

2009-2010
MAFAA Conference Planning Committee Meeting Minutes
Thursday, August 13, 2009
Hennepin Technical College
9:30 a.m. – 12:00 p.m.

Present: Katie Hendrickson, Shannon Nealy, Joni Wiederhoeft, Dave Woodward

Absent: Michelle Ahrendt, Dick Battig, Diane Borchardt, Scott Glime, Scott Miller, Scott Spinks

Welcome/Introductions:

Joni and Katie welcomed Shannon and Dave and thanked them for volunteering to serve on the committee.

Budget:

Joni and Katie attended the Planning Retreat in June where they proposed a budget for the conference planning committee for 2009-2010. In comparing costs to last year for expenses and taking into consideration we are only planning the spring conference; we proposed a budget of \$25,000 which was approved.

Katie mentioned the online reimbursement form located on the MAFAA website for mileage to conference planning meetings.

Thoughts from Spring Conference Evaluations:

- Networking – use Madden’s facilities that we are paying for
 - Golf/other activities on Thursday afternoon
 - Sector meetings on Wednesday, loosen schedule a bit
 - Sessions after lunch on Thursday, stop at 2:30 to allow time for team building
 - Jamie needs more time on Friday
 - Two sessions on Friday morning
 - End at noon or 12:30 on Friday?
 - Newcomer session – interest session on first day
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Assignments:

Joni is going to work with Scott Glime to get the evaluations from spring conference on the MAFAA website, so MAFAA speakers can view their evaluations. There were a few

coordinator positions that were assigned at this meeting with the remainder to be decided at the next meeting as we were short a few members.

- A/V Coordinator – TBD
- Conference Booklet Coordinator – Dave
- Registration Coordinator – TBD
- Newcomer’s Coordinator – TBD
- Conference Moderator/Check List Coordinator – Katie
- Meeting Minutes – Katie

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Contact Scott Glime to post spring evaluations to website	Joni	ASAP
✓ Assign coordinators for A/V, Registration & Newcomer’s	All	Next Meeting

Brainstorming for Speakers:

Ross Bernstein – Joni came across Ross while attending a book signing at Barnes & Noble. He is a motivational speaker focusing on team building. He has volunteered to come to our next Conference Planning committee meeting to do a 10 minute presentation free of charge. The cost of his presentation would be \$5000, but he would be willing to do \$3500 for MAFAA. In addition, he would be willing to donate books to our fundraiser for the charity chosen.

Michael McPherson & Sandy Baum – We were sent an email with having them possibly present. Michael is unable to attend, but we will follow through on Sandy’s availability.

Brett Lief – Safe Start Advisory
National Student Loan Coalition
Webinar with Department of Education/Training with Direct Loans
Robert Johnson – Director at Iowa State University in Ames
Maria Marilla – Trainer at Department of Education

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Contact Ross Bernstein for availability and other details	Joni	Next Meeting
✓ Contact Sandy Baum for availability	Joni	Next Meeting
✓ Email committee chairs for session opportunities	Joni	Next Meeting

Charity Suggestions / Fundraising Activity:

At the planning retreat, Exec Council would like the Silent Auction brought back. One stipulation was not to use MAFAA money to buy prizes, instead donations from members or soliciting business for donations. Katie has a list of business that letters have been sent to in the past. Shannon volunteered to take charge of the silent auction; Katie will forward the list to her.

- Food shelf in the Brainerd area with community action
- Bring an item for the food shelf – admission to fundraising activity
- Auctioneer for live auction after banquet on Thursday night
- Game night again

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Research local food shelves/action groups in Brainerd	Shannon	Next Meeting
✓ Forward donor list to Shannon	Katie	Next Meeting

Online Agenda:

The MASFAA Local Arrangements committee forwarded the suggestion of having an online agenda. MASFAA has decided to print the agenda as in the past, but thought MAFAA could do a test run of having an online version. In addition to the online agenda that members could print before coming to the conference, pocket agendas would still be provided for all those registered. We also would be providing more information for each individual session on the doors for each time slot. We can have a few copies of the agenda at Registration for members to reference if needed. Dave stated the Michigan has gone to an online version, and volunteered to contact their state association for logistics. We also have to take into account Corporate Support as associate members donate to advertising. Joni will be contacting Donna Jager, Corporate Support Chair, for details on that. The online agenda would be more cost effective. In the past, Education Assistance Corporation has printed the agenda for MAFAA free of charge. This more than likely is not going to be a possibility this year. Therefore, MAFAA would be picking up this expense. Associate members are in favor of the online agenda, with a few approaching Conference Planning with their support.

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Contact Michigan for details on online agenda	Dave	Next Meeting
✓ Contact Donna for corporate support letter sent to exhibitors	Joni	ASAP

Miscellaneous:

- Evaluations indicate the cost of Madden's. Spring 2010 is our last contact with Madden's. It is time for a cost analysis to be presented to Exec Council to see if we should stick with Madden's or use another facility.
- It is early to determine a theme, but we thought "All in This Together" or Lois' "Paddle/Oar" quote from MAFAA Matters may be appropriate. Further discussion on this will come at future meetings.
- Since there will not be a fall conference, is their going to be Minnesota Meeting at MASFAA?
- Visiting presidents on president exchange.
- Possibly having a get together of new members at the state meeting at MASFAA.

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Contact Dick & Michelle for cost analysis	Katie	ASAP
✓ Contact Donna for corporate support letter sent to exhibitors	Joni	ASAP
✓ Contact Lois for MN meeting at MASFAA	Joni	ASAP
✓ Verify with Nichole Lien next on list to visit MN	Katie	ASAP
✓ Check with Cappy/Lois for newcomers invite	Joni	ASAP

Next Meeting:

We are planning to meet again after MASFAA, hoping to gain some ideas of sessions that were popular and would like to be repeated. Stay tuned for next meeting date.

Respectfully submitted,

Katie Hendrickson
Conference Planning Committee Member