"ERAPPA 2003"

"We The People . . edu"

The 53rd Annual ERAPPA Conference

Thursday, September 27 thru Wednesday, October 1, 2003

The Loews Hotel In Philadelphia, Pennsylvania

Hosted By
The Delaware Valley Chapter Of ERAPPA
(DVAPPA)

DVAPPA HOST COMMITTEE

Tuesday Lessons Learned Meeting Minutes

Tuesday, September 30, 2003

CONGRESS ROOM A
Loews Hotel, Philadelphia

DVAPPA HOST COMMITTEE

Tuesday Lessons Learned Meeting Minutes

Tuesday, September 30, 2003

CONGRESS ROOM A
Loews Hotel, Philadelphia

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DVAPPA HOST COMMITTEE

Tuesday Lessons Learned Meeting Minutes

Tuesday, September 30, 2003

CONGRESS ROOM A
Loews Hotel, Philadelphia

The DVAPPA Host Committee conducted a Lessons Learned Meeting.

The following Board Members attended the lessons learned session conducted by the DVAPPA Host Committee:

Norman Young	President & Junior APPA Representative
Kevin Petersen	President Elect
Ron Dupuis	Vice President for Chapter Affairs
Michael Delleo	Vice President for Membership
Willy Suter	Vice President for Education
Jim Barbush	Secretary

Discussions were as follows:

1. PREPARATIONS BY DVAPPA 2003

The DVAPPA Host Committee spent 3 years in development and execution of the ERAPPA 2003 Annual Meeting.

2. ERAPPA MAILING LIST

The ERAPPA Mailing List, for both Members and Business Partners, is no good.

3. THEME

- Education is the heart of the Annual Meeting.
- The Education Chair presents the theme to the speakers.
- The theme sets the mood for the conference.

4. PROGRAM BOOKS

- Huge effort for Registration Information & Conference Book.
- Color presentation is worth the extra time and cost.
- Used first class mailing. Undeliverables were returned.

5. EDUCATION

a. Need people interested in educating. Had back-up speakers. Call for papers timeline was correct.

b. Do not narrow requests for presentation. Be open.

c. **5 tracks** were worked.

d. **Pre-Registration** was used.

e. For high numbers, theater style chair seating was used.
For low numbers, tables were used.
For workshops, tables were used.

f. Consider effort and technical requirements to obtain equipment for speakers.
There are problems in providing equipment.
Speakers provided their own equipment.

g. Host Committee should not plan on attending educational sessions.

h. **AIA Continuing Education Credits** provided.

i. **Workshops** (1/2 day sessions & 2 hr sessions)
Workshops were implemented in a separate track.
Worthwhile and should do again.
Robin Lawton as Circuit Speaker.
Preferred the Workshop to the 1 hour session.

6. BUSINESS PARTNERS

a. **Business Partners On Host Committee.** The DVAPPA Host Committee had many representatives from Business Partners serving on the Committee. They were key volunteers. They responded to a letter from Co-Chair Fred Long..

b. **Focus should be building relationships.**

c. A BP offered to develop "*10 Comandments for BPs"*

d. **Proven Ratio: Delegates/BPs = 5/1**

e. Developed new list

f. Sold out. Space limited to 90 booths.

g. No booth – No Sponsorship

h. Did not include registration with Booth. Some BPs were not pleased with that. Recommend provision of at least 1 registration with a Booth.

$1500 Booth
$ 300 Registration is too much. Some register, some don't register.

i. Consider increasing Booth cost to include registration. Without registration, BPs miss out on communication, announcements, etc.

j. Competitors were next to each other. Some BPs were not pleased with that.

k. Have Institution be the contact point, not BPs.

l. Networking on Tuesday afternoon for 1 hour is not worth it.

m. Consider enticements with Exhibit Halls – food give aways.

7. ANNUAL MEETING GUIDE

Background information. Timeline is out dated.

8. SCHEDULE

The Annual Meeting is schedule driven. There were numerous versions and edits, therefore, versions should be dated.

9. BUSINESS MEETING

Business meeting too long? Not according to the Board of Directors. Business needs to be conducted and this year was shorter than usual.

10. MEAL COUNTS

Not all used, therefore consider. Guaranteed minimum for hotel.

11. SPOUSES ON HC

Spouse attendance was low in 2003 (35) Hershey was 75.

12. ENTERTAINMENT

- Huge time effort for people involved.
- Make take 20% of your time for one year and 100% for 1 or more months.
- Should have a Transportation Committee.
- Consider consolidating Spouse/Guest Committee and Entertainment Committee.

"Changing Times; Enduring Values"

The 54th Annual ERAPPA Conference

Sunday, September 26 thru Wednesday, September 29, 2004

Sheraton Syracuse University Hotel & Resort

Syracuse, NY

Hosted By

The New York Chapter Of ERAPPA

NYAPPA

ERAPPA BOARD OF DIRECTORS

Lessons Learned Meeting

Wednesday, September 29, 2004

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ERAPPA Lessons Learned Meeting

Wednesday, September 29, 2004

Sheraton Syracuse University Hotel
Syracuse, NY

MINUTES

1. BUSINESS PARTNERS — Tom Dryer

Combined Sponsorship Committee and Exhibit Committee.
Conducted monthly meetings for 1-1/2 years.

Mailings To BPs. Business Partners did not do well with mass mailings. There were only 2 mailings

Matrix. The more a BP spends, the more a BP gets.
Every BP was registered and could go to everything.
Basic Package included 2 Registrations
Followed ERAPPA Guidelines
95 Exhibitors for 100 slots (some with double booths)
Allow change out of booth attendants (sya 2 in a booth, 4 total)

Mailing List is a continual effort. **ERAPPA needs to address the Mailing List.**

BP Manual was developed.

Booths. 1st come, 1st serve
Called key sponsors in advance of mailings
Some could not get booths
Sent Nov/Dec notice

Revenue. $270,000 for 250 BPs

Consider what is good for BPs and what is fair for BPs.

Work with Board Liaison

2. GOLF — Doug

Cost. $75 per Golfer

Club Rentals: Ask in Registration - Left and right handed.

Match Golfer Skills. Try to match. Ask in Registration - How much to you play? Handicap?

3. SPOUSE GUEST ENTERTAINMENT — John Shupe

Combined Entertainment, Spouse/Guest, & Oncenter Menu Committees.
Easier - eliminated overlap.
See attached charts of events and attendance.

4. EDUCATION — Bill Lane

Call For Papers December
70 Respnses
29 Speakers

Period For Submissions extended

Investigate Speakers: style, technique, and references for speakers

Conference Calls often

AIA CEUs and PE CEUs

Audio/Visual: Renting and Providing Laptops and Projectors worked
Other by Speaker
CDs of Presentations obtained
Some internet connections requested
Some overhead projections requested

5. NUMBERS

Utilized Host Committee Members on various committees yielded communication & coordination.

Philadelphia had local meal availability
Syracuse had no local meal availability. Therefore, costs were high

Must coordinate attendees numbers with meals for cost. (See Attachment – Attendee Counts)
More attendees than expected
Constantly revising

6. PUBLICATIONS

Call For Papers
Registration
Program Book

BP Involvement: C&S (BP) was a main player in printing.
Provided quality product.
Could not have done without C&S.

Forward booklet electronics to NJAPPA & SNEAPPA

Mailing List: Challenges
Sent 2000 Registrations.
600 were Undelivered.

