

Toronto SPIN Planning Session Minutes		
December 14, 2004		
I	Attendees :	
	Vivienne Suen	
	Gerry deKoning	
	Bernie dePaulsen	
	David Penty	
	Peng Hu	
	Sanford Hersh	
	Andrew Gurudata	
	Marie Shafi	
	Rodolfo Zuniga	
	Rekha Kulshreshtha	
	Doris Concepcion	
	Sue Muckle	
	Aubrey Yearwood	
II	Discussion Points :	
1	The meeting started with introduction from each attendee.	
2	Rekha prepared and passed around to each attendee the following materials :	
		Toronto SPIN pamphlet
		Toronto SPIN banner
		Sponsor Guide
		Toronto SPIN Constitution
		Samples of posters
		Event Manager Guide
		List of potential speakers and contact information
		Committee members contact list
		Membership Registration Form
3	Gerry pointed out that :	
		- we should invite "out of town" speakers to be credible
		- possibility of doing the following for our speakers which we used to do before : pay for speakers' travel expenses, invite them to lunch on the day of the event, gift) ;
		- try to see if we can get sponsors to pay for these expenses ;

4	Vivienne also pointed out that we will eventually tap out our local speakers so we have to look from outside of Toronto ;	
5	Andrew asked for a list of past SPIN sponsorees we can contact to solicit from such as Bell Sygma, Nortel, CIBC, IBM (IBM already allows us free use of the Brock Room and website hosting) ; But we may have to start with a new list since the old contacts are probably not there anymore;	
6	Rekha pointed out that we need dedicated volunteers to do the solicitation of sponsors ;	
7	Confirmed that we are registered as "not for profit" organization bounded by some rules such as :	
		- we need to report our surplus in case we decide to dissolve
		- governed by rules of government for "not for profit" organizations
		- names of officers must be published
8	Package handed out by Rekha for the Event Manager	
		2-page checklist for Event Manager to follow
		Event Poster template
		Event Evaluation Form
		Event Management Guide (draft)
		Event Receipts
		Event Signage (direction)
		Speaker recognition Certificate
9	Possible next event is on Testing ; May need to hook up with TASSQ in setting up this event (Tiiu Martin is president of TASSQ);	
10	Gerry will try to find the pdf file of the Toronto SPIN round logo to be used for our mugs, souvenirs, etc.	
11	Aubrey's points :	
		- we really don't have official members
		- mailing list not necessarily members (they become members by default)
		- explore possibility of annual membership fee (need to set up rules for this)
		- originally meant for networking purposes;
		- benefits of membership is for networking purposes, connection for job opportunities ;
		but eventually job posting became problematic in the past ;
		- Sponsors used to use SPIN as a recruiting device which presented an issue in itself
12	Suggestion re: membership fee - fee will allow members to get into all the events for free	

13	Need to commit to the number of events a year we will hold;
14	Need to define the benefits of being a member of Toronto SPIN - contact list for SMEs - annual networking event - networking break at each event - job posting - free copies of Software Quality magazine at our SPIN events (for members only)
15	We can have an opportunity to publish articles in Khaled's Software Quality magazine and can encourage members to submit articles; We can also ask them to print our logo somewhere in their magazine ; We have Vivienne and Rekha as contributing members to his Editorial Review Board ;
16	SPIN will be the repository of SMEs or expert resources ; - who pays for this kind of service ? - local resources - if people came to meetings/events, we can facilitate networking
17	Snapshots originally conceived as avenues for networking ; The one-slide topic would be something that would seed ideas or identify what's happening in other companies; Controversial topics that can generate networking opportunities for people such as Lessons Learned ; Or somebody can talk about his/her difficulty and may want to solicit ideas from attendees/members ;
18	We can repeat events - downtown and North (Markham) to accommodate people's requests ;
19	Membership base is about 500 (from distribution list); We could have more attendees if our posters are published early - at least 1 month ahead of event ;
20	Event checklist should have a generic timeline (T - 4 weeks, T - 5 weeks for each activity) ; Need to update the Event Manager's checklist with timeline ;
21	We can map out our events for the whole year ; Maybe we should set topics for the next 3 events to plan these events better;
22	Financial Update from Bernie : We are out of debt ;
23	We still need to find out how to fund our events' expenses (mugs, certificates, recognition, refreshments, etc.); Need to build our coffers ;

24	We can use Council Chamber at City Hall if we can have one of the council members sponsor us ??????	
25	We can attract more sponsors if we have good quality speakers ;	
26	Should consider registration fee be according to the topic or speakers;We should sponsor events that are popular and in demand;	
27	Our topics are driven by the Evaluation Form but we should form a Programs Committee that will choose the topics for our events ; Need Program Chair (suggestion that Vivienne hold this role and still keep her Communications Director role);	
28	Questions we should ask : - Whom do we want to come to our events ; - What other areas we need to expand to - not just Process Improvement; - Target topics for other disciplines (Techniques/tools, Software Engineering, etc) - Expand our audience (advanced SNAPSHOT topics, different types of topics in same event to attract 2 different types of attendees ;	
29	mentoring program needed to offload from Rekha ;	
30	SPIN committee badges - reusable and must be returned at every event ;	
31	Need a process to hand over from current Event Manager to the next Event Manager badges, banner, etc.	
32	Vivienne talked about 3 ideas : - names of potential speakers - target students/professors from colleges and universities to our events - at the last event of the year, a prize draw from entries gathered over the past year's events ;	
33	Gerry's other points : - website maintenance cannot be the responsibility of one person alone; - issue with server access (security issue) ; - need to plan out action for our discussion of issues in our meetings ;	
34	Continue with monthly committee meetings : 3rd Wednesday of every month with a reminder a week before;	
35	Event Managers' Volunteer List	Rekha

			Peng
			Bernie (as backup only)
			Sanford (need mentor)
			Doris
			Andrew
			Sue Muckle (as backup only)
	36	Every event has to have a backup Event Manager for contingency	
III	Action Items :		
		Owner	Action
	1	Rekha	Check out rules regarding sponsorship
	2	Marie/Dominic	Find out about web hosting costs
	3	None Assigned	Revisit rules for "Not For Profit" organizations and see if we are adhering to them ; Need to check what administrative burden falls on us to maintain our status (example : election process)
	4	None Assigned	Need to draft a proposal on the details for membership fee rules ;
	5	Rekha	Investigate the relationship between Ottawa SPIN and the Software Quality magazine ;
	6	None Assigned	Need to confirm with Dominic the total number of membership count; Need validation process to confirm membership ;
	7	None Assigned	Need to draft a Speaker Guidelines and a Snapshot Guidelines
	8	None Assigned	Need to add to Event Manager Checklist a process for handing over "stuff" to the next Event Manager;
	9	None Assigned	List maintenance - remove duplicates, order alphabetically; Need a program to produce the attendee badges;
	10	All	Attendees should email ideas/suggestions to Doris to be consolidated ;