

## Convention Committee Meeting Minutes

Saturday, June 24, 2006, 10:00 a.m.  
Fort William Henry, Long Lake Room  
Lake George, NY

**Present:** Joseph Navarra, RPh, Chairman, Jim Coppola, RPh, Ellen Williams, Pharm.D.,  
and Christine Trimarchi

### 1. Summary of 2006 Entertainment Budget

- a. Budget set at \$8,500
- b. See numbers for moneys spent (2006\_orders.pdf)

### 2. Budget Goals for 2007

- a. Aiming for a \$10,000 budget PLUS sponsorships
- b. Increase budget by 25%

### 3. Summary of 2006 Conference Attendees

- a. Approx. 96 Pharmacists Registered
  - i. With spouses & children around 219 participants not including Exhibitors
- b. Approx. 120 Exhibitors (48 booths)
- c. Approx. 350 Total Convention Participants

### 4. Attendee Goals for 2007

- a. 120 Registered Pharmacists
  - i. With spouses & children around 300 participants (there were around 12 kids this year and the convention date is one week later for 2007, which will allow parents to bring their families as school will be over by that point)
- b. 50 Exhibitors space permitting; also, as per Jim Coppola look into Eastman/Kodak as possible exhibitor thus possibly incorporating Roundtable Issue (f.)

### 5. Roundtable Issues

- a. Look into possible theme ideas that Total Events may have on hand – themes they will not have to order things for.
- b. Get final bill from Clifton Park Rental (company that set up exhibitor's area) to find out how much it was to actually set up exhibits (Note: the booth rental charged for 2006 was \$950; also Total Events can do this for us).
- c. Meals: start with lunch on the day of arrival and end with dinner on the day of departure.
- d. Create and disseminate sponsorship opportunities to go out with every mailing; as early as possible.
- e. Create more robust kids program. Possible larger number of children because the date is one week later next year (Note: 2007 Convention Dates: June 27-July 1). Possibilities: carnival-Myers Fun Services, face painting, balloons, etc. Roberta w/Fort William Henry has contacts we can use for this.
- f. Themed photo idea: possibly hire photographer or get Polaroid with printing on them 2007 PSSNY Annual Convention and take theme photos of attendees as keepsakes. Possible free 4 x 6 and then charge for more or larger sizes.
- g. Get distances from hotel of the window distances for ease of banner placement next year; order two grommets in the middle of banners along with the two on the sides.
- h. Possible Sponsorship by RDC: Wednesday evening Cocktail Cruise on the lake; must have count; Schedule Note: possible 5:30 Board Meeting with boat ride at 8:30.

- i. Try to continue Saturday evening slide show of convention photos taken (Note: HUGE HIT in 06 thanks to Chairman Navarra!)