7. TRANSPORTATION

Software Use: Microsoft Project Schedule
Aggressive Schedule
Start in advance
Send to Schedule Program to NJAPPA

8. WEB PERSON

Hired someone

ERAPPA 2005

Lessons Learned Meeting

Host Committee With ERAPPA Board Observing

Saturday, October 1, 2005

Atlantic City, NJ

A G E N D A

ITEMS NOTED BY SECRETARY OF THE BOARD

1. DID NOT DO DINNER BLESSING AT THE BANQUET
2. DID NOT MEET WITH APPA STAFF

HOST COMMITTEE'S LESSONS LEARNED MEETING

1. TECHNICAL SESSIONS
2. BUSINESS PARTNERS
3. PUBLICATIONS
4. SIGNAGE
5. GOLF COMMITTEE
6. HOTEL/REGISTRATION COMMITTEE
7. SPOUSE/GUEST COMMITTEE
8. TRANSPORTATION COMMITTEE
9. BUDGET/FINANCE COMMITTEE
10. CONFERENCE PLANNER
11. HC LIAISON

ERAPPA 2005

Lessons Learned Meeting

Host Committee With ERAPPA Board Observing

Saturday, October 1, 2005

Atlantic City, NJ

M I N U T E S

ITEMS NOTED BY SECRETARY OF THE BOARD

1. **Did Not Do Dinner Blessing At The Banquet**

   At ERAPPA 2003 in Philadelphia, then President Norm Young assigned then Past President Mike Soffield with the task of developing a Dinner Blessing. Mike developed one, submitted it to all Board Members for review. All Board Members found it to be acceptable. That blessing was placed in the Board Meeting Minutes and used at ERAPPA 2004 in Syracuse.

   AT ERAPPA 2005, Past President Kevin Petersen was expecting to say that same Dinner Blessing as his last official act, but it was missed under the new format for the Awards Ceremony, and therefore, not done.

   Secretary's Recommendation. Provide for Dinner Blessing in the new format for the Awards & Recognition Ceremony.

2. **Did Not Meet With APPA Staff**

   The usual schedule is for the ERAPPA Board to meet with APPA Staff at a lunch meeting on Saturday. Lander Medlin did not arrive at ERAPPA 2005 till Sunday night, therefore, the lunch meeting with APPA staff could not be held. An alternative time to meet with Lander was not scheduled.

   Secretary's Recommendation. Before the Annual Conference, schedule a time with Lander Medlin to conduct the ERAPPA Board's Meeting with APPA Staff.

HOST COMMITTEE'S LESSONS LEARNED MEETING

1. TECHNICAL SESSIONS

Technical Sessions were sparsely attended, but were planned for 10 min.
Technical Sessions were educationally profitable for those that met
Some Technical Sessions were part of the Call For Presentations in January

APPA Mailing List not in suitable fields for database format

SUGGESTION: ERAPPA Secretary to set format for mailing list database (since this discussion, the Board determined a committee for this assignment)

VP MEMBERSHIP & VP CHAPTER AFFAIRS to get to Chapters for Mailing List Information, bring to Board, set format. Include Institutional Voting Members (IVMs). APPA list of IVMs is outdated. People that go to the Annual Meeting are the target.

2. BUSINESS PARTNERS DIANNE

Host Committee needed ***"seed money"*** to get started.
HC was approached by ABC Builders for certain sponsorship items.
Did not get a lot of high level sponsors but had many mid-level sponsors.
Reaching out to the BP community. Many BPs not here before.
Had to turn down BPs that came when booths were sold out.

Attendee List: At ERAPPA 2005, the Attendee List will be posted on the NJAPPA web site after the Annual Meeting. **Attendees and BPs want the Attendees List at the Conference.** This was the BPs number 1 complaint.

Networking hours were reasonable for ERAPPA 2005. Not so at Syracuse ERAPPA 2004.

100 Booths. $1630/booth. Booth is best value for marketing. BPs might handle carpet baggers. Had diversity (A/Es and others). Did not want all A/Es. **Consider saving booths for special situation (diverse groups, high level supporters.**

50 BPs at $550. Rolled back from $700

Booth Attendance. BPs need more than 2 to staff a booth. They rotate people.

Educational Sessions. BPs attended Ed Sessions

Attendance. 350 BPs attended

Advertisements. Sent out early bird letter. Targeted specific sponsors.

3. PUBLICATIONS

People misinterpret what is written
HC Members should check all publications. Respect all opinions
Deadlines necessary. Set early deadlines and stick to.

4. SIGNAGE

$7,000 to $8,000 value donated by Rutgers
Check all spelling
Be prepared to fix damaged signs

5. **GOLF**

Signed with Golf Course in October
Mixed BPs and Institutional Members
190 Hole Sponsors – 13 received in last 5 days
$100 gift bags provided by sponsors
88 Golfers Limit
$32 shirts provided
Loaner golf clubs requires 1 week notice
Large Committee. Everyone had a job.
Has to turn away a few golfers (walk-ins)

Registration Question for Golf. Do you plan to drive to event or use bus provided.

6. **HOTEL/REGISTRATION COMMITTEE**

- HOTEL – Al Bates
  PROBLEM: 5PM CHECK IN IS TOO LATE. Probably peculiar to Atlantic City.
  Assure proper signage
  Assure Conference Spaces in contract
- FOOD – Lou Dursi
  Adjusted per funding when necessary
  Conference Planner good at menu suggestions
  Provide alternatives to meat: this is added cost. Provided dual platter
  ID food requirements on registration
  Banquet: Hard to predict numbers. Always adjusting right to the end.
  Separate breakfast and speaker time.
  BPs eat later. What do to?
- BUSINESS MEETING LUNCH
  Shorten lunch
  Sit down not suggested. Do not do salad. Do buffet.
- BREAK SNACKS
  Did not do

7. **SPOUSE/GUEST COMMITTEE**

1 person assigned to each function

Numbers at S/G Events = 40 people per event as expected

Off Site Functions. Want guarantees 1 week prior. Adjust to the day before

Event Design. Committee designed the events. Conference Planner can do. Members must be comfortable with the tour. Must be geared to our membership. Designed flexibility for various events.

Suggest that unregistered Spouse/Guest could get lariat/name tag. Be flexible. Make accommodations. Might not eat meals

Did not do Saturday night event.

Consulted Director of Entertainment at Bally's for entertainment recommendations.

Transportation. Took out of S/G Committee

8. TRANSPORTATION

Registration Question for Golf. Do you plan to drive to event or use bus provided.

Report to central location, then proceed group to transportation.

Forgot about the traditional Monday Night Football. Therefore, provide early leave for some at event on Monday night.

180 attended Winery Tour.

What were ratios at events? Could get this information.

9. BUDGET/FINANCE COMMITTEE

Every event loses money. Golf does not make money.

Total cost $300,000. Relatively cheap conference. Only thing paid for was meals.

All income into the general fund

Events are subsidized

Registration. Early Bird Registration $315
Late Registrations $385
Suggest larger spread to increase Early Registration
Suggest an evaluation to increase registration
APPA registration $615

Numbers: Full Registrations 180
Daily Registrations 20 to 30 daily

Get Conference Planner to standardize data

40% of costs are not in at end of conference. Projecting to splits $40,000 = $20,000/$20,000

10. CONFERENCE PLANNER

$19,000 Contract for this conference. They wanted a % of the vendors. Gave $100 per booth.

Conference Planner Duties:

1) CP can market BPs.
2) CP saves money on food
3) CP handled all audio/visual with hotel
4) CP checked all speakers rooms
5) CP provide people at registration booth
6) CP communicated with speakers
7) CP assigned rooms for ed sessions
8) CP provided weekly financial updates
9) CP handled all funds. All money went through CP.

Entertainment Committee pays out checks during conference

Tax Exempt Number was New Jersey issue.

11. HC LIAISON

ERAPPA Board provided great support

Not necessary to have HC presence on Board

Banquet was an issue for face to face

Keith Woodward: ERAPPA Board needs to be more inclusive with Host Committee

NJAPPA received help at Mid=Year meeting

Closed bar during awards

SECRETARY Provide Host Committee with Board needs and actions early on in Annual Meeting Planning. Provide Host Committee Co-Chairs with Agendas – who does what, introductions, raffles, etc.

