

MINUTES

STRATEGIC CONVENTION COMMITTEE 2017 – MARCH 6TH MEETING

Attendees: Tania Lee, Simon Resch, Abe Taqtaq, Laurie Karson and Allison Boucher

Call to Order: Tania Lee called the meeting to order

Minutes: no amendments. Abe Taqtaq motion to approve, Tania Lee second – no opposition. All approved.

Summit of the Americas

- The committee discussed news that some suppliers are not attending IAADFS this year.

Member Communications

- Laurie provided an overview of the consolidated survey results, findings and trends.
- Committee members provided comments on their conversations with members and their key issues/concerns.
- Abe noted that having the brand reps and key decision makers attend is paramount.
- The Committee discussed potentially offering the brands reps complimentary registration when attending with their distributor.
- The lack of buyer preparedness at meetings was discussed and although there are concerns with telling another operator how to conduct business, the importance of showing we are all invested in their businesses needs to be demonstrated and the need to be prepared for the meetings should be relayed to buyers.

Convention Agenda

- Laurie reviewed the agenda options provided for discussion purposes.
- Tania Lee proposed the Committee consider an agenda that included regional supplier category presentations/meetings, allowing suppliers to spend fewer days at the convention overall. This agenda included a combined Welcome Reception and Gala on the opening night and no trade floor. In this format, any new suppliers would first present to the operators during the semi-annual meeting in the Spring.
- The Committee liked Tania's proposed agenda as it would allow the buyers more time to meet with their core and non-core suppliers at the convention while providing a cost savings to suppliers given their attendance would be shortened. Presenting to operators in the Spring would be huge benefit to new suppliers and could potentially recapture lost revenue from the trade floor.
- A buying committee to research and vet new brands/companies was discussed and garnered positive feedback from the committee members.
- Having the awards presented at the opening of the convention could have benefits such as winners being recognized with special name badges identifying the award they won.

ACTION:

- Tania Lee will provide a draft of the proposed agenda to Laurie and Allison so they can fully assess the changes.
- Laurie and Allison will review the proposed agenda in detail to fully assess the impact, pros and cons for the committee consideration at the next meeting.

Financial

- Financial discussion was deferred until next meeting to allow time to review implications of new agenda format

The next Convention Committee teleconference will be schedule for Thursday, March 23rd at 10:00am EST

Meeting Adjourned