6. Adjourn at 11:00 a.m.

## Amounts associated with 2006 convention:

- **Amount to hotel includes those on the Master Bill – \$30,986.07**
- **Total amounts spent on Grand Sponsor/Sustaining Awards - \$2,182.50**  
[10 Grand Sponsor Awards @ \$98 each, 4 Sustaining Corp. Awards @ \$148 each plus setups, personalization, art charges and shipping]
- **Total amounts spent on other awards – \$1,564.16**  
[Awards included in above amount: 8 awards total: Arthur Perlin Government Award (165.00), Gavel Plaque (\$89.00), Jack Nicolais Spirit of Pharmacy (\$104) and 11 President Recognition Awards and Bib & Tucker Award]
- **Total amount spent on signs & banners – \$1,112.80**  
[GS Banners: \$800, Signs at reg. desk: \$150, PSSNY Banner: \$90 plus taxes]
- **Amount spent on PSSNY Lapel Pins - \$2,619**
- **Rooms not on hotel bill we reimbursed for: Joe Navarra: \$704, Tammie Lee: \$1,732.30 (includes travel exp.)**  
**Total: \$2,436.30**
- **Total room costs for SPSSNY – \$7,644 (included in hotel amount above)**  
(Brought in a definite \$3,400, still awaiting another possible \$1,800 in student sponsorships)
- **Total amount to Clifton park rental - \$3,017.40**  
[\$45/booth – 46 booths, \$600 electrical supply, \$150 delivery setup/breakdown, \$197.40 taxes]
- **Total amount spent on exhibits give-a-ways - \$600**
- **Total amount spent on casino night give-a-ways & craps stuff: \$274.20**
- **SAPPS luncheon – \$326 (included in hotel amount above)**
- **NP ice cream & wine social – \$672.75 (included in hotel amount above)**
- **Wine give-a-ways – Windsor Vineyards: \$2,420.82**
- **Welcome Kits for attendees: @ \$2.20 each – did 200: \$440**
- **Paper (I have the breakdown as to what was ordered for what when it comes to the paper): \$770.56**
- **Total Events: \$5,950.27**  
[includes Exhibits entrances, casino night & tent rental-NOTE: we took in \$3,978 in sponsorships towards this counting the Jon Gallagher money from OCSP]
- **Gramro Entertainment (comedian for Sat. Night): \$1,000**
- **Themed Registrant Give-a-ways: \$1,007.00**
- **Jon Gallagher cruise: \$349.00** [invoiced Orange County PS for this – they sponsored]
- **\$300 in tip money** [\$200-craig, \$100-mary/barb/chris/selig]
- **Golf Outing: \$4,276.25**  
[received check from RDC: \$2,400]  
[received money-19 Paid the \$85 fee: \$1,615]  
[-40 tix given to Grand Sponsors - \$3,400]
- **President's Pin: \$901.80**
- **Budget U haul rental for convention: \$343.37**
- **Page Total: \$62,551.50**

Stuff I ordered for convention (not necessarily Entertainment budget items)

**THE SOCIAL BUTTERFLY: \$226.95 (on credit card)**

- Welcome Packet inserts: Flat panels cards for grand sponsors (what they sponsored)

**PAPER DIRECT: \$107.20 (received \$60.72 off total order) (on Credit Card)**

(NOTE: RE: Paper direct Invoice - \$74.97 of the invoice was for membership certificates – total invoice amount was \$194.12 incl. shipping)

- Awards Banquet Postcards (\$18.74)
- Convention Agendas (\$67.48)
- NP: Plain Door hangers – for wine bottles (\$4.49)
- NP: Wild West Paper – invites (\$16.49)

**PAPER DIRECT ORDER #2: \$62.41 (received \$17.49 off total order) (on credit card)**

- Golf Tix
- Installation Banquet agendas

**PAPER DIRECT ORDER #3: \$110.16 –(includes \$23.95 shipping) (received \$28.74 off total order)**

- Welcome Packet inserts: Post Cards Welcome Packet Inserts (\$34.48)
- Welcome Packet insert: Post Cards for Casino Night (\$51.73)

**Quill: \$29.97 (will be included in an invoice from Quill that has other things on it)**

- Kids Camp paper - \$8.99
- CE paper - \$20.98

**Quill: \$233.87 (will be included in an invoice from Quill that has other things on it)**

- Paper for the exhibitors tickets people have to get signed

**Best Bib & Tucker Award: \$71.00 (will be on 'National Business Promotions' Invoice)**

**Give-a-Ways: (all on Credit Card)**

**Oriental Trading: \$290.82**

- 144 Adult Hats (ordered 9 dz more-see below)
- 12 Child Hats

**Oriental Trading: \$141.80 (includes \$23.00 shipping)**

- Gingham bags (welcome bags): \$84.15
- Cactus shot glasses (bbq centerpieces): \$34.65

**Oriental Trading: \$400.77 (includes \$72.27 shipping)**

- 250 Bandanas: \$166.95
- 9 dzn more hats: \$161.55

**StumpsParty (Shindigz): \$69.82**

- 156 Badges

**Century Novelty: \$110.22**

- Western Buttermints (\$47.11)
- Card Game Buttermints (overnighted \$63.11)

