

Early Childhood Iowa Congress planning committee meeting

August 28, 2009 Minutes

Present: Jeanette Luthringer, Gloria Cano, Mary Schertz, Jenny Hodges, Cathy Wheatcraft, Jane Stockton, Sheila Hansen, Brian Fett-Jones, Dara Madigan, Tom Rendon, Shanell Wagler, Barb Merrill.

Excused: Lois Kiester, Deb Scrowther, Kelly Davydov, Dawn Collins, Susan Andersen, Gregg Cummings

Barb welcomed everyone at 9:00. Lois is absent today due to a family funeral.

Proposed schedule for our three day event:

Monday, February 1

10-11:30 Lally workshop (?)

11:30 -1 Lunch on your own, registration open

1-4:00 ECI Council

4-5 Registration and hotel check in

4:30-6:00 Reception

6-8 Dinner and Lally presentation

Tuesday, February 2

7:30-8:30 Registration and exhibit set up, continental breakfast

8:30-10:15 Welcome, announcements, Anda Keynote

10:30-11:45 Six or seven breakout workshops

11:45-1:00 Lunch and networking, visit exhibits

1-2:15 Six or seven sessions, including cracker barrel

2:45-4:00 Six or seven sessions

4:15-5:45 Storytelling presentation by Carrie Fitzgerald and reception/social hour

4 – 6:00 Exhibits can be taken down

Wednesday, February 3 – Day on the Hill

Time to be determined – bus pick up at the hotel

Agenda for the day to be determined at next ECI Public Engagement meeting.

Keynotes Barb will ask Lois to send letters of agreement/commitment to our two speakers. Tom will complete the information needed on Robert Anda, Shanell will contact Beth to get what we need on Ron Lally. We are requesting all this information is submitted to Lois by September 4. Once this information is received, we will update the Save the Date cards to include keynoter information, and send them out again through all of our networks and distribution lists by September 15.

We suggested perhaps Ron Lally could offer a “pre-conference” workshop maybe 10-11:30 on Monday for infant-toddler practitioners. Sheila heard him do a specific “relationships” topic that would be appropriate at a conference in California. We will have Lois make sure a room is available, and ask Beth to discuss this possibility with him. In the afternoon during ECI Council, Ron would be available to meet with business leaders, legislators, and others, depending on what could be arranged.

Breakouts We found several discrepancies in the schedule and added one session. ***All session detail, including presentation descriptions and AV needs, must to be provided to Lois no later than October 15.*** We decided the cracker barrel session would best fit into the 1:00 hour, and need to save a slot for that. We will try to schedule the health care reform in the 2:45 hour so Carrie Fitzgerald can have that conveniently just before her storytelling session.

Exhibits The Public Engagement committee would like to go with a storytelling poster theme instead of display tables at Day on the Hill. We agreed this sounded like an effective strategy. The exhibits on Tuesday will be by invitation only, to highlight statewide initiatives and other important information, rather than doing a general request for exhibitors.

Day on the Hill Sheila and Jenny shared some of the thoughts that are being proposed for Day on the Hill, including posters with stories and pictures of real children and families in Iowa, rather than exhibits about programs. ECI, Every Child Matters, Every Child Counts, and CCR&R is sponsoring advocacy training events at five locations across the state this fall, in preparation for Day on the Hill.

Cracker Barrel Cathy and Jeanette offered to take lead on this event. About 10-12 potential “poster session” topics were suggested, others may also be identified. We agreed about 8 might be the right number to get confirmed for the 75 minute session.

Sponsorships We will do a friendly request letter to state agencies, partnering non profits, and suggested foundations for consideration of financial support for Congress. These should go out by October.

Our next meeting will be Friday, October 23 from 1:00-4:00 p.m. We will ask Lois if a room is available at DMACC. Our agenda will focus on marketing, sponsorships, exhibits, and Day on the Hill at that time.