

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Monday, January 9, 2023
3:00 PM

Committee Members (8):

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of January 9 Meeting Agenda**
3. **Approval of December 12 Meeting Minutes***
4. **Old Business**
 - a. Final Unified Symposium Logo
 - b. Registration Update
 - c. Exhibit Sales Update
 - d. Sponsorship & Advertisement Update
 - e. Final Overall Program Development Update
 - f. Active Assailant Insurance Update
5. **Next Meeting Date and Time.** In-Person Lunch Meeting, Thursday, January 26 at 12:00 PM, Hyatt Regency in the Capital Boardroom.
6. **Adjournment**

**documents attached*

LLC Managing Committee Meeting Minutes
Zoom Meeting

Monday, December 12, 2022
10:00 AM

Committee Members (8):

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG Interim President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair), Keith Striegler (ASEV President)

Others Present

Jenny Devine (CAWG Staff), Jen Smalley (ASEV Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Harbertson called the meeting to order at 10:01 AM.
2. **Approval of December 12 Meeting Agenda.** Bill Pauli moved to approve the December 12 meeting agenda, Tom Slater second the motion. Motion was approved.
3. **Approval of November 15 Meeting Minutes.** Anita Oberholster moved to approve the November 15 meeting minutes, Mike Boer second the motion. Motion was approved.
4. **New Business**
 - a. **New LLC Managing Committee Member.** Dan Howard stated that Keith Striegler's term will end on December 31. The ASEV board approved Tom Collins to come back as a member of the LLC Managing Committee, his term will begin on January 1.
 - b. **New Unified Symposium Logo.** Natalie Collins reviewed the new logo concepts with the LLC Managing Committee and provided a background on how we made an informed decision on which concept to select. The idea behind the concept that was selected, *everything happens at Unified*, at Unified people gather, at Unified you learn, to really make it that everything happens at Unified within the industry. We were looking for something more abstract and something that will stand alone on its own, on social media, on swag, etc. The final design element is currently being produced so we can do a soft roll out at the 2023 Unified but do a full rollout at the 2024 Unified. Dan Howard continued to state that the color palette will change, and we wanted to keep it flexible to adjust each year as needed. Feedback included:
 - i. Jim Harbertson stated that once you see the W in the @ symbol, you cannot unsee it. If there is some way, we can adjust it slightly. However, it seems very flexible, and it has multiple meaning behind it, which is very clever.
 - ii. The overall feedback was very positive. The team will finalize the overall concept and share at the next meeting.

- c. **Registration Update.** Dan Howard provided a registration update. At this same time last year, we had 1,300 paid registrations, in 2020 we had 1,700. Today we are at 1,400 paid registrations.
 - d. **Exhibit Sales Update.** Jen Smalley provided an update on exhibit sales. We currently have sold 845 booths, and we have 10 10 x 10 remaining, we plan on selling out this year. Last year we sold 785 booths.
 - e. **Sponsorship & Advertisement Update.** Jenny Devine provided an update on sponsorship and advertisement sales. We currently have 25% remaining in our overall goal to fill, and she is working on securing a sponsor for the Spanish Workshop.
5. **Old Business**
- a. **Overall Program Development Update.** Jenny Devine provided an update on the program. The program overall is almost complete with a few speakers left to confirm. She is working with each moderator to schedule panel calls to run through the content and the timeline.
 - b. **Active Assailant Insurance Update.** Dan Howard stated that the insurance has officially been ordered, however we are waiting on the binder.
6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Monday, January 9, at 3:00 PM. The group will meet in-person during Unified for lunch on Thursday, January 26.
7. **Adjournment.** Jim Harbertson adjourned the meeting at 10:25 AM.