**ChocoNet: \$163.83**

- Poker Chip Chocolates
- Chocolate Playing Cards

**Things we have to pay for out of the entertainment budget:**

- Jon Gallagher's Cruise: Horicon Historic Sightseeing Cruise: price/person: \$6.95/person for 20 or more – we'll get 40 tix. Total: **\$349.00 – Sponsored by Orange County!!**
- Camp Counselors & Rooms: 2 @ 750.00 each \$1,500 and room & board: \$884 Total: **\$2,384**
- Open Bar during Casino Night beer/wine/soda – \$299.50
- Total Events –**\$5,850.87** (\$1,378.27-Tent, \$4,572-Casino/decorations) made deposit of \$2,663 – balance of \$3,287.27 due at event [post conv. Note: getting refund of \$99.40 - adj. amount]
- Comedian for Saturday night – **\$1,000** (made deposit of \$200-owe \$800)
- Give-a-ways: total of **\$1,007**
  - 250 hats, 12 child hats, 250 bandanas, 156 badges, 9 bags of western buttermints, poker & chip chocolates

**Total so far:**

**\$10,809.37**

**Total Money Taken In:**

**\$3,978**

**7 Sponsored Gaming Tables @ \$500 each: \$3,500**

**Frank Riley: \$200**

**Orange County Jon Gallagher Sponsorship: \$349 (actually took in more from OCSP: they want to sponsor up to \$500 for Jon Gallagher and \$500 for a gaming table)**

**Total Entertainment Costs: \$6,912.37**

## **Welcome Bags:**

- Welcome letter (on postcard from Paper Direct) - \$34.48
- Grand Sponsor Recognition (card from the Social Butterfly) \$226.95
- Post Cards for Casino Night (paper direct) \$51.73
- List of Accomplishments (in-house paper) \$10.00
- Casino Buttermints – (century novelty) \$63.11
- Survey (in-house) \$10.00
- Cut-n-dry agenda \$10.00

**Total w/o pens & ribbon: \$306.26**

**Total per bag based on 200 bags: \$2.03**

**Not in total: PSSNY Pens & ribbon**

**Hotel Bill Total: \$30,986.07**

Breakdown:

Rooming Master Bill: 19,837.57

Office Staff (Craig, Selig, Mary, Barb, Katie, Mike & Chris): \$7,451.57

SPSSNY: \$7,644

Judi Wright (Kids Camp): \$884.00

Other (Owners academy speaker-Sewall, board members): \$3,858

Food & Other: \$5,574.25

Meal Walk Ins/No Ticket: \$2,387

PSSNY Wednesday Hospitality: \$467.25

NP Meet & Greet & Ice Cream Social: \$672.75

Meet & Greet Hors D'oeuvres: \$360

Meet & Greet Bar: \$57.75

Ice Cream Social: \$255

SAPPS Luncheon: \$326

Casino Night Bar: \$299.50

Dessert Reception: \$1,236

Power Point Projector: \$185

**NOTE: My total that these two add up to is \$25,411.82 – I don't know how they got the \$30,986.07 from these two numbers....maybe taxes?**

**PSSNY CONVENTION REIMBURSEMENTS**

1. President paid by PSSNY
  - convention registration
  - room
  - all meals
  - **no** travel
  
2. President-Elect paid by PSSNY
  - room
  - **no** travel
  
3. Chairman paid by PSSNY
  - room
  - **no** travel

## **Where Grand sponsor Money goes: Start w/\$5,000**

- Full page ad in journal: \$750 (not sure what actual amount is but this is what we charge for advertising)
- Booth: \$950
- Four Golf Tix (at \$85/tic): \$340 (40 given out=3,400)

**Total: 2,040**

## **Still have to add in:**

- G.S. Banner hung at convention: \$80 each
- G.S. Award given at convention: \$129.50 each (includes extra charges like setup)
- G.S. Saloon: Total was \$299.50

Note: its about \$45.00/booth for Clifton Park Rental fee – they billed for 46 booths, plus \$600 for electrical supply and \$150 for delivery & setup/breakdown – **Clifton Park total was: \$3,017.40**

**We had 10\* grand sponsors, out of which we received the \$5,000 from eight (not RDC or Glaxo-they contribute all year) so G.S. money total taken should be \$40,000**

**\*GlaxoSmithKline: \$2,500 (exhibited also) [they gave \$2,500 towards the mid winter so combined with this \$2,500 the are Grand Sponsors]**

**Exhibits Money:**

**46 Exhibitors minus 10 Grand Sponsors @ \$950 = \$34,200**

[Clifton Park Rental Fee to set up exhibits: \$3,017.40]

