LMFNA Board Meeting

June Spring Fling Meeting Feb.24/21

Attendees: Tannis Sorge, Diane Hill Doell, Susan Fulton, Karen Bellafontaine, Cath Wilkins, Julie Phaterpekar, Tammy Sheehan, Michelle Warrington

* Itinerary – times, bio on each speaker, speakers to provide their bio, put on website prior to conference
* 1 hour total - 45 min plus 15 min for questions and ad

**1. Julia Overstreet** – US podiatrist – lecture swap with Tannis – wish list to her – sanding bands, good speaker, ?pathology, structure and function, abnormalities, common conditions

**2. Neuborg** – Onyfix/Podo expert

**3. Convatec** – w/c – confirm presentation will be slightly different

**4. Bausch Health** – psoriasis and onychomycosis

* Henry Schein – did not confirm

Sponsors –

* **1. Clark Shoes** - Harpreet – will pay money and do whatever we want her to do
* 3-5 min to talk about their product, poster, video
* Door prizes,
* **2. Advantech** – Keri Arnot
* **3. Motion Orthopedics - Marjorie Kwan** – swag, giveaways – advertise on website
* **4. Smooth Toe** – poster, disappointed that there was little feedback - $100 – 3 pairs of socks ($30 each)
* **5.** Cath in contact with Dave from **Ports**?? – footlogix, DD mousse,
* **6. Toe Fx –** Karell – Tannis – poster, donation, 5 min segment - $100 – 1 month before and after for advertising.
* **7. Bowers -** Tina
* Promote advertising on website –
* Footlogix and Neubourg used to be together – very hard feeling between the two
* With prizes from companies – have company arrange to send prizes directly to winner rather than us being go between

Ken - +/- 10 hours at $60/hr = $600 – organize and arrange so it is more ‘polished’

* Tech support
* Behind the scenes for winners
* Brainstorm with Ken re: sponsors – speaking ,

Timing – 4-5 hours – 1 hour for each speaker (45min plus 15 min questions)

0900 – 1300 (0845 – 1430) – break, set up time, meet and greet from president,

Sponsors – 5 min (allow for 10 min)

Sponsors will be on website for so long after and before conference – ie. 1 month after

Resource page – **Watershed** – fee?

$700 max from $100 each sponsor – after conference advertising on website

Tannis – will go on resource page

LMFNA Meetings: March – Toe Fx?

April meeting - Covid Connect - mentor meeting?

May – CAFCN conference – 2 days - $300

Put a value on the conference giveaways ie. $600 when advertising conference

* Draw for fee of conference
* Draw for a free drill – Tannis (Peded) will donate in exchange for free advertising for 1-2 years

Fee - $50-65 - $65 non-members, $50 for members

? Video on ‘How to’ – Ken – fee?

Ken to make instructions very simple and clear

Sponsors and Presenters - Ask formally with invitation including instructions - ??Ken to connect with them’

* Speakers to send their information to Ken to confirm all okay

**Registration** – use website – Watershed to set up – contact info, would you like to be contacted for other events, certificate of attendance - ? on Webex – Ken will know

* How many people can attend and fee for more than 100

**Communication /Invitation** – send out poster with link to register on website – banner on front page – link to portal to register as member or non-member – bring traffic to website

On poster – Join as a member for $50 ($75)

Advertise prizes ++

Do we need a member ID number

When to advertise – **Save the Date** – first on April 1 - Ken to give us a price on poster

To do List :

* **Tannis** – talk to Karell at ToeFx re: poster, donation, 5 min segment, $100 – 1 month advertisement afterwards, ? prior
* Kevin at Watershed – page for resources – Word press
* Bios for sponsors
* Ken – capacity to help us, calendar, agenda, etc
* Ask ken re: h5p – about products, questions, etc
* Poster – same logo, same heading
* Each poster that goes out highlights each speaker, sponsor, etc
* Pre-advertisement, pre-posters, resource page on website for members
* Post conference advertising
* Invite vendors –
* Public page – vendors

Create a good page then decide on cost

Next meeting Wed March 24 @ 7pm – Tannis to set up Webex meeting.