

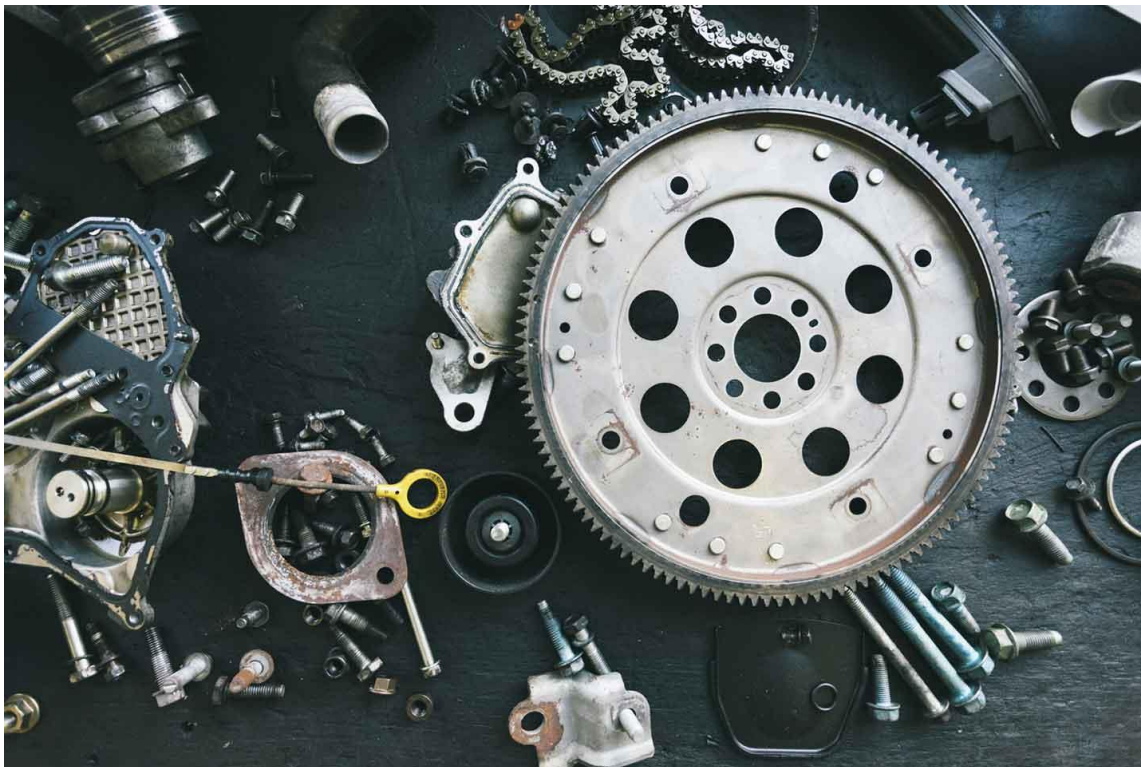


American Planning Association
California Chapter

Making Great Communities Happen

APA CALIFORNIA CONFERENCE REQUIREMENTS HANDBOOK

Approved October 22, 2016 by the APA California Board of Directors





APA CALIFORNIA CONFERENCE REQUIREMENTS HANDBOOK – PURPOSE

The following document contains the basic requirements that each Conference Host Committee must consider and follow during its conference planning. This document outlines what the PAA California Board of Directors expects from the conference and of the Conference Host Committee. Additionally, the Handbook outlines the support of the Committee from the Chapter and the Conference Contractors. Therefore, to enable the best possible conference to be produced, the Board requests that the Committee read, become familiar with, and discuss the contents of this Handbook with the VP Conferences, and advise their subcommittee chairs they are responsible for doing the same.

Policies for areas not currently covered in this Handbook may be developed and adopted by the APA California Chapter Board during the lead-up to the annual conference, or otherwise are at the discretion of the VP Conferences. The substantiation for financial policies in this Handbook is found in APA California's Financial Policies Handbook.

AMENDMENTS TO CONFERENCE HANDBOOK

THE TABLE BELOW TRACKS ANY MINOR CHANGES MADE TO THE HANDBOOK BY THE VP CONFERENCES AND APA CALIFORNIA PRESIDENT, OR BY THE ON-CALL CHAPTER CONFERENCE COMMITTEE, BETWEEN MAJOR REVISIONS THAT RECEIVE CHAPTER BOARD REVIEW & APPROVAL

DATE	HANDBOOK SECTION (PAGE)	REVISION
10/27/16	Article V.E 'Assigning Individual Sessions to Session Blocks'	Reinstated a paragraph discussing a way to more easily distribute sessions into session blocks
10/27/16	Article IX.E 'Ribbons for Name Badges for Leadership and Speaker Identification'	Added that Session-Only Speakers should receive differentiated lanyards as well as different badges
1/27/17	Article III.H 'Conference Profit Distribution'	Qualified that the distribution of conference profit when exceeding the target of \$120,000 is to be split between only the Chapter and Host Section

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INTRODUCTION

Planning for the APA California Annual Conference is a complicated, multi-faceted and lengthy process. This Conference Handbook is intended to simplify that process by identifying the requirements and clarifying the roles, responsibilities, schedule and other details. This Handbook sets forth the expectations for the Chapter, Conference Host Committee, Contractors and all parties associated with conference planning and provides a well-defined roadmap for a smooth and successful conference planning process.