**Registrations and meals From Membership System:**

Total Full Registrations: \$7,005

Total Mem/Mem Spouse: \$540

Total Thursday Only Registrations: \$3,900

Total Dinner Tickets: \$150

**Total paid to PSSNY: \$11,595**

**Sponsors & Contributors other than Students, Grand & Entertainment Sponsors:**

**Novo Nordisk: \$3,750 – of which \$2,000 went to the presenter, \$1,750 for PSSNY (exhibited also)**

**Amgen: paid speakers directly for CE programs (exhibited also)**

**O-I Owens Illinois: \$550 (exhibited also but paid another \$950 for that)**

**Member-Health Inc: sponsored CE – no profit to PSSNY**

**Takeda Pharmaceuticals: sponsored CE – no profit to PSSNY**

**GlaxoSmithKline: \$2,500 (exhibited also) [they gave \$2,500 towards the mid winter so combined with this \$2,500 the are Grand Sponsors]**

**Convention mailing costs:**

Convention 6-page stringer:

- To print: \$1,499.26
- Mail: \$934.83
- Total: **\$2,434.09**

Exhibitors 6-page stringer:

- To print: \$729.00
- Mail: don't have amount from Mike

NP Meet & Greet Invitations:

- Paper: \$17.00
- Door Hangers for Wine bottles: \$4.49
- Mailed around 50: \$19.50
- Total: **\$40.99**

**Where Grand sponsor Money goes: Start w/\$5,000**

- Full page ad in journal: \$750 (not sure what actual amount is but this is what we charge for advertising)
- Booth: \$950
- Four Golf Tix (at \$85/tic): \$340

**Total: 2,040**

**Still have to add in:**

- G.S. Banner hung at convention (\$80)
- G.S. Award given at convention (\$98)
- G.S. Saloon (\$299.50)

## 2007 Thoughts:

- Host a Parade?
- 1<sup>st</sup> Annual Best Booth Award
- Elect King & Queen (court?)
- Saturday night host the "Ball" or would fri. night be better? Ball usually has a specific theme if we want to or can just leave it Mardi Gras
- King Cake?
- Have "Fat Friday" instead of Tuesday (Sports day & BBQ)
- Captain (leader of the entire carnival)
- Jester of the Carnival (mascot)
- Tons of things we could do for 'throws' (give-a-ways) – only 'krewe' members can give out

## Sites so far:

- [Mardigrasoutlet.com](http://Mardigrasoutlet.com)
- [Bbdozen.com](http://Bbdozen.com) – beads by the dozen and
- [Beadsbythedozen.com](http://Beadsbythedozen.com)
- [Shindigz.com](http://Shindigz.com)
- [Orientaltrading.com](http://Orientaltrading.com)
- [Mardigrasday.com](http://Mardigrasday.com)
- [Sav-on-closeouts.com](http://Sav-on-closeouts.com)
- [Experienceneworleans.com](http://Experienceneworleans.com)
- [Bigwheelnovelties.com](http://Bigwheelnovelties.com)
- [Plumparty.com](http://Plumparty.com)
- [Mardigrassupplies.com](http://Mardigrassupplies.com)

Mardi Gras Speak:

A "**throw**" is a bauble tossed from the float to the onlookers who yell "Throw me something, Mister!" Doubloons, cups, and beads are the most popular "throws." A "**doubloon**" is an aluminum "coin" embossed with the insignia of the parade krewe on one side and the theme of the parade on the other. The "**krewe**" is the Carnival organization staging the parade, and the "**Carnival Ball**" is an elaborate formal event including the krewe members and their special guests. An invited lady may get a "**call out**" to dance with a krewe member.

The "**flambeaux**" are torches that were commonly used before the advent of electric street lights, and are

(Coins are usually tossed at the flambeaux carriers.) "**Lundi Gras**" is the day before Mardi Gras when Kings "Rex" and "Zulu" arrive in New Orleans via steamboat.

A "**Second Line**" is a street dance performed with hankkerchiefs and umbrellas by anyone who can walk behind the leader. Popular at Mardi Gras, this dance is also performed at jazz funerals, weddings, or any festive occasion.

To light the parades in the 1800's men would carry torches. These flambaux can still be seen in some parades, even those with fiber optics. It was customary to throw coins at the flambaux in the early days.

