Minutes Sponsorship Committee

Telephonic Committee Meeting
February 25, 2008
4:30pm

Present:

J.J. Dahl
Amy Hamlin
Alex Caballero

No other members requested or provided notice of not attending

The committee discussed old business regarding Debby Beck's resignation. The committee approved asking the Executive Committee to support forwarding a proposal asking Debby Beck be privately hired to obtain sponsors for the section and its events. Discussion was had concerning making the compensation 10% - 15% of the sponsors obtained.

The committee discussed the lack of sponsors acquired this year. The committee identified the major contributor for this: sponsorship opportunities were too expensive; too expensive in light of other less expensive marketing opportunities; competing charitable organizations and campaigns seeking our members' funds; insufficient time; lack of volume of committee members to solicit contributions.

Committee agreed to reduce sponsorship opportunity costs for Santa Fe and the General Retreat to see if more sponsors can be obtained.

Seeking local/geographic family law section member to spearhead (i.e. retreat, general and annual location) requests for local support and sponsors.

Seeking/requiring CLE chair and/or Section Chair or Chair Elect to provide topics for retreats in sufficient time (minimum three months prior) to target the CLE topic related potential sponsors (i.e. if CLE on collaborative law, target collaborative law groups).

Seeking registered attendees for retreats in order to target members committed to attending retreat to be sponsors.

Establishing deadlines for sponsorship opportunity packets to be disseminated.

Proposed:

Board Certification Review, deadline two weeks before General Meeting (to be disseminated at General Meeting);

General Meeting, deadline two weeks before Annual Meeting (disseminate at Annual Meeting)
Annual Meeting, deadline Spring Retreat or March 1st.

Fall Retreat, deadline Annual Meeting if possible see coordination with Chairs above.
Spring Retreat, deadline Board Certification Review Course, Retreats – if possible see coordination with Chairs above.

Retreats – if cannot as above, @90 days before retreat but in sync with General and Annual Meeting.

Establishing sponsor tracking method for committee – seeking Summer Hall's input.

Next meeting tentatively set for March 4, Tuesday 4pm dependent on Summer Hall's availability.

Meeting was adjourned at 5:37 p.m.