NJAPPA HOST COMMITTEE Prepare final report of Annual Meeting

Atlantic Provinces - Delaware Valley - Keystone - Maryland-DC - New Jersey - New York
Northern New England - Ontario Universities - Ontario Colleges - Quebec - Southern New England

ERAPPA Eastern Region Association of Higher Education Facilities Officers

ERAPPA BOARD OF DIRECTORS

Lessons Learned

Meeting Minutes

For

ERAPPA 2006 Annual Meeting

Mystic, CT

Mystic Marriott Hotel and Spa

Board Meeting

October 13 & 14, 2006 - Friday & Saturday

Other Meetings & Events

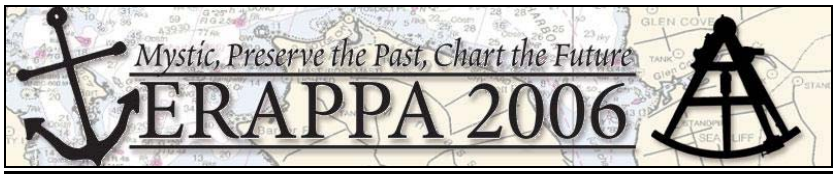
October 15 - 18, 2006 - Sunday, Monday, Tuesday, Wednesday

ERAPPA's

56th Annual Educational Conference

Mystic, CT

Mystic Marriott Hotel and Spa



Mystic, Preserve The Past, Chart The Future"

Hosted by

SNEAPPA

Southern New England Chapter Of APPA

ERAPPA 2006

LESSONS LEARNED

WEDNESDAY 9:06

Keith Woodward – Meeting Chair

We want dialogue. Why did you do it?

Help all prepare for upcoming meetings.

A. <u>GOLF - PAULA WELSH:</u>

1. **Did not have a budget.** Recommends strongly set up w/ host committee for the golf. Gift pack, lunch, breakfast. Backing into budget caused confusion friction. Worked out. Budget then everyone knows.
2. ***Ottawa:*** **Budget based on what?**

   Paula: HC paying for the items as opposed to sponsors. Golf committee told not to worry about raising money for sponsorships. Gary and Earl Smith were primary fund raisers. All soliciting from one source. Not double hitting vendors for different things.
3. ***Ottawa:*** Is that the right way? A good way, avoids overlap.

   Glenn: HCs in the past kept golf separate. Can be done either way.

   Norm: Also how well you know your sponsors.

   Earl: raising thru single source
4. ***Mario:*** how much?

   Keith/HC: it's a negative activity. Did not get enough sponsors. $7000.
5. **How much was raised for golf?**

   Keith/HC: $1200 x 18 plus. Didn't get many only 4 or 5. reduced to 400 or 500 and sold 7 or 8 quickly. And then had miscellaneous items. There's different ways to do it.
6. **87 golfers.** Should be able to count on 80 golfers. Always had about 75 or 80.
7. **What about how many payers/sponsors?** Most paid.
8. **How many BPs?** Do not know yet. Majority were delegates. Some sponsors. Many sponsors did not show to play.
9. **2 weeks ago, had 40 offers.**
10. ***Rachel:*** set early bird and late fee for conference. Do same for golf. They sign late for golf. Went to $100 this year. New level but reasonable. Have a late fee of $15 to $20. avoid scrambling for shirts and restaurants. Caused angst. Only had 44 golfers what are you goin g to do? We did get desired count very late. People signed aat last minute.
11. **Could have had 144 for this course.** Wont ever get that many.
12. Registered for gold last separate from registration. Had 2 registrations the day of the conference.

13. **Not many drop outs.** Mostly sponsors were no shows. They were eligible for 2 slots with sponsorship.
14. **Sponsorships for golf should cover the items.** Golf shirt was $35 each. More than $1200 sponsorship. Someone wanted to donate hats – paid $1200 plus hats. Get clear about what you want to do. Who buys who donates? Think through. Worked out in the end. A BP did not want to pay sponsorship after donating. 500 hats, free advertisements. Be clear about donations & sponsorships. Donate in lieu of sponsorship fee? Donation of hats with no finances was not good. Should have paid $2400 - $1200 for golf plus hats. Hats for whole conference. They were angry to pay $1200 with hat donation. Therefore be clear.
15. **No brand name front and center.**
16. **Think ahead about hole in one sponsorship.** Decided to self insure and pay out of HC funds if won.
17. **What about transportation?** Cut back on _____. Had 44 golfers. Atlantic city. Few used provided transportations. Therefore saved by not using bus. People used car rentals from airports. Cancelled the bus based on AC. Made sure everyone had a ride to the course. We were 20 minutes away. Other situation may need transportation. In phila people took taxi from airport.
18. **Size of committee, up to 8 people. No bigger.** Food, pro shop, shirt vendor, signage coordination, pairings, coordinate the day.
19. **Be picky about donated items from sponsors.** Don't accept everything. Stipu;ate what yu would like. Gave out top line ball. Umbrellas were ok, sight unseen. Should see what your donated items are up front.
20. **YOU SPEND A LOT OF TIME ON GOLF IN HC MEETINGS**

SUCCESSFUL GOLF ITEMS

1. **Full breakfast is important before going out.** Leave time for that. Hearty lunch went over well.
2. **Awards ceremony.** Did not drag out. Chose to use Edwin watts (itl golf outlet)..contact them for gift certificates with card and letter. People and pick their own. Club house is at end of season, therefore, no variety. Nothing for women and lefties.
3. **shirts were sponsored.**

B. EDUCATION

THEME: first priority in development of education

1. Did not want traditional track situation.
2. Took APPA's 4 core areas, planning construction, energy, etc. these were the basic parameters.
3. how many sessions per period. Depends on hotel arrangement.
4. **use the ERAPPA Annual Meeting Guide.** Had just the education portion. Helpful.
5. **developed timeline.**
6. pulled committee together. 7 people, a little small. Decided to go with liaison set-up. Each one had 4 – 6 programs they were in charge of. Set-up with speaker.
7. **call for papers.** Template in AM Guide. Used what New Jersey did. Call should go through erappa board vp education. Do call earlier than January. Ottawa doing in Nov. get info compiled and reported to erappa at march meeting.

   Electronic call. Had some problems. Lost some information electronically. Certain fields did not get filled in. still so much better than paper. Took much less time. Most came in the last week before the deadline. Therefore, make deadlines ahead of real need.
8. **series of committee meetings.** Top preference to quality presentations by edus. 2nd priority ny BPs and edus. 3rd priority by BP only – leading edge technology. VP ed worked with HC on this.
9. **entire committee reviewed and set up a line up.**
10. **wrote letter to each presenter.** Have copies of all this. Reminds them they are not paid. Encouraged to registered, not required.

    Developed checklist for speakers. Sent to speakers. Separate sheet for Av and room set-up. Had database.

    Checklist for each liaison. Get bios, …what's needed to coordinate with speakers.
11. **ballard was decided on early** since local based on relationship. Were not sure of content
12. **decided tues morn plenary sessions.** Similar to billy riggs – energizing for 2nd day. Did not have room for bfast
13. **developing more of a structured ed program with VP Ed.** Erappa committee in more control. Flavor through keynote, plenary. Board should be setting a standard.
14. **speaker ready room.** Used. Full all the time. As many rooms as you can get. Private for preparation. A must. Good for them helps to deliver quality presentation. Provide projectors and printer.
15. **eval forms – got them out.** Willy has them. Ed committee handled. Exploring the market for automatic machine read evals. Electronic or company tabulates. Want in a week or 2 weeks. Currently will take month or 2. Needs to be someone's job to make sure eval forms are handled – distrib, collect. Considered prefilled out for each session. COULD DEVELOP SIMPLE NUMBERED FORMS.

