

Vendor Affiliate Advisory Committee Minutes
Spring Meeting – Orlando –April 6, 2008

Present: Doug Allem, Richard Usry, Judy Cardenas, Gail Sunshine and Brad Lund
Absent: Bonnie Shupe, Dan Vastag, Marla Harmon, Phil Ellis

Old Business:

Broadcast E-Mail Policy – reviewed
Letter to Vendors – reviewed
2007 Summary Reports for Broadcast E-Mail/Advertisement – reviewed
Rules of Contact – reviewed

New Business:

Discussion of the following:

Sponsorship of DL programs by vendors – Action: at this time committee doesn't feel this is a good idea. However, if the vendor wants to hold a seminar at their own cost on their website the committee didn't find a problem if the education committee would agree. This would be at their expense and only 20-30 minutes. Example: 30 days before our conference a vendor could announce they are holding a web conference at their site for anyone interested.

Should non-billing companies have access to serve on the Board of Directors?

The committee felt that if they only display information at conferences and do not bill they should not be allowed to serve on the board. Consultants might need to be looked at as billing companies due to the amount of time they spend working on the same problems a billing company has. (Holly, Bob and Dave because they serve or already served). Bylaws would need to be researched for the answer to this question.

We discussed at length Peggy's ideas of holding vendor education before the exhibit hall opens. The exhibitor would pay for this opportunity. The committee felt this would be very disruptive and didn't find it to be of value. If an exhibitor wanted to hold an "open forum" in a space they pay for (other than exhibit hall) and invited clients to this forum and it didn't interrupt the normal procedures of the conference that might be acceptable. Most exhibitors would not have an interest in doing this.

The committee felt that the vendors are happy with the way HBMA runs the exhibit hall and thinks adding too much would take away the value they receive now.

Meeting adjourned