

CP Advisory Council Meeting Report

Oct. 15, 2011

Presiding, Pete Brownell, CP Board Member

In Attendance:

Kirstie Pike, Prois	Vickie Gardner, Alpen Optics	David Elshoff, RAM
Kristi Hinton Elrod, Aimpoint	John Mazurkiewicz, Shimano/3M	JoLee Liepman, Yamaha
Marilyn Bentz, Nat. Bowhunter Ed.	Bill Liston, Daiwa	Judy Brimer, Camo Formal
Michelle Scheuermann, Sportsman Channel	Stephen Matt, G3 Boats	Laurie Lee Dovey, POMA
	Steve McGrath, Camp Chef	

- 1) Pete Brownell welcomed CP members, thanked them for their service and offered an overview of the activities of the CP Advisory Council.
- 2) CPAC reviewed comments from numerous CP members regarding proposed changes to conference scheduling, program and pricing.
- 3) CPAC reviewed the addition of the **Issues and Answers sessions** at the conference.
CPAC unanimously supported this addition to the conference program.

Discussed how I&A:

- a) Gives CP organization members a chance to directly interface with the media not available before
 - b) Allows CP organization members to present important issues information to the media, increasing content development opportunities
 - c) Augments the “must-attend” value of the event for the media members and perhaps even mainstream media
 - d) Benefits manufacturers who may want to provide their point of view on issues presented to the media in attendance as well
- 4) CPAC reviewed the **See It, Use It Concept** for implementation beginning with the Ogden, UT conference.
CPAC unanimously supported the following program of activities.
 - a) This concept:
 - i) Outlines a new schedule that allows CPs to lessen time spent at the conference, if/when necessary, as all CP events are held on back-to-back days (Thursday and Friday)
 - ii) Offers a new opportunity for the majority of CPs that attend conference to get products into the hands of members for actual testing by adding an interactive field day for products beyond firearms
 - iii) Increases the value of the conference for media members and CPs by offering yet another venue through which all types of content may be generated.

b) Product Showcase

- i) Indoor trade show-style set up, 4 – 7 p.m.
- ii) No weather concerns
- iii) Identified by media members as the most important event for gathering content
- iv) Every CP gets a table/chairs/display space
- v) Silent auctions & Raffles (throughout event)
- vi) Food/Beverage Networking, 7 – 10 p.m.
- vii) Items to check on/consider**

- (1) Display areas for vehicles
- (2) Layout that keeps people moving through all areas of the display
- (3) Food/drink is a necessary part of the event

c) **Interactive Shooting Day** — Lions Club Range (Proposed)

- i) They can do everything from handguns to rifles to clays
- ii) 25 minutes from the hotel, south toward Salt Lake
- iii) 2.5 hour event
- iv) Shooting only
- v) Conducted as in previous years

d) **Interactive Field Day** — County Park — Fort Buenaventura (Finalized)

- i) The luncheon will be served at this location, which has been approved by NSSF
- ii) The Location:
 - (1) 1.5 miles from the hotel
 - (2) Approximately a 3-hour event
 - (3) Old historic fort – Rendezvous of mountain men
 - (4) Meal Pavilion with tables — up to 200 or so at one time
 - (5) Have trails — perimeter for vehicles and walking
 - (6) Fishing — Pond catch trout, Weaver River runs through the park, catch trout
 - (7) Kayak and canoe docks
 - (8) Kayak Park — for whitewater
 - (9) Kingfisher Trail — with birding observation tower
 - (10) Woods, marshland, grassland, open fields

iii) **Interactive Events**

- (1) No tents, tables or chairs
- (2) CPs work together to offer challenges/testing experiences in six areas. These are NOT individual CP options, but group options.
 - (a) Truck/ATA Trail
 - (b) Dog Training/Exhibitions
 - (c) Fishing/Kayaking/Float Tubing/Wading
 - (d) Navigation/Survival/Geocaching
 - (e) Optics/Hiking/
 - (f) Camp/Tents/Cooking

iv) **Action Items/Discussion**

- (1) A subcommittee of CPAC members and POMA staff will work together to outline how this program will work so as many CP's as possible may be included
- (2) Understand and acknowledge not all CPs will choose to participate, nor can every CP participate
- (3) Each option will be a collective effort of several (5 or more) CPs
- (4) Activities include challenges/tasks at each station, that several media members may complete simultaneously or can complete as a group
- (5) A schedule of events will be set — and challenges/tasks repeated throughout the afternoon so media members can enjoy as many challenges as possible
- (6) Media members will be transported between venues

- 5) CPAC discussed allowing **non-member entities to participate in product showcase and/or interactive days**. **CPAC unanimously approved** the concept, requesting POMA follow these guidelines:

- a) Non-member attendees at any/all CP events
 - i) Pay a higher rate than member attendees
 - ii) May attend only Product Showcase and/or interactive day events
 - iii) Do not receive CP member benefits
 - iv) Do not directly compete with existing CPs, specifically conference attendees
 - v) Bring real and true editorial value to the event, bolstering media interest and value of the event as a “must-attend” for journalists
 - vi) Subscribe to the foundational beliefs of the organization
 - vii) Must be approved by the CP director, conference program chairman and executive director
- 6) CPAC discussed the **à la carte pricing** for CP’s for conference.
CPAC unanimously approved a single fee for CP’s to attend conference and eliminated à la carte pricing.

Reasons:

- a) A simple pricing structure is better and fair to all
 - b) Administering à la carte pricing is costly and difficult
 - c) The test of an à la carte pricing structure cost POMA money and did not meet planned goals
 - d) The new CP schedule is more better suited to a one-fee structure – because it saves CPs money
 - e) The addition of the ½ day “Use It” event and Issues & Answers sessions bring more value to CP members, but also would add to à la carte pricing complexity and confusion
- 7) Considered POMA’s need to have an **ongoing non-dues, non-conference-related revenue stream**, based on a combination of public and POMA-only auctions and raffles.

CPAC unanimously supported POMA reaching out to CP members for two product donations annually. One for the POMA conference auctions/raffles and one for placement on Gunbroker or other venue for public and/or POMA-member-only auctions/raffles. CPAC members said:

- a) CPAC members said they would be willing to participate at this level and felt the CP membership would as well
- b) Do not want to detract from the conference auction, because it is a huge fund raiser. CPAC encourage CP members to continue to make the generous donations they have in the past to conference, but also consider a second donation to POMA for fundraising.

Doing so allows POMA to:

- i) Reach out to all POMA members, not just conference goers, to give them an opportunity to participate in auctions/raffles beyond the parameters of conference
 - ii) Get the public involved in raising funds for POMA, acknowledging that the public often will bid significantly more on certain items than POMA members
 - c) The choice to participate is up to each individual CP
- 8) Discussed and **approved a special one-time award** to be presented on behalf of all CPs. Executive Director will plan and implement the award.