    Simple for volunteer staff.
16. **discuss with ACUHO about their format.** Very good. Marion has a contact on this.
17. **time between sessions was good, except for one.** Tuesday afternoon is tough. Try to leave ½ hour between sessions.
18. **stay on top of speakers for needed information.** Want to put presentations on web. Constant communication.
19. **have one or 2 presentations on hand** for any back outs.
20. **AIA credits?** Look at CT chapters. There was little structure. Decided not to do. States are different. CT does not do well. States do differently. No desire expressed. Committee member assigned (BP) – saw there was not need.

C. REGISTRATION

1. **on-line registration 1st time.** Some clichés. Define distinction between member and BP. 60% was still manual. This should evolve. Tax exempt status held things up. Took long time to set up. Wanted online set up in March. Did not happen. Opened in august. Funds went directly to erappa account. Worked directly with treasurer.
2. **most facilities use p Cards or credit cards.** Determine if you want to accept Pos (more time consuming)
3. **exhibitors that bring in outside food in hotel.** Should not do (liquor or food onto hotel property. Firm brought in Mystic pizza. Against the rules. Did not know that was going to happen till the day of. Could not monitor. Could add to BP requirements
4. **flow of exhibitors liked set up.**
5. **BINGO CARDS helped.** Terry Pellerin's idea. Had to fight for. Limited to EDUs. BPs and S/Gs could not participate.
6. **sponsor did signage.** Pay for booth and added signs. It was more than they expected. Need to work with sign firm to get all that needed for the site (directional)
7. **made some final adjustments on room sizes based on number that is shaping.** Looked at attendance as they went. Came close to expectations.
8. **HOTEL ROOMS:** 725 rooms nights guaranteed. Guaranteed 80% may june up to over 800 rooms. Friday at 725. Monday at 654. if we hit 624, we pay. Therefore, affects food. Therefore, has to assess as time progressed. Got list of attendees and cross referenced. Ended up with 725 rooms. 50 rooms at Hilton. Reserved 60. Where were people staying. Had high attendance. Close to 60 room nights that cancelled at last minutes. Many never registered. Reserve some rooms for emergency.
9. **Had space competition from other events.** Need a large war room. Reserved meeting space for entire time. Waterless urinal event by a related BP. He connected his event to ours. There is a clause about competitors. He is not a BP.
10. **full attendee list in conference bags.** One to BPs a month prior for their early mailings. E-mail and phone numbers are desired by BPs. Erappa decision not to provide. BPs want it. In Canada need written permission to publish. ERAPPA needs to review this.
11. **limited bag stuffer to 10 firms.**
12. **breakfast in exhibit hall:** many exhibitors not manning booth. Willy heard some positives for this. No place to sit or stand. There was a side room. Needed high tables. Were not allowed because of fire safety. Shorten booth space to widen isles and add tables. Could not do. Serious space issues here. Used theater for keynote. Mandatory hours for exhibitors were specified times, but could be open all day. Some firms had success at bfast. Could not do full breakfast with these numbers. OVER 600 PEOPLE IF NOT MORE FOR WALK INS. MORE POWER FOR KEYNOTE WITHOUT SIT DOWN BEAKFAST IN SAME ROOM.
13. **what about a conference survey?** HC discussed but……not this HC. Should do for next time.
14. **can we assure erappa registrations get a room?** Don't know. But hotel much sell a certain number by a certain date. Otherwise, rooms go back to the hotel to sell otherwise. Ottawa has more than enough rooms. Will honor conference rate. Not an issue for Ottawa. 2 hotels. Exhibition in one hotel and education in other. Encouraging BPs to stay in one hotel and edu in another. ½ block apart with underground tunnel.

D. BUSINESS PARTNERS – GARY HILL

Earl Smith and Cynthia Linz.

1. Takes a lot of phone discussion
2. Communicating with Ottawa BP committee.
3. 6000/4000/1750
4. 71 booths 10x8
5. Get from Gary hill
6. Exhibitor costs set by erappa. Sponsorships set by HC.
7. Sponsored ballard $10000 and osterlind for $5000. they also got a booth.
8. Budgeted sponsorships vs. actual. $258,750 goal
9. **Know your layout.** Value based on location. Added 4 booths in the hall.
10. Platinum and gold were tough sell. 1750 to 4000 gap. How does that affect things. had a wait list for booths and did not want to go plat and gold.
11. **Booth:** BPs have stabdard sizes. Ottawa trying to reduce to 8 x 8. need 8 X 10. 8 foot back space to hard to do. DO 10' BACK SPACE. Glenn: BPs want booths. We lose when we go too big. Keep intimate. You will sell out and then it gets hard. Struggle with selling straight sponsorships. Sponsors can provide signage, schedule at a glance, etc.
12. **Sponsorship Pricing:** erappa board will discuss prior to baltimore.
13. **innovative ways** to have contact BPO to membership? BP want to experience to see what ERAPPA is like for one day registration. BP demonstration area.

E. GUEST SPOUSE COMMITTEE

1. who is making the decisions?
2. everyone waits till last minute. Need to commit to numbers.
3. TRANSPORTATION list of who was going to aquarium. Did buses from Marriott. Did not do other hotels. Aquarium did not open till 7pm. Therefore, left them outside.
4. had chaperone on each event beyond tour guide. Hospitality issue. Safety issue. Bfreakdown issue.
5. long days??? Consider this. Can be too long. Prep for the evening.
6. how bout an ed program for spouse guests. Many are professionals.
7. budget consideration: when s/g do not pay for a registration and want to attend keynote. Could do sponsorship.
8. 22 for Pequot museum paid for 40
   32 for mansions paid for 40
   42 for Mystic seaport paid for 40

F. TRANSPORTATION

1. Transportation for people at other hotels. Shuttle buses were empty half the time. Could only provide large buses. Wasted expense.
2. Found 2nd Shuttles with another firm with small buses.
3. had to lead bus drivers so they knew where they were going.
4. contractual issues: cancellation clauses? Be aware.

G. **GET LIST FROM KEITH.**

1. **BPs figure out how to save when purchasing items**
2. **golf committee** with 8 people is too many. Too much time discussing, devisive. It's an extra, noit the conference.
3. **hospitality suites** were no problem
4. **membership lists:** randel has. Attendance is increasing. What's the problem. Appa provides list of paying member.
5. **club car not here.** Too late. They were solicitation. Only wanted a booth. A uniqiue BP.
6. **Power for booths** if $50 per day
7. **quotes for personalizing the program** Ems FTAs, chapters,
8. **program** printed in Minnesota.
9. **AV IS EXPENSIVE IN HOTEL. LOOK AT OUTSIDE CONTRACTOR.**
10. **food is a guessing game.** Not all registrations will eat. 320 paid for banquet
11. **computer give aways.** Rent vs. buy. Saved.
12. **not many logos and corporate.** Did not sell out to BPs to have wall plastered. Will not make as much money.
13. **everything happens at last minute.**
14. **registration** – great people. Badges – need HC volunteers from members institutions.
15. **ERAPPA logo throughout conference. - branding**
16. **meeting planner and finances**
17. **banquet** – BPOs do not show.
18. **BPs in one hotel?** May want to cross traffic.
19. **no switching off badges.** Make them pay for each one. Cannot monitor this.
20. **bad weather for golf.** Would need to reimburse even though spent much. Insure it. What about sponsors paid?
21. **Saturday night hotel for golfers.**
22. **everyone wants a favor.** Yes and no
23. **need to work with Ottawa on credit card stuff.**
24. **open bar vs tickets.** Used 378 tickets at opening. Had over 800 out there. Not good financial decisions for open bar.
25. **exhibitor only badges?** Can't monitor that.
26. **need someone with erappa perspective to assist with "never done before" issues.**
27. **Tuesday lunch was over served.** BPs leave quick.
28. **capturing expected attendance at big events?** BP not to get banquet ticket unless requested.
29. **BP:** erappa should consider BP member of ERAPPA. What are advantages – preferential treatment for booth or speaking opportunity. Glenn: erappa to address.
30. **discuss finances with treasurer of erappa.** Ottawa already set up for finances US and Canadian.
31. Consider raising the cost of the program for EDUs and Booths. BPs pay a lot more at other places. Lowest conference cost.
32. **SNEAPPA has master list for education process.**
33. **Plan for unanticipated AV items for ed sessions.**
34. **can bring in presentation equipment for ed rooms. Av hotel costs very high.**
35. **food is biggest cost. Difficult to project. Do not under project – waiting, not enough.**
36. **board agenda at business meeting and awards works very well based on comments.**
37. possibly $35000 to erappa.
38. **passed banner and flags to ottawa**

