. **Jackie will take note of important items from today's call to factor into their training agenda.**
8. End of Day Giveaways: Nicole was not on the call, but shared the list of what has been gathered to date, and she is rocking this job. Stephanie nominated her for the Premium Organization PLANT award, and the whole staff concurred, so Nicole will be receiving an appreciation gift from us for her efforts. As Russ won last month, it looks like the Summer Forum Committee is taking many of the awards for the first half of this year.
9. Event Emcee will again be Carol Chamberlin. *Volunteers to help review the scripted event podium remarks/announcements planned for the day?* **If there are things from your work on this event that you would like highlighted, please send them to [info@PGRTAZ.org](mailto:info@PGRTAZ.org).** We will start working on this script toward the end of this month.

#### Innovations: Really Cool Stuff:

10. Community Lounge and Blogger/Social Media Opportunity: Russ is responsible for this vision and execution...**Kudos to Russ...**if you have staff members in communications who also try to post blog information or social media information, we have arranged a special area for them to be in during the event. For \$45 they can attend (they do not get all meals; just lunch), and stay and blog/report on the event for your constituents. **LET THEM KNOW...and LET RUSS KNOW.**
11. Committee (and sponsors) tentative debriefing date: **June 28<sup>th</sup>, at noon, at Arizona Community Foundation offices?** All will check their calendars, tentatively mark it down for now. Ed is arranging for a larger room for us if possible; 15-20 attendees. **Melissa's office will send out a doodle for this date to the larger group, and also indicate a few other potential dates/times.**
12. Secret Shopper criteria plan: Melissa noted that this prior year attendee is ready to take this project on, and will work from a set of defined criteria that link to the event day volunteer groups identified goals and objectives,

and report back on what is observed. If this works out, we have yet another tool to engage participants in the event, and to garner feedback for future events.

13. Chartered Advisor in Philanthropy outreach results: Melissa noted that this year AFP and FPA won't be participating in expanding the marketing collaboration to a program level. John shared his thoughts on this objective, and noted that they will cover the PGRTAZ comfort and announcement level from the Plenary session with the Board at their next BOD meeting, as we did raise another sponsorship position to pay for the plenary time.
14. Summer Forum Coupon Codes for PGRTAZ membership committee efforts: New member and membership retention: Melissa shared an update for Frank Bourget. SF goal is to support 20 new PGRTAZ members, and this year's Conference Proceedings book will have a coupon in it, so that SF attendees can apply that coupon toward a membership purchase. The expiration dates will be set far enough out so that even if the attendee is not a decisionmaker, they may have time to get their upline to approve the membership and purchase the membership.
15. Sustainable Event Initiatives : Melissa has a written sustainability plan for this event, raising the bar from the efforts made to lighten our footprint in prior years, and she will share it with the committee for their review and participation ahead of event day.

#### Looking Ahead:

16. 2014 Summer Forum Date Proposal was initially for Wednesday, June 11<sup>th</sup>, at PCC, but PCC is fully booked. Robert Roth penciled us in for June 3<sup>rd</sup>. Melissa conducted to comment rounds to assess general comfort level with remaining at PCC and with this date. PCC comfort level is good. Melissa to check a bit further before fully embracing this date relative to both potential ramifications from graduations and from post Memorial Day vacationers impacting either registration and/or attendance. The realization that this does put our event further out from the AFP event is probably a good thing.
17. 2014 Summer Forum Chair Ideas/Suggestions: Claudia Cucitro was approached, but her job requirements next year will not allow her to take this on. Our goal is to have this person identified by Jun 28<sup>th</sup> debriefing session...please be thinking about who you know who would do a great job and welcome the visibility from producing this event. LOTS of support from Premium Organization, lots of great holdover loyalty from the prior years' events, and a head start on a date, location, potentially theme, and some possible repeat committee members means the job is spread well over 10 months with a significant boost from day one.
18. 2014 Summer Forum Theme brainstorm: I'd like to have this years' attendees help decide next years' theme. Melissa did a round to assess if the committee thought this was a good idea...the reception was positive
  - a. Here are some ideas: what are yours? Send them via e-mail to the committee at large, and see if we can get some energy behind providing a good sampler of ideas in time for June 12 attendee voting.
    - i. SF 20 Year Celebration: Encore! Bring Back the Best Presenters from prior Summer Forums
    - ii. Shifting Sands: Navigating a Non Profit World in Transition
    - iii. Generations: Planning with Boomers, X'ers, and Nexters
    - iv. It's all Social: Planned Giving in a world of Instant Communication and Immediate Satisfaction

#### Wrap Up:

19. Mark you calendars. The LAST COMMITTEE CALL before the event: June 3 at 3:30 pm

20. A Closing Round was conducted...all felt we had used our time well, and were really happy we were able to close the call at/near 4:30 pm.

