

**National Government Publishing Association
Board Conference Call Minutes
March 14, 2007**

In attendance, Audrey Marrocco -- PA, President, Debby Messina -- DE, Immediate Past-President, Richard Beto -- TX, Treasurer and Vice President, Dan Swisher -- WA, Western Regional Director, Ronny Fore -- MS, Southern Regional Director, and Larry Krist -- OH, Eastern Regional Director. Lamar Evans represented Association Management Systems, Inc.

Call to Order. A quorum being announced, the meeting was called to order at 2:08 p.m. Central Time with Ms. Marrocco presiding.

Minutes: Minutes from the February 23, 2007 board meeting were distributed for review and comment prior to the meeting by email. Ms. Marrocco asked for changes and/or corrections.

Motion: Mr. Fore moved and Mr. Beto seconded a motion to dispense with the reading of the minutes and to approve them as submitted and reviewed. The motion was accepted.

Treasurer Appointment: Ms. Marrocco reported that, in light of the recent board changes, she asked Mr. Joe Tucker, Chair of the Nominations Committee to seek a candidate for the position of Treasurer. She reported that he has confirmed that Mr. Dan Swisher is willing to assume that position. She made the appointment and asked the board for confirmation. There was consensus. It was noted that the appointment leaves the Western Regional Director's position vacant. Mr. Swisher will contact individuals in the Region to seek a candidate to fill that position.

Conference Planning:

2007 Conference Program/Speaker Fee/Speaker Bios/Photos - Ms. Marrocco confirmed that she has negotiated the speaker fee for Charlie Corr down to \$1,500 plus travel. She asked if any board member had a speaker contract. Ms. Ostendorf noted that she has one and will forward it for review.

Motion: Mr. Swisher moved and Ms. Ostendorf seconded a motion to authorize the payment of speaker fees, travel and hotel costs for business program speakers. The motion was accepted.

There was consensus that the organization needs to take action that will create a strong business program to drive better attendance. The new business program agenda was reviewed with suggested changes being made by board members.

Mr. Beto confirmed that the Senate Shop and the University Plant tours are confirmed for Tuesday afternoon. Logistics will need to be worked out. Mr. Evans will follow up immediately with Heidelberg to confirm that they will still pay for transportation and begin making arrangements.

It was suggested that speakers be asked for bios and photos that can be used on the website in advance of the conference as a means to increase interest. Mr. Evans also indicated that he has a speaker form used by other organizations that might be of assistance. It was also noted that the organization is likely to receive more requests in the future to provide handouts. It was suggested that speakers be asked to provide an electronic copy of their handouts that can be made available on-line.

It was suggested by Ms. Ostendorf that a memorandum be sent to Regional Directors in advance of their regional meetings and regional reports listing the specific types of information the board desires. She agreed to develop that memorandum.

Speaking Time for Major Sponsors - Ms. Marrocco indicated that some of the major sponsors have expressed concern that they do not have "face time" with the attendees during the Business Program, whereas other sponsors who have purchased meal functions for a lesser amount have an hour of "face

time". The board discussed a number of possible solutions to this concern. Ms. Marrocco will follow up with possible program changes to include a limited amount of time for sponsors who have made a significant contribution. It was suggested that the board define "significant contribution". There was consensus that major sponsor logos should be posted on the NGPA website upon receipt of their sponsorship payment.

Motion: Ms. Ostendorf moved and Mr. Krist seconded a motion to authorize the billing of sponsors immediately upon their formal acceptance of the sponsorship agreement and that their logos be posted on the conference web page upon receipt of their payment. During discussions there was consensus that sponsorships of less than \$1,000 would not allow the logo and hot link on the NGPA website. The motion was accepted.

Sponsorships/Marketing to Sponsors - It was further noted that the current method of soliciting sponsors for specific events is causing problems other than the issue raised earlier. It was suggested that the organization pursue the development of a comprehensive annual sponsorship and marketing plan that would include levels of sponsorship and specific benefits derived for each level. Ms. Marrocco appointed Mr. Beto, Ms. Ostendorf and Mr. Swisher to a committee to develop this program.

Promotional Items - The board briefly discussed three sponsors who wish to provide additional promotional items for the conference and the need to change the sponsorship commitment form to allow more than one company to participate in this sponsorship category.

Spouse/Guest Program - Mr. Beto noted that he and Mr. Gonzales continue to work on the spouse/guest program. One day of the program is fairly secure. The second day of the program will involve shopping but has not yet been confirmed. Ms. Messina noted that the spouse/guests have requested one free-day during the conference for their personal plans.

Site Status Update - Mr. Evans confirmed that he has received an email from the Sheraton's sales executive confirming that the terms of our original contract will be honored. Mr. Evans noted that he has booked his room reservation and confirmed that the hotel does have the group on their list.

Regional Activity: Ms. Ostendorf confirmed that she has sent members in her region a email regarding the conference and encouraging their attendance. Ms. Swisher indicated that he has sent a flyer to members in his region asking for involvement. He specifically is focusing on university and community college print operations in the state of Washington. Mr. Krist reported that he has made contact with prison related print operations asking for membership and involvement. Ms. Marrocco indicated that she has some research in her region from a couple of years ago that might be of assistance. She will forward that to Mr. Krist. Mr. Fore had to leave the conference call prior to this item.

Strategic Planning: Ms. Marrocco indicated that, as the conference dates draw nearer, she will focus more on the Strategic Plan and be in contact with Ms. Linda Belisle, the Strategic Planning Committee Chair. She asked board members to retrieve their plan document and begin a review so that the planning process can begin moving forward.

Other Business: There was consensus that the board will meet again in three weeks on April 4 at the same time. Mr. Evans will follow up.

Announcements:

none

Adjournment -- There being no further business or announcements, Ms. Marrocco adjourned the meeting at 3:23 p.m. Central Time.

Respectfully Submitted,

Approved ____/____/____

Lamar Evans, Secretariat

Audrey Marrocco, President 2006-2007