Atlantic Provinces - Delaware Valley - Keystone - Maryland-DC - New Jersey - New York
Northern New England - Ontario Universities - Ontario Colleges - Quebec - Southern New England

ERAPPA Eastern Region of APPA, Serving Educational Facilities Professionals

ERAPPA 2007 Ottawa
Capital Ideas for Sustainable Resource Management

ERAPPA
Lessons Learned Meeting
Wednesday, October 3, 2007
9:00 am to 11:30 am

ERAPPA 2008 Baltimore, MD
YOUR KEY TO SUCCESS

LESSON LEARNED

A Lessons Learned Meeting was conducted with the current Host Committee, and Host Committee Representatives for ERAPPA 2008 (Baltimore by MD/DC APPA), ERAPPA 20009 (Portland by NNECERAPPA), & ERAPPA 2010 (Pittsburgh by KAPPA).

There were approximately 30 attendees. An attendance list was not prepared.

Note that this session was separate from the Lessons Learned Meeting conducted by the ERAPPA Education Committee with the OAPPA Education Committee. A recommendation made at the Inaugural Board Meeting was to include the Education Lessons Learned in the General Lessons Learned at ERAPPA 2008.

1. **DARRYL BOYCE – CO-CHAIR, OAPPA HOST COMMITTEE**

   The meeting was kicked off by Darryl Boyce. He noted the following:

   a. **Conference Planner.** Darryl stressed the importance of having a Conference Planner and making an early start on preparations.

   b. **Early Start.** Darryl noted that OAPPA should have started earlier, mentioning that they did planning efforts over a 2 year period. OAPPA planned ERAPPA 2007 in 2 years. The Host Committee needs to start 3 years out in reserving ***special event space***.

   c. **Foundational Elements.** Darryl mentioned there were 2 foundational elements to the Conference:

      1. **The Education Program**
      2. **The Business Partners for Funding**

      Therefore the Lessons Learned Meeting started with the 2 foundational elements and moved to other items as time permitted.

2. **MARIO BOUCCHARD – CO-CHAIR, OAPPA HOST COMMITTEE**

   a. **ERAPPA Board Assistance.** Mario mentioned the important input received and assistance provided by the ERAPPA Board.

   b. **Host Committee's Mid-Year Meeting Report.** Mario emphasized the importance of being prepared with the Report of the Host Committee at the Mid-Year Meeting to occurs in March, in the year the Annual Meeting is conducted.

   c. **In-Depth Training.** Mario mentioned that the In-Depth Training provided as an Educational offering was a test this year and was successful. (More discussion on improving attendance at the In-Depth Training Session is discussed later in these minutes.)

3. BUSINESS PARTNERS - TONY CUPIDO – CO-CHAIR

a. BP Relationships

This area is built on relationships – local sponsors are needed to bring to a larger group.

b. BP Lists, Contact information, and Communication

Contacts were made in the previous year at ERAPPA 2006 in Mystic:

Contact persons change.

Communications. Make calls early. Make regular follow ups. Keep up the momentum

BP List. Getting the right list is important. There are lists of BPs. We have a well done lists. OAPPA Host Committee will get BP list to you.

BP Team. OAPPA had efficient team members. You must be organized for the last minute rush to handle final details for sponsorships and exhibits.

Sponsor List. ***Anne Babcock:*** The earlier you have the sponsor list, then the earlier you have talking points with them.

BP Co-Chair: Make early contacts with BPs. That helps BPs plan their funding/budgeting.

HC Member: Timing is critical, when you approach BPs. Do not have too many people going after each BP. Follow through on contacts.

Chuck/Conference Planner: There is the person that approves the funding and the person that is on sight. You need to communicate with right person.

c. Canadian & US Challenge.

The border was major issue is not getting firms

There are some challenges with firms concerning Canada and US. Firms do not cross the border. Corporate policies and tax issues do not allow BPs to cross the border easily. Some firms do well. Some firms do not do well.

Exchange Rate is an issue in budgeting.

Canadian to US sponsors is an issue:

Getting the right local representation is important (contact person)

d. Sponsors and Booths

OAPPA had **82 booths** to market.

Sponsors: Platinum, Gold, Silver, Bronze, Exhibitor

Booths were reserved for higher level of sponsorship. We learned at Mystic that it is easier to sell booths. Therefore, if you sell booths first, it is hard to get higher sponsors. OAPPA put booth exhibitors on a waiting list. This provides opportunity to talk to BPs more than once and maybe get them to step up.

Willy: When did you start selling booths that were on waiting list? ***Darryl:*** In last few weeks.

Willy: Did you integrate golf and other sponsorships. ***Darryl:*** Some regular sponsors and some smaller sponsors.

Chuck/Conference Planner: I was at ERAPPA 2006 in Mystic and brought home funds to OAPPA for ERAPPA 2007 in Ottawa. Have the Conference Planner on board the year before your conference.

e. Exhibits:

Location. Have Networking Sessions as close as possible to Education Sessions. What OAPPA had worked, but…..there were problems with multiple locations

Location & Key Sponsors. Pay attention to location for key sponsors. Some ended up out in the hall. Provide location of choice to key sponsors.

Locations of Similar Vendors. Be sensitive to like organizations being close to each other. Example: Control companies next to each other. Competitors next to each other is not good

Set-up

Anne: Have BP Committee Members at set-up to ease tensions, etc.

Chuck/Conference Planner:

Early Tear Down. **Do not allow early tear down**. I suggest that if a BP leaves early, there should be consequence. We had early departures and gaps in exhibit. This does not look good. Consider penalties for early tear down – possibly a ban for 1 year.

BP Behavior. Also, in your contact with the BP, consider a behavioral clause. There were some rude BPs. Volunteers should not have to deal with this, but the Conference Planner can. There were 2 BPs here that went beyond what was realistic.

f. Combining Meals & Networking

Dana: Combining meals and networking - Need a solution to hold food and talk. Suggest to have small tables in or near booths. ***Darryl:*** Need 80 booths. 8x10 standard size by BPs. ***Chuck/Conference Planner:*** We had ordered tall standing tables. The hotel got rid of their tall tables. Also, fire code was an issue. ***Dana:*** We need a better solution. ***Someone:*** Atlantic City worked well, with food and tables in separate location. ***Darryl:*** It depends on the hall you have. ***BP Co-Chair:*** Comes down to the size of the hall.

g. Local and Regional BPs Ratio

Gratiot: What % of BPs were local to the Chapter and what % were larger region partners. ***BP Co-Chair:*** That's not clear. ***Darryl:*** Close to 50%.

h. BP Format

Glenn: The BP format is the most difficult thing we deal with. It depends on local chapter. Some chapters do booths, some do not. DVAPPA had BPs on the Host Committee. This was helpful to have BP input. In return, they were given preference for booth selection. This worked in DVAPPA, but may not everywhere. Some BPs were give a promotional item, for their large sponsorship, such as, introduction of keynote speakers. ERAPPA has no rules or policies on that. Do not get hung up on making money and lose sight of the relationships. This takes a lot of effort.

