

MASFAA Program Committee Meeting
Monday, March 14, 2011
10:00 a.m. EST

In Attendance: Jim Eddy, Amanda Fijal, Susan Fischer, Buddy Mayfield, Tasha McDaniel, Revae Nelson, Angelene Patton, Michiale Schneider, Jessica Schultz, Linda Sigh, Cortney Swift, Cynthia Van Pelt

Not in attendance: Jason Crowe , Maureen Amos, Christy Miller, Rick Shipman, Michelle Trame

- Welcome to our newest member – Michelle Trame from Illinois
- Angelene & Michiale – Local Arrangements Committee update
 - Conference call held last Friday
 - Site visit with Program co-chairs
- Jim & Linda visited Amway Grand to view the rooms and hotel layout
- Report on co-chairs' budget meeting and subsequent request for easement relative to potential room costs for speakers
 - Significantly smaller budget this year, understandable given Grand Rapids vs Chicago last year
 - Number of comped rooms is based on our room usage rate. For every 15 nights we get one comped room
 - \$180,000 overall budget. Program sub-budget is \$20,000 (speaker fees & travel expenses). Hopeful that we do not need to cover room costs if we run out of comped rooms. Waiting to hear back on our request for easement relative to potential room costs for speakers
 - President, President-Elect, NASFAA chair, local arrangement co-chairs, program co-chairs, regional chair, speakers, etc. should all receive comped rooms
 - Local arrangement & program co-chairs not anticipating comped rooms in order to free them up for others. But still anticipate falling short on the number of needed comped rooms
 - Commitment is over 1,000 nights. Have ability to reduce room block one time but if we reduce too far, those booking rooms over our block will have to pay a higher rate
 - We're encouraged to have as many meals as possible at the hotel due to our food spending commitment in the hotel contract and keeping out-of-pocket costs to the association to a minimum
- Discuss sample schedule drafts (Blue/Maize/Other)
 - Maize – DC insider cannot be on Sunday...needs to be Tuesday
 - Blue schedule has Interest session 1 Sunday evening vs Maize
 - Consensus that the committee prefers the Blue schedule. Feel the Sunday interest session will draw attendees. Sunday dinner starts earlier. Monday doesn't go as late
 - Switch Tuesday dinner awards to Tuesday breakfast so to not transport the awards to the Meijer Gardens
 - Sunday Interest Session 1 should be 75 minutes vs 45 minutes
 - Suggestion to move Sunday's User Groups to the end of Monday – not everyone will want to attend. This frees up time to extend Sunday's Interest Session 1 to 4:00 and give attendees time to unpack and settle into the hotel before dinner
- How to maximize value of having another general session – Tuesday lunch
 - Monday 11:45–2:45 is a long time to sit
 - C. Leslie Charles – author of “Why is Everyone So Cranky?” Out of Lansing so no overnight expense. Minimal travel plus honorarium

- Monday – during lunch, have the NASFAA Chair talk (12:15–12:30) and the EMU Skit (12:30–1:00). Justin 1:00–2:00. Less time to sit for lunch. 2:00–2:30 break. 2:30-3:45 Interest session. 4:00–5:00 User groups then dinner on our own
- Tuesday -Discussion to move the DC insider to the lunch hour and have some awards during breakfast (8:00–9:00). 9:00–10:15 Judge McCree. 10:15–10:30 break. 10:30–11:45 Interest Session. 11:45–1:45 lunch/DC insider
- Cynthia will confirm Jaime Malone for Monday am, Justin Draeger for Monday pm, Jeff Baker for Wednesday morning and the EMU Skit for Monday lunch
- Angelene will confirm Judge McCree for 9:00–9:15 on Tuesday
- Rick will confirm DC insider Bret Lief (Justin Draeger may need to fill in)
- Tasha will confirm John Wagner for Sunday evening
- Any other updates on potential speakers (i.e. Judge McCree, DC insider, fee information for Dan Thurman, etc.)
 - Dan Thurman is \$12,000 plus expenses – out of our budget
 - John Wagner still available - \$3,000 + travel. We'll confirm John for Sunday evening
- CORE discussion/impact of CORE sessions on overall number of session topics/options
 - Traditionally, a CORE session for beginners has been offered
 - Michiale - Summer Institute determines the topics/speakers (one for each Interest session) – we just make a room available
 - Jim will follow-up. If there is space, consider a 7th break-out room for the CORE sessions
 - Next meeting is April 4, 2011. Focus will be interest sessions
- Draft agenda is due out on the web by June 1, 2011 to open registration
- Jim will send out a revised schedule in the next few days based on today's discussions
- Meeting adjourned at 11:05 a.m. by Jim

Respectfully submitted on 3/14/11 by Cortney Swift