The Call adjourned at 4:32 pm.

Respectfully scribbled,

Melissa

---

June 2013

Call Notes  
June 3, 2013

Attending: Ed Knight, John House, Russ Goldstein, Nicole Powers, Jackie Palmenberg, Beth Salazar, Melissa Kemp. Not attending: Sierra Kamela, Zee Peters.

Melissa brought the call to order at 3:32 pm.

An Opening Round was conducted.

A quick Prior Action Item review (to prime us for planned agenda updates) was followed. (Reference the prior May meeting notes to see the action item list until final call notes for this call are distributed).

**Stuff We've been Working on to Support the Event:**

1. Program Updates: None: The program is set...but questions welcome. None were presented. Melissa noted: There is an expanded networking section between morning breakouts and lunch keynote 40 minutes, and the times between sessions have been extended as much as possible to allow time to visit the facilities, make a call, and still get to the next session timely. These are adjustments made based upon prior years' evaluations and comments...so the evaluations and comments DO matter.
2. Sponsorship Updates: We are at \$32,000, still hoping for some new sales and any new ideas are welcome. Mutual of Omaha Bank (Jim Montague) is unable to repeat this year; may be a possibility for another option for the PGRTAZ annual positions. Russ is still trying to complete another breakout or two. They are moving from breakout conversations to Advertiser/Attendee packets. Melissa approached National Bank of AZ, BeachFleishman, TFO, Scottsdale Memorial Health Foundation, REDW, CliftonLarsonAllen, and Snell and Wilmer last week...is making follow up calls this week. Please help Russ and Melissa move another \$2-\$3k in sponsorships if at all possible. If not, we make up the revenue from the Event Day 50/50 raffle proceeds, a push for current and at the door registrations (these are all profitable), and from seeking in kind sponsorships and cutting expenses.
3. In Kind Sponsor Update: KJZZ is in at the Breakout Sponsor level for the Leave a Legacy program, with \$1500 in media spot giveaways. Goodwill is the in kind sponsor of the Community Lounge, at least \$1,000 we don't need to spend. Working on Front of House for \$400-\$500 reduction on expected AV rates for the day, as an in kind sponsorship, and we just found 3 designers to help us build the Community Lounge at no charge.
4. Marketing Collaborator Update: who are reaching out to? **Melissa will ask Stephanie to send the committee a copy of the attendee list, so that committee members can see who is coming, and who is NOT coming, and make calls/outreach to those they know/see who really should consider coming.**

**How are we Doing: Status Check:**

5. Registration Attendance Update: At the time of this call, we have 142 registrants. When we factor in remaining sponsor VIP attendees, more likely we are at 150. We should easily hit 175, possible to hit 200. Keep making calls; Keep encouraging attendance.
6. Budget Projections: With today's known numbers all plugged in, we will be in the black, but only reach our \$6,000 goal with a few more advertiser/attendee sponsors, a large number of at the door attendees, and a really successful 50/50 raffle on event day (along with controlling expenses)

**Current Important Initiatives for Event Production:**

7. Marketing Efforts and Press Releases: Consensus was the Press Releases were useful/helpful. A new Press Release will be sent tomorrow. Some are using these to forward to contacts, to post to Linked in Sites, etc. Share any creative ideas for posting/using these that you may have.
8. Event Day Volunteers: Jackie's group is assembled, they had their training call last week. Everyone has a job and job description, they are ready to support an outstanding event. Their success metrics include:
  - a. End of Event evaluations that indicate High Satisfaction with the Event Registration and welcome processes
  - b. Wayfinders success determined by evaluations indicating that finding sessions throughout the day was easy
  - c. Evaluations that indicate attendees knew where/how to work the Passport to Prizes and the 50/50 Raffle
  - d. A successful sales level for the 50/50 Raffle (goal of \$1500 in sales at least)
  - e. Room Monitors success from comments on:
    - i. Sessions start and end on time
    - ii. The room supported a great presentation (AV, lights, sound working right)
9. End of Day Giveaways: Nicole noted she wasn't sure everyone had seen the most recent giveaway list (Melissa to ask Stephanie to send it out to the committee). She has 11 items gathered, including an autographed football and basketball. Nicole wondered if this was enough, or if she should work for more. The committee consensus was that this was a great number of items; ok to stop calling for more. The committee will follow Nicole's guidance on when/how and in what order these items are distributed..she should let Stephanie know her thoughts, and Melissa will connect with her to be sure the event day script supports their plan. Beth noted future committees may want to consider moving from end of day raffle to a silent auction format.
10. Event Emcee will again be Carol Chamberlin. Melissa and Carol are having their first call on this tomorrow afternoon. Please send items that you want highlighted in the script to Melissa.