Willy: You had several spaces for BPs? ***Chuck/Conference Planner:*** There were a halls and the entry corridor. The corridor turned out to be a good location, though it did not look like it. There are ways to attract people to the other space. **There are challenging venues for BP locations, therefore, create the opportunity for members to go to all the spaces, as was done by having deserts and computer cafe in the Victoria Room. All comes down to the signage which is very important.**

i. Golf

Who is responsible as to golf funding? This was confusing at first. BPs helped in funding with golf. Make that clear. Is golf independent or not?

j. Registrations with Booths.

Kevin Mann: What about the number of registrations included in the booth fee. BPs have those that man the booth but do not attend the Educational Sessions. ***Darryl:*** We had that. We did and analysis and determined the cost and the risk of making them mad and losing money. After the 3rd registration to have someone at the booth, you could charge an additional $150 for additional registrations. That brought in more funds and the BP was not required to pay another $750 per person.

k. Networking Time

Willy: Exhibit hall was open hall all day. ***HC Member:*** Had some complaints. ***Glenn:*** Depends. Goes both ways, depending on BP preferences. ***HC Member:*** Could shut down networking and have vendors as part of the meal. ***Chuck/Conference Planner:*** A BP will measure hours of exposure. ***Darryl:*** Are people interested in being with BP at a dinner? It's a dynamic. BP wants face time.

HC Member: Selection of food is a consideration for handling food while talking during networking - Food that needs cutting, meat. ***Glenn:*** The greatest opportunity is at the Grand Opening. APPA does this well. APPA has entertainment. We had 2 hours. It was packed. There was difficulty communicating. You cannot stop them from talking and make announcements. We could put more hours and events into the opening. To encourage members to get to booths, consider Bingo Card, scavenger hunts, etc. Be creative to generate interaction. Exposure time should not be during an educational session. We are not encouraging people to be in networking during educational sessions. ***Chuck/Conference Planner:*** BP Reps use time during Educational Sessions to do business. They are in their booths doing business with laptops. ***Keith:*** Having a BP on the Host Committee is good input. ***Glenn:*** Every BP is different, therefore, must be hands-on. Marketing strategies are different. Can't keep them all happy.

l. BP Summary

Darryl: Start Early,

Make Personal Contacts,

Have last minutes changes handled by Conference Planner. The CP signed BPs and got the money in the bank.

1st in gets choice of location. 1st Platinum, 2nd Platinum.

Location problems may be the fault of the BPs lack of communication. It's their strategy for location. We do not know what that is.

Assign responsibility for specific people to follow each BP.

We did not start early enough.

4. EDUCATION - MARIO

a. **Lessons Learned Meeting** was conducted with the ERAPPA Education Committee and the OAPPA Education Committee.

b. **Selection of Presenters/Topics:** We wanted balance in the Educational Sesisons. We had a track on human resources. There was a good response top that. Did very well – Evaluations are forthcoming.

c. **Session Evaluations.** We did get evaluations for sessionss, and somewhat insisted on that. Will have results in the next 2 weeks

d. **Contingency Plan.** ***Darryl:*** We had a contingency plan for speakers that drop out.

e. **In-Depth Training.** We had a glitch in registration in APPA Performance Indicators. We were set-up with computers, there was early and limited registration. Some registered but did not attend the session. During registration, we turned people away before, but only half showed, approx. 20 of 40. ***Gratiot:*** This was a terrific program. Consider doing it in 2008. Only 15-20 people here, but others would appreciate the program. ***Dana:*** There is a requirement for an In-Depth Program to be held at each Annual Meeting. ***Darryl:*** We should charge something extra to ensure attendance. There is much set-up that is costly.

f. **Lessons Learned Meeting for Education (Separate Meeting Conducted)**

Dana: **The ERAPPA Education Committee conducted a L**essons Learned Meeting with HC Education Committee. No one from MD/DC was there. We have the following comments and recommendations:

1. Education Committee Collaboration. Document the roles of ERAPPA Education Committee and HC Education Committee. Collaboration between both Education Committees worked well.
2. Tracking Education Programs. The Spreadsheet to track Education Programs was very good. We recommend that tracking process to 2008 Host Committee. Attendance Sheets, Survey Data Sheets, Certificate Of Attendance for each class – all worked well.
3. Continuing Education Credits. We implemented the CEUs process. In reviewing presentations, have selection criteria for CEU and Engineer development hours.
4. Program Names. Be consistent, make shorter if possible
5. Audio Visual Technicians. We provided Audio Visual Technicians in every Educational Session. This is a plus and the technician can address emergencies. This was not cheap and needs to be budgeted, but it is necessary. We had a technician in the Speaker Ready Room. We had formatting issues for a few sessions that were corrected.
6. In-Depth Program. Consider the Cost for In-Depth Programs where you are going to limit attendance. We limited the In-Depth Program to 40 people and only 20 showed. Many turned away.
7. Evaluation Results. Document the process. We are working on computer read forms. Printing of Evaluation Forms was not planned. The Host Committee printed copies on-site.
8. Timeline: Call For Papers no later than mid November. All submissions in by February
9. Call For Presentations.

   Gratiot: Is call for papers formalized? Or does chapter do this? ***Darryl:*** OAPPA did on ERAPPA's electronic submission. ***Dana:*** Electronic Submission was implemented for this conference. Should improve and continue Electronic Submission . Can pass the process on to the next team.

g. Campus Tours.

Mario: Campus tours are an important part of what we do. Darryl; this was charged.

Jim: I suggest that you advertise the amount of walking required for tours. There were several people on the Campus Tour that were struggling with the amount of walking.

h. Call For Presentations.

HC Member (Carlton Tour Guide):

Selections. We needed to have the results of the Call For Presentations completed by the Mid-Year Meeting.

Communications. Speakers were connected with handlers. Each member had 2 or 3 speakers. They handled phone calls and e-mail communications with speakers.

Power Point. There was a Sept 14 deadline for Power point submissions. This is a challenge. Probably got ½ of them in. Some did not come in at all. Need to allow for presenters to make adjustments. Need a technician for glitches in technology and adjustments. You will not get the finished product in advance.

i. CEUs Certifications

Dana: For CEUs, presentation must be reviewed 60 days before the conference. This is not a final presentation, but a submission CEU certification that can be modified. ***Darryl:*** This is the first time ERAPPA has done CEUs so there was not much advertisement. You need to consider Canadian/USA reciprocity when consider CEUs (***Dana:*** There is reciprocity).

j. Speaker's Acknowledge of Requirements

Darryl: Even if you are close to one of the speakers, treat them as if you are not. Keynote Speaker David Sinclair thought his speech was at 8pm not 8am.

Chuck/Conference Planner: Have the presenter sign a document stating the title, date, time, and location of the session. The document or contract can specify presentation format (such as font, color, limit of lines on slide, etc.).

HC Member: Limit title length.

HC Member: Share comments from evaluations with other speakers to inform as to what to look for in giving a presentation.

HC Member: Do not have the Business Partners conducting prize awards during an eEducation Sessions.

5. ENTERTAINMENT – KEITH GALLINGER

a. Show case our cities.

b. Timeline. We looked at many options at least a year out. For prime sites, you must look more than a year out to be able to get the venue.

c. Tours. We were pleased with tours. There was an upper limit on tours. Sold out on some. University tour numbers were good. We were surprised. But this was tied to a Boat Trip between 2 campus tours. Some may not have gone, but for the Boat Trip. Rather than hiring tour guides, we used spouses and HC members. We developed relationships that carried on.

d. Event Schedules. Keep on schedule. Leave on time and return on time.

e. Subsidies. We subsidized events based on sponsorships.

f. Check sound systems when people are in the venue to be used. An empty room gives a different sound.

g. Banquet: Approx no-shows, probably mostly BPs, were 10% to 15% of 340. Remember you pay for meals of no-shows.

Darryl: **530 registrations 340 dinners 10% did not show up**

On-Line registration included statement as to attending the Banquet or not. For BPs, they had to confirm their ticket or lose it. BPs were provided with 3 e-mails and personal contact to respond to, otherwise lose their place. Banquet was included in registration fee but attendance had to be confirmed.