### **King Cake:**

The New Orleans King Cake continues the celebration of the Feast of Epiphany in honor of the night the Wise Men visited the Christ Child. A special cake in honor of the Three Kings was originated in Europe where a bean or a coin would be hidden inside of the cake for good fortune to the finder. In Latin America a small figure, representing the Christ Child was placed inside for the same purpose.

### **The New Orleans Tradition**

New Orleans borrowed those traditions and revised them. Our cakes are as plain or as fancy as you want, but they almost all decorated with sugar in purple, green and gold, the official colors of Mardi Gras. Normally they have a small, plastic King Cake baby baked inside.

Whoever gets the baby usually buys the next cake. In offices and schools and homes all over New Orleans the King Cake is a weekly tradition from January 6th until the beginning of Lent, in 2006 that will be Feb. 29, the day after Mardi Gras. And, of course, whoever gets the baby in the cake on Mardi Gras day has to buy the first King Cake next year on January 6th.

## **BALL**

*(bal masque, tableau ball)*

A masked ball in which scenes representing a **specific theme** are enacted for the entertainment of the club members and their guests; krewe "royalty" is traditionally presented during the ball.

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## **BOUEF GRAS**

*(French)*

The fatted bull or ox, the ancient symbol of the last meat eaten before the Lenten season of fasting; a live version was presented in the Rex parade until 1909; a *papier mache'* version appeared in 1959 and continues as one of Carnival's most recognizable symbols.

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## **CAPTAIN**

The absolute leader of each Carnival organization.

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## **CARNIVAL**

From the Latin *carnivale*, loosely translated as "farewell to flesh"; the season of merriment in New Orleans which begins annually on January 6, the Twelfth Night (the feast of the Epiphany), and ends at midnight on Fat Tuesday; the Carnival season leads up to the penitential season of Lent in which fasting replaces feasting.

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## **COURT**

The King, Queen, maids, and dukes of a Carnival organization.

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## **DEN**

A large warehouse where floats are built and stored.

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## **DOUBLOONS**

Aluminum coin-like objects bearing the krewe's insignia on one side and the parade's theme on the reverse; first introduced by Rex in 1960 and created by New Orleans artist H. Alvin Sharpe; doubloons are also minted and sold in .999 silver, bronze and *cloisonne*'.

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## **FAT TUESDAY**

Fat Tuesday is also known as Shrove Tuesday, the last day before Lent: it is a day of merry-making and carnival, as in New Orleans, often marking the climax of a carnival period.

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## **FAVOR**

A souvenir, given by krewe members to friends attending the ball, normally bearing the organization's insignia, name and year of issue.

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## **FLAMBEAUX**

*(plural)*

Naphtha-fueled torches, traditionally carried by white-robed black men; in the past century, flambeaux provided the only source of nighttime parade illumination.

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## **INVITATION**

A printed request for attendance at a Carnival ball; in the 19th century, many invitations were die-cut and printed in Paris; today, most are printed in New Orleans; invitations are non-transferable and it is improper to ever refer to them as "tickets."

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## **KING CAKE**

An oval, sugared pastry that contains a plastic doll hidden inside; the person who finds the doll is crowned "king" and buys the next cake or throws the next party; the king cake season opens on King's Day, January 6, the feast of the Epiphany. Nearly 500,000 king cakes are annually consumed in the metro New Orleans area during the Carnival season.

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## **KREWE**

The generic term for all Carnival organizations in New Orleans, first used by the Mistick Krewe of Comus which coined the word in 1857 to give its club's name an Old English flavor.

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## **MARDI GRAS**

French for Fat Tuesday, the single-day culmination of the Carnival season.

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## **MARDI GRAS INDIANS**

Groups of black men in New Orleans who portray American Indians and are magnificently outfitted with handmade beaded and feathered costumes; this Carnival custom dates to the mid-19th century among the more renowned tribes are the Wild Tchopitoulas, the Yellow Pocahontas and the Wild Magnolia.

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## **THROWS**

Inexpensive trinkets tossed from floats by costumed and masked krewe members; among the more popular items are krewe-embled aluminum doubloons, plastic cups and plastic medallion necklaces.