

AD-Hoc Committee for Partnering ASGS Symposia with NAOSMM

Memorandum

To: President Gary Coyne
From: Mike Souza /Ad hoc Committee Chair
CC: Joanne Scillitoe NAOSMM, ASGS BoD
Date: 5/6/02
Re:

The Ad-hoc Committee consisting of myself, Dan Wilt, Bonnie Clark and Jerry Cloninger attempted to negotiate with a similar ad-hoc formed by NAOSMM members: Joanne Scillitoe at Rutgers, Jaque Cranston, South Dakota School of Mines and Tech. and Janice Westerling, SUNY at Potsdam. In addition, since sensitive material were to be exchanged, the Executive Committee was cc'd all copies of my correspondence with their committee.

To sum it up, after over a dozen or so emails, the committees appear to have reached an impasse. An offer by the ASGS committee Chair was finally made for both sides to submit information to Offinger Management (a professional events management team) to arbitrate a possible joint venture. This appears to have been ultimately declined by NAOSMM committee as well.

On the surface the two groups do seem to share synergy. We are similar in size and attendees for our Symposia. Both organizations have a technical slant. Both service science and industrial concerns and there is even overlap for the vendors.

However, the ASGS appears to lack parity in regards to what we bring to the table financially. NAOSMM members are essentially buyers for scientific material and supplies. As such, this small organization has a combined buying power of over \$150 mil annually.

Typically their Symposia sells up to 70 booth per year @\$500 per booth. Ours are now 25 to 20 booths at \$800. This is where we lack parity the most. I have attached my last correspondence from Ms. Scillitoe and the spreadsheet to this report, which I received from NAOSMM for the Board's review. But I would ask members to be considerate of this information; since I have assured their organization that the information would be released to our Board only. As such I have not received permission to share this information with Offinger Management. Though I did make contact with them and urged them to make their own inquiries.

As a final note I would like to say these talks were open and candid. While on the surface it would appear the committees were unsuccessful in achieving their objective. This was nevertheless a worthwhile endeavor. And indeed this may only be a stalled starting point at this time. But we must allow NOASMM to initiate any further movement. I am extremely grateful for their considerations and would like to thank their Chair person Joanne Scillitoe for her time and efforts towards this project.

Sincerely Mike Souza

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CONFERENCE LOCATIONS						
Location	Region	Booth Capacity	Hotel	Dates	Roomrates	
1999 Colorado Springs, CO	(Region 1: SW)					
(6 region cycle) 2000 RTP, NC	(Region 2: SE)					
2001 Grand Rapids, MI	(Region 3: NC)					
2002 St. Louis, MO	(Region 4: SC)					
2003 Portland, OR	(Region 5: NW)					
2004 Philadelphia, PA	(Region 6: NE)		Wyndham			135
?	(Region 1: SW)					
MEMBER DEMOGRAPHICS						
Collective Buying power	\$150 million					
Members from Academia	87%					
Members from Industry	13%					
Predominate Titles	Lab Mgr, Storeroom Mgr, Facilities Mgr.					
CONFERENCE RELATED INFO.						
2001 Member Attendance	122					
2001 companions	~40					
2001 Exhibitors	69					
2001 Booths	75					
Vendor Booth Fee	\$500					
Booth size	8x10					
Vendor Sponsored Events	Breaks, Lunch, Breakfast, 2 evening outings					
Booth decorating Fees						
Tradeshaw Rental cost						
Paid staff:	NAOSMM is 100% member/vendor volunteers					
Conference insurance liability						
Trade show days	Wed/Thurs of conference (set-up Tues)					
Conference dates:	last week in July/first week in August					
Roomblock	~ 1000					
Initial issues of concern:						
Are the conferences only combined at the trade show level with no cross registration?						
If a joint hotel contract is made, who is responsible for unfulfillment of room blocks and other stipulations?						
Booth fees must be the same or vendors will register for one organization over another depending on costs						
Insurance Liability must be considered						
Will this merger of tradeshows be a benefit to non-glass suppliers?						
NAOSMM has a strong preference both related to costs and member/vendor concerns to have the tradeshow within the hotel will an increase in tradeshow size make site selection even more difficult?						

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From: Michael J Souza
Subject: Offinger Mangement
Date: Fri, 15 Feb 2002 12:02:12 -0500

Joanne,

Previously the ASGS was in contact w/ Offinger Management as to a possible joint show w/ the Stainglass and Art Glass Suppliers Assoc. Rather than go into the history of that, let me tell you Offinger does around 100 trade shows a year. It was founded in 1930 they're located in Zanesville OH.

I talked to Stephanie Sordelet at OM and gave her your phone number along with your committee associates too. In addition, I gave her a brief background on our discussion and some information about NAOSMM. I did not give Ms Sordelet your spreadsheet. Nor did I directly share any of our correspondence to date.

It seems obvious to me that we would like this joint venture to work, but don't know how to do it. We both want to protect the self-interests of our organization. I think we agree that there's enough synergy between the two of us that it's worth exploring. The problem is we have no experience in this and Offinger has merged and done joint events dozens of times in one year.

Our committee has no problem in exploring this option and we would like to encourage you to explore it as well.

Stephanie Sordelet's phone number is 740/452-4541. She will send email to me and if I have your permission I will forward some of the mutual work done by the respective committees.

Best wishes,
Michael Souza

From: "Joanne Scillitoe"
Subject: Re: Offinger Mangement
Date: Sat, 16 Feb 2002 16:23:02 -0500

Hi Mike,

Right now the biggest obstacle is that some non-glass vendors do not feel this venture is worthwhile for them and perhaps will reduce their effectiveness at the tradeshow. Thus, NAOSMM runs a very serious risk of losing some vendors and changing vendors relations. I don't think we are at the point of logistical issues since we don't have at least initial buy-in or interest from all of the NAOSMM stakeholders. Board support and perhaps a NAOSMM wide survey including vendors will be needed before we get to that point. Those are the questions I have posed to the Board at this point.

I did ask our tradeshow chairs, each with 10+ years of experience in tradeshow management within and beyond NAOSMM, and neither are familiar with Offinger.

Regards,
Joanne

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