HC Member: Charge for Banquet separately? ***Chuck/Conference Planner:*** No, would not make a difference.

Kevin Mann: There will be no-shows. ***Darryl:*** We had 530 registered that could have been at the Banquet. We planned meals for 340 and still had no-shows. 530 paid to be at the Banquet. Banquet attendance needs to be well managed. We do not want many empty tables. That looks bad. ***Chuck/Conference Planner:*** Banquet Ticket was $100 for a $120 cost. Make sure you have enough seats and so as not to leave people standing. ***Keith:*** Food is the big flucuator. You need to work with numbers to the end, if the hotel will work with you. ***Glenn:*** Worked hard at the numbers this year. There are always have no shows.

Glenn: Think creatively as to how to manage this. The Banquet is a member event surrounding member Awards. I challenge future HCs to be creative. Numbers turned out well. Quality event. Heard 1st class comments.

h. Top of the Capital: ***Darryl:*** Monday night, sold 60 extra tickets. Only 14 no-shows.

i. Spouse/Guest Input. ***Glenn:*** I strongly recommend to get spouses on the committee and get their perspective. Some volunteer to be guides. Some suggested to offer a class for spouses. An idea from the spouse, not a recommendation. Creativity. Tap the opinions of spouses about the program.

6. REGISTRATION – ANNE BABCOCK

a. This was a catch all committee.

b. **Name Tags.** ***Lou:*** Distinguish between BPs and Members on name tag (color/star). ***Chuck/Conference Planner:*** My association had a discrimination issue on this.

c. **Electronic.** We went electronic since our theme was Sustainability. Used electronic e-mail set up by Keith. There was very little printed material.

There were some people that did not get advertisements due to spam blockers and database problems.

d. **Web Site.** We hired an outside consultant for web master – this paid off. Not costly. Under $1000 for the year. Useful tool.

e. **Mailing List.** Had some problems with APPA's data. But included our own list – presenters, and other

f. **Marketing Materials and Publications.** Program and Signage. Takes time to gather info for pubs and signs and cross reference everything. Therefore, plan ahead (couple of months)

g. **On-Line registration successful.** Wanted to get out a month earlier. Need to wait till ed sessions are nailed down. Tried to do separate from ed list, but opted not to do.

h. **On-Line hotel registration.** Direct books may not be captured in our stats. Recommend hotle reservations on-line. Did eventually work. 1300 bed nights.

Gratiot: Can you provide counts on hotels. Chuck has and will be distributed. Chuck will provide a report.

BPs faxed in their info and it went to Conference Planner. Expand on-line system to BPs.

i. **Signage**: people don't read. No matter how good they are. Have ambassadors around to answer questions. Hotel needs to know what signage looks like – they have standards.

j. **On-Line Information.** ***Gratiot:*** I was at web site looking for program and could not find it. ***Anne:*** It came down to timing. It was the last thing we did. The Schedule At A Glance was on web site then we added Education Sessions. A BP list was not there.

k. **Attendee List?** ***Bailey:*** There was no attendee list in registration bag. ***Anne:*** We consciously eliminated that. ***Chuck/Conference Planner:*** There is privacy legislation in Canada. We conducted a survey of people on the attendee list and only 1/3 responded as to putting out an Attendee List. In Canada, we cannot give out e-mail, phone, fax, personal address. We can provide business address.

l. **Post Card Advertisements.** 2008 Host Committee is planning on doing post card due to spam blocking. ***Dana:*** Don't rely on e-mail list alone.

m. **Complimentary Registrations Awarded in 2007**. ***Anne:*** For complimentary registrations given at this year's conference, you need to notify the next conference. This was done in the FTA Reception and maybe elsewhere.

7. BUSINESS PARTNER REGISTRATION – CHUCK/CONFERENCE PLANNER

a. **Personnel Changes & Communications.** BPs go through personnel changes and there are differing responsibilities. Make sure you have the contact people that will be on-site bat the Annual Meeting. These people may be different than the ones that registered or whom you have been communicating with prior to the Conference.

b. **On-Line Registration.** I suggest an On-Line Registration Process solely for BPs.

8. GOLF – JACQUES SAUVE

a. Registrants. We planned for 104 slots had 96 participants

74 registered

8 free BP sponsors?

8 no shows, mostly BPs, 3 delegate no shows.

b. Buses: I suggest that you plan on 1 bus. People gets rides. Don't waste money on additional buses.

c. Schedule: Provide sufficient information in the Entertainment Program, such as bus departure, remind people of anticipated weather for clothing, including shoes for possible wet conditions. Some had running shoes that were soaked.

d. Cost for OAPPA 2007. Cost was $200/golfer with give-aways. We subsidized about $100. We had anh expensive course for quality. We should have predicted 75 registrants and sold others to locals. Shirts or other give-aways need to be budgeted.

There was much discussion about the high cost of $200 and the high subsidy of $100. (ADD TO THIS)

9. FINANCES JANET HANNA

a. Committee Budgets & Expenses. Need info from all sub committees – budgets, cash flows – set targets for submittal dates for sub-committeess.

b. Strategic Decisions.

Entertainment & Tours: Charge the cost or subsidize at a cost people will pay to attend the event. Figure out your strategy.

Cash flow: For booking hotels, you need seed money. We obtained that from early sponsors, an advance from the OAPPA Chapter, and ERAPPA seed money ($10,000 education grant)

Bank accounts: Set up accounts for the conference with 2 signatures required among the 3 signing officers.

Budget: A contingency is needed for extra publications cost, signage add-ons, and other. We carried a $30,000 contingency. OAPPA can share their budget upon request. Results will vary – projections

Investing Funds. As funds come in from BPs and Registrations, do short term investing with monthly rollovers.

Drink Tickets. Use drink tickets rather than an open bar which can be a huge cost. Drink tickets are nice option and also drinks can be bought. 2 tickets is sufficient for an event. At ERAPPA 2007, only about 1/3 of the drink tickets were used.

Exchange Rate. We had to work with the changing exchange rate. We put rates in US dollars due to BPs and institutional delegates were mostly in US dollars. In March 2007, the rate was favorable to the US at $1.15. Our budget was at $1.10. Now is Canadian dollar is slightly stronger. The US dollar was at $0.97 when the conference ended. The result was a 10% loss. Till we run the numbers, we do not know the final result.

The Government Sales Tax Refund is gone. We can get can the Government Sales Tax Refund for the conference.

BPs paid approx. $750 to ship booth materials. There are also duties and taxes paid on booth materials of about $2000. We can get Can the Government Sales Tax refund for conference. Canadian BPs to USA have same issue next year.

Financial spreadsheets are available from OAPPA

OAPPA is available FOR HELP

REPORTS from OAPPA's Conference Planner will be made available

Atlantic Provinces - Delaware Valley - Keystone - Maryland-DC - New Jersey - New York
Northern New England - Ontario Universities - Ontario Colleges - Quebec - Southern New England

ERAPPA Eastern Region of APPA, Serving Educational Facilities Professionals

ERAPPA
Lessons Learned Meeting
Wednesday, October 01, 2008
9:00 am to 11:00 am

Attendees (approx. 40, no attendance list prepared):

- 2008 Host Committee
- Host Committee representatives from:
  ERAPPA 2009 (Portland by NNECERAPPA)
  ERAPPA 2010 (Pittsburgh by KAPPA)
  ERAPPA 2011 (Halifax by AAPPA)
  ERAPPA 2012 (DVAPPA Chapter President)
- ERAPPA Board (Meeting was Chaired by ERAPPA President and will be chaired by VP Annual Meetings in future.)

Note: In past years, a separate Professional Development Lessons Learned Meeting was conducted by the ERAPPA Professional Development Committee with the HC Professional Development Committee. Effective 2008, this meeting is defunct and the subject matter is incorporated into this Lessons Learned Meeting.