#### **Innovations: Really Cool Stuff:**

11. Community Lounge and Blogger/Social Media Opportunity: Russ reported that this is moving along really well...they have at least 7 social media bloggers planning to attend, and he hopes the committee will send other marketing and communications links his way to pull into the media VIP area. They have special access pricing of \$45...which supplies their lunch and some snacks throughout the day...we are going to be working these people to get the interviews and stories out as the day proceeds.
12. Committee (and sponsors) tentative debriefing date: June 28<sup>th</sup>. Our sweep of sponsors indicated they were very glad to be invited in the debriefing; many may not attend in person, but will call in. Melissa asked for any objections to cementing this date on the calendar. She thinks attendance will be 15-16, at most. Ed will keep the room he has set aside for us, but also check into a larger room availability. Melissa noted they will work with whatever space restrictions we have. This will be over a lunch hour.
13. Secret Shopper criteria: Melissa met with our secret shopper; is ready to go, and excited. Melissa will share the volunteer event metrics with our shopper, as that will form the areas most paid attention to throughout the day.
14. Chartered Advisor in Philanthropy Board Comfort: John and Russ will connect on what will be said from the podium to roll out this concept on a separate call.
15. Summer Forum Coupon Codes: Two coupons will be in the Proceedings book: one for new members, and one for renewing members who attended the Summer Forum. Both will have expiration dates a

few months out, and this will allow us to monitor if the Summer Forum actually produces new or returning memberships. Our goal is 20.

16. Sustainable Event Initiative: Melissa shared some of the formal sustainable benchmarks this event is utilizing. She really will send out the initiatives list, and these items will be listed in the Conference Proceedings booklet, as well. Her ultimate hope is to get an approximation of the carbon footprint of this years' event, and then see if future events can be produced/managed in ways that purposefully shrink the footprint.

#### Looking Ahead:

17. 2014 Summer Forum Date June 3<sup>rd</sup> Melissa shared the research since the last call on the possible impacts of moving to this date, including proximity to Memorial day and holiday plans that might impact when we want to set our Standard Registration deadline, attendance trends from prior years' when the Forum was closer to the beginning of June, and alternative dates with PCC if not the 3<sup>rd</sup>. Her recommendation is to stick with this date, and work with the RSVP deadlines carefully. She conducted a round to check for objections; there were none. This will be the date that gets published in the Proceedings Book.
18. 2014 Summer Forum Chair Ideas/Suggestions: The main name surfacing is Denise McClintic, as she was initially expected to be this years' Summer Forum Chair. Russ is working on his board list, and considering this position as he proceeds.
19. 2014 Summer Forum Theme brainstorm:
  - a. Here are some ideas: what are yours? Send them via e-mail to the committee at large, and see if we can get some energy behind providing a good sampler of ideas in time for June 12 attendee voting.
    - i. SF 20 Year Celebration: Encore! Bring Back the Best Presenters from prior Summer Forums
    - ii. Shifting Sands: Navigating a Non Profit World in Transition
    - iii. Generations: Planning with Boomers, X'ers, and Nexters
    - iv. It's all Social: Planned Giving in a world of Instant Communication and Immediate Satisfaction
  - b. No new ideas at this time; all will keep chewing on this.

#### A Closing Round was conducted:

John: Looking at past Summer Forums, protocols and internal workings, even in three years, this has come a long way. Organized, good productive meetings. Pleased to have been a part of it.

Nicole: enjoyed participating, glad to do the outreach work, and it has been a great experience. Russ and John are ready to recruit Nicole for next year's committee.

Ed: Might have some ideas for next years' event planning (John encouraged Ed to write them down). The committee calls have helped to catch him up on things he needed to do...action items were useful.

Russ: really values the great teamwork and the committee effort. Glad to be a part of this.

Melissa: nothing our office does can replace great volunteers and people who come together like this years' team has. It's been a pleasure to work with all of them...THANK YOU.

We adjourned the call at 4:40 pm...just as planned!

Hastily scribbled,

Melissa