



25 June 2011
AIGA Upstate NY Chapter Retreat

Attendance: Sarah Burns, Marj Crum, Chris Goldan, Greg Kauffman, Jonathan LaPlante, and Paul Stonier

Absence: Doug Bartow

MEETING AGENDA

UPSTNY Chapter Retreat Agenda, June 25, 2011

10:00 Coffee and bagels

10:10 National Overview

It was a good retreat in Minneapolis in early June. Pushing the new AIGA.org website. Visit and add chapter stories. Accepting applications for 2013-14 Leadership retreat to host. Got information about filing 990 tax forms. Adobe is running Webinar sessions for members.

Prof. Members	8,549
Educators	773
Associates	2,714
Students	10,177
Total membership	22,213

Retreat Executive Summary: Sarah, Jonathan, and Chris shared ideas and events from the National Leadership Retreat in Minneapolis.

Regional Overview

Roundtable result—Discussion ensued re: results from our chapter

Dennis: focus on clients needs, a quantifiable understanding the value of design; helping student groups know how to be a good student group; starting this at the HS level.

Jonathan—HS interaction, teaching art teachers the value of design; resolve the cost of seminars to make it available for all, create a scholarship/award we can send someone to a conference; putting live-streaming events on our website and host webinars.

Michelle—HS interaction; talking more about the value of design, to know what to say to clients; curtailing the 'lonely factor' to make connections with the design community.

Paul—HS interaction; understanding the value of design (CooperVision); live streaming from smart phones to make available on web.

Greg—value of design to designers and clients; collaboration and community outreach; and education

Marj—same as above

Chris—communicate, showcase, provide tools, student groups, local conference, more guidance (students, members, and community)

Sarah—same as above.

Chapter Initiatives:

- Student Programming Initiative
 - Provide Programming that focuses on Student Experience
 - Portfolio Workshop (Fall) and Review (Spring)
 - Mentoring Program
- Pros* Programming Initiative
 - CMYK: Come Meet Your Kind
 - Gateway Drug, Focus on Pro Experience
 - Fund Hubs Based on Member in the Area
- Members Show



Chapter Goals
Board Structure/Org Chart
Board Interaction and Board Meeting Process
Bylaws
D&O Insurance, Email Etiquette, and Conflict Resolution

11:00 Define Direction of the Chapter (Presentation/Discussion):

Financial State
Membership Strategy
Education Strategy
Communication Strategy

12:00 Lunch

1:00 AIGA Mission/Mandate 2014/Chapter Goals and Direction of the Chapter (Presentations attached)
Chris talked about swag they got at the retreat, and the interaction that occurred

1:30 CMYK and Large Event 2012/Q&A

What is the UPSTNY Show? (see pdf attached)

First state-wide celebration of NY state's design community, in the form of a competition, awards ceremony, and traveling exhibit. This traveling exhibit will present competition winners with their awards at the regional opening receptions in Rochester, Syracuse, Albany. Catalogs will accompany the exhibit and are available for free to member entrants, \$10 each to others.

Who is going to make this happen?

- UPSTNY Show Director
- Communication Design
 - Brand
 - Text/Press Release
 - Website
 - Entry Form
 - Catalog
 - Event Signs
 - Social Media

Texas AIGA groups have provided a primer on how to do the event.

2:00 Break-Out Groups

2:30 Break

2:45 Group Presents

Group 1: Michelle Truitt, Marj Crum, Michele Harris, and Nate Pacelli

We talked about fee structure, expenses, and getting the word out. Including space, shipping, web site set up, etc.

Non-members: \$30, members: \$20, student non-members: \$10, and student members: \$5.00. We looked at structuring entry categories to focus maybe on what the work accomplished. We talked about what sizing, mounting/framing, etc. and it's ROI, is the worth valued because of the ROI or how we need/want to structure the competition. Including metrics that could be used to value the work.

Group 2: Paul Stonier, Greg Kauffman, and Jonathan LaPlante, and Greg Cunnyworth

Talked all over the board, talked about approaching the business community to get some of the examples for the narrative. Re: categories, talked about assigning objectives re: assigned vs. met. \$75 for non-members, member \$25, non-member student \$15; and student member \$5. Played with naming, Upstate Design Show, keep it simple. Talked



also about the student portion of the competition and including into the professionals side too.

Group 3: Dennis Angelo, Chris Goldan, Jenelle Schuler, and Sarah Burns

Talked about having people include a description to speak to the return on ROI, etc. Talked about getting more volunteers, like waive student fee waived to get them involved. Talked about categories, will students be compared among themselves or with professionals too. What is the way the work is displayed? Award given at some time so no one has to wait until the end, etc. Have business folks as part of the judging panel. Pricing, if open to non-members, then members \$25, non-members \$50. Talked about limiting the number of entries you can submit. Talked about collection spots where they can turn in work. How is work to be displayed, all on black foam core, etc.?

Open discussion:

Talk ensued re: number/cap per entries. Public vote, and how to do printing of the catalog etc. Liked the idea of having a speaker at the event.

3:30 Event Voting

4:00 Next Steps

5:00 Dinner/Social (Mandatory)

6:00 The End