1. PROFESSIONAL DEVELOPMENT PROGRAM

Report by Michelle Frederick – Co-Chair, Professional Development Sub-Committee

a. Special Programs

Consider charging a nominal fee to ensure attendance at special programs that have enrolment limits due to computer/internet equipment set up and associated costs. For example, 31 registered for a 40 capacity program that had 20 computer stations (2 per station) -12 people showed initially and then dropped to 7. Consider scheduling on Monday vs Tuesday to encourage maximum attendance and compress course into half day if possible.

b. Presenter Registration

All Presenters had to register; however, if they were attending for only their presentation, they did not have to pay or complete a full registration form. Presenters were asked to register & pay for a day registration if they were going to stay for the day of their presentation. The other option was to pay for a full registration and participate in the entire conference. Having presenters register on site for just their presentations posed some challenges with providing badges, etc. A clear strategy on how Presenters should register needs to be developed and this will be reviewed by the ERAPPA Board.

c. Business Partner Presenters

Some Business Partners who submitted presentations were not the individuals making the actual presentation. Find out early on who will be presenting so that proper HC convener contact can be made and presentation co-ordination issues on site can be avoided.

d. Conference Program

Include as much descriptive text as possible for sessions so that expectations of attendees can be managed.

e. Tuesday Professional Development Sessions

Attendance is a problem at Tuesday afternoon sessions. Consider scheduling the Professional Development sessions in the morning and having the Plenary Speaker (if offered) during the afternoon or eliminating the afternoon Professional Development sessions. Could offer ½ day for attendees "on their own" for Tuesday afternoon. Preference would be to offer as much Professional Development programming as possible that attendees will attend.

f. Professional Development Sessions

Re-enforce consistency in length of presentations so that they match the time slot provided. Set up with bench tables and chairs worked well and is preferred if space is available. Define roles of HC Professional Development Committee convener and ERAPPA Professional Development Committee representative at the PD sessions. Good idea to have a pre-conference co-ordination meeting with all conveners and ERAPPA representatives to define roles for consistency in all sessions.

g. Technology

Having technician in each room worked well and is recommended.

h. Communication with Presenters

Don't rely strictly on e-mail to communicate with Presenters. Follow-up with phone contact to ensure information is transferred and material received from Presenters. Hand written thank you notes done by 2008 HC was appreciated by Presenters. Found out that the person submitting the presentation is not always the one presenting. Not all information was shared with the committee.

i. CEU Credits

Get CEU requirements to Presenters early so that they are clear on requirements and timelines so that the CEU evaluations can be done early. Assign a HC Professional Development Committee member to each Presenter as a primary point of contact and have that contact responsible for obtaining the synopsis of the presentation (in March), obtaining the Presenter's bio and obtaining the full submission in advance of the conference (for review to ensure consistency in presentation materials, i.e. company logos on presentations).

2. <u>BUSINESS PARTNERS</u>

Report by Kevin Mann – Co-Chair, Business Partner Sub-Committee and Co-Chair, Host Committee

a. Sponsorship Sales

Platinum levels were difficult to sell. Original value of $7,000 was reduced to $6,500. In addition, 6 platinum opportunities were dropped down to the Silver & Gold levels to encourage sales. Not much interest in the Bronze level. Consider eliminating this level or substituting it for the Exhibitor level.

b. Exhibitors

Exhibit booth sales were not opened until July when the bulk of the sponsorship sales contacts were made. There was no waiting list for booths in order to promote sponsorship sales. This strategy worked well. Approximately 20-30 more exhibit booths could have been sold – no problem selling booths. Sponsors & exhibitors were able to select their own both locations on-line within defined sponsorship and exhibitor level booth areas. This worked well. No real surprises on site while Business Partners were setting up exhibits. One problem was experienced but was managed personally by HC representative and resolved quickly to everyone's satisfaction.

c. Exhibit Hall

Business Partners canvassed by ERAPPA board members during the conference advised that they were very happy with the organization of the exhibit hall, food delivery, traffic, etc and also appreciated the theme based opening night. The Business Partners also thought that having the Exhibit Hall closed during Professional Development sessions worked well, allowing for a concentration of visitors when the Hall was open and allowing exhibitors breaks in the day to rest.

d. Ribbons

Some sponsors missed having them on the attendee badges.

e. APPA Business Partners

Some Business Partners felt that because they were APPA Business Partners they should get a discount as exhibitors. APPA is not aware of any such agreement with APPA Business Partners.

f. Exhibitor Registration

On-line registration of Business Partner attendees was different then the booth registration. Business Partners felt that once they registered/paid for a booth, they did not need to register for the conference. Sponsorships were opened before general registration was opened, in order to sell sponsorships. This process needs to be cleaned up in the future.

3. FINANCE

Report by John Jensen – Chair, Finance Sub-Committee

a. Education Grant Requirements

Work with VP Annual Meetings to obtain approval for grant funds in order to include correct funding in budget from the outset.

b. Changes in Economy

During planning process, economy may ebb and flow and affect budget so be aware, monitor regularly and include contingency to cover changes if required.

c. Cash Flow

If finances are flowing through Conference Planner's office, you may need to arrange for early disbursements so that HC can cover expenses incurred during the planning process.

d. Budget Reconciliation

Registration was 632. Registration breakdown and hotel room pickup should be made available immediately following the Annual Meeting. A budget reconciliation should be available in December by Host Committee and the confirmed profits split and transferred at that time. Final reconciliation should be done by the following March Mid-Year meeting with the final profit split

being done. Updated budget will be provided to 2009 HC Co-Chair and sent to VP Annual Meetings.

4. REGISTRATION

a. Delegate List

Some people complained about the number of e-mails received from Business Partners prior to the conference. There were a higher number this year than in previous years. Some e-mails were personalized, some were general. The marketing strategy of Business Partners vary and some delegates question how effective these mailings are. Current sponsorship/exhibitor benefits include release of the delegate list to Business Partners two weeks in advance of conference. The use of the delegate list will be reviewed by ERAPPA Board.

b. Draws/Raffles

Draws included Business Partner winners. Question raised as to whether Business Partners should be eligible for draws. This will be reviewed by ERAPPA Board.

5. ENTERTAINMENT

a. Awards Banquet – Tuesday Night

Consider ways to have Business Partners come in order to boost attendance.

b. Spouse/Guest Program

Full registrations were low @ 20. Registration numbers for individual tours were higher than full registration number. This was likely attributable to the banquet ticket not being included in the full registration cost, i.e. it may have been more cost effective to purchase a banquet ticket and register for tours instead of registering for the conference in full. The full registration rate and what is included will be reviewed by ERAPPA Board.

6. HOTEL/FOOD

a. Food

Although food costs were high, quality of the food and venue were excellent. It was difficult to estimate number of attendees for each meal. In some cases, there were many empty plates that were paid for (eg. Approx 100 vacant seats each at Monday breakfast & Awards banquet). In one instance food was short at Monday's lunch in the Exhibit Hall although plenty of lunches were ordered. The shortage may be due to the "boxed lunch" mobile style of service where some may have taken more than one lunch. ERAPPA Board is looking into gather data for registration vs attendance to help the planning process. Consider serving a lighter lunch at Tuesday Business Meeting.

b. Bar Costs

Consider 'bar on consumption' vs open bar @ per head cost in order to help manage costs.

c. Hotel Contract

It was suggested that future HC's have a peer review of their hotel contract (before signature) done by past HC's. This is not necessary since the hotel contracts are reviewed by VP Annual Meetings and APPA.

d. Event Conflicts

Business Partners may try and schedule events that conflict with ERAPPA Annual Meeting events (eg. Reception for 140 people on Tuesday night from 5-7 in the hotel conflicting with Awards Banquet – other similar instances reported in years past). Ensure with hotel that these types of conflicting bookings are reported to HC so that they can be managed and/or avoided.

Meeting adjourned at 10:45.