The objectives of this Handbook are to:

- Provide a comprehensive overview of the process;
- Provide a clear framework and detailed direction;
- Clearly define roles, responsibilities, and associated requirements for all parties;
- Facilitate clear communication;
- Set forth appropriate expectations; and
- Minimize confusion and duplication of duties.

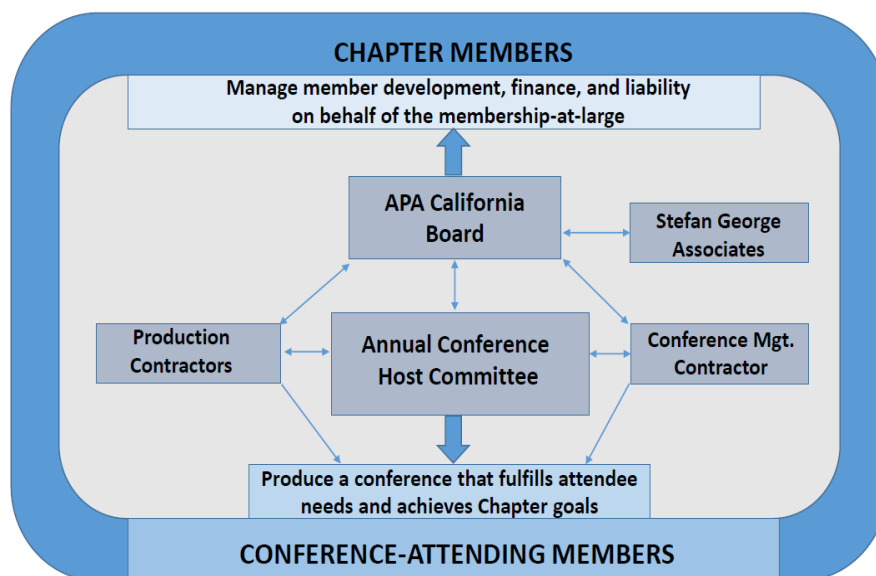
I. GETTING STARTED

The APA California Chapter Conference is held every year in the fall, in the months of September, October, or November. The Conference has shifted its preferred start day from Sunday to Saturday - with a Student Conference Day including sessions geared toward students, the CPF Student Awards luncheon and the Diversity Summit during the day and an opening reception in the evening and ends on Tuesday mid-day. The Chapter conference rotates among Sections with the Sections serving as the "hosts." However, it is important that the host Section keeps in mind that they are partners with the Chapter and that the conference is for the benefit of APA California, local Sections, and APA members as a whole. See below

for a diagram of the interrelationships among the parties responsible for a successful conference.

While the conference is collaboration and joint team effort between the host Section and Chapter, the Chapter is ultimately responsible for the conference's success in a variety of ways: the Chapter is responsible to APA National to provide a conference that contains sessions of interest to all segments of our membership and provides "creditworthy" learning experiences. The Chapter is also responsible to the other Sections of APA California from a (public-relations or relationship perspective) as well as financially. Many sponsors and other organizations that participate in our conference do so from year to year. The Chapter must ensure that good relationships are maintained with others to enable those relationships to carry on. Also, revenue from one Section's conference provides sometimes-significant financial support to other Sections that next year. If profit is down or expenses misestimated, it affects not only the host Section and the Chapter, but all other Sections who are depending on annual revenue to assist their operations for the next year.

That said, an energetic, enthusiastic and proactive Conference Host Committee (CHC) is the key to a successful conference. Work on selecting thought-provoking and instructional programs and mobile workshops, perfecting the venue, and creating an atmosphere where planners from all over California can come and network and socialize are things that the CHC will strive to achieve. The host Section deservedly will be recognized publicly for the success of the conference and its contribution to the California Chapter's continued production of quality conferences.



The critical first steps include the review of the Conference Goals below, the formation of a Site Selection Committee and Conference Host Committee (CHC).

A. REVIEW AND INCORPORATE APA CALIFORNIA CONFERENCE GOALS

It is important to keep in mind the purpose of the Conference at the beginning stages of the Conference, through the planning of the Conference, up to the date of the Conference itself. Therefore, the Board has adopted the overall Goals listed below that shall govern decision making by the VP Conferences and CHC.

The Conference shall:

- Provide continuing education for members;
- Provide AICP CM credits for all sessions and workshops;
- Allow AICP members to obtain a minimum of 16 CM credits;
- Provide networking opportunities;
- Provide dynamic, motivational, current and topical keynote speakers;
- Provide an atmosphere that is of high quality in all aspects of the Conference, including:
 - Conference Venue and Hotel
 - Opening Reception, Other Special Events and their Locations
 - Meals
 - Sessions
 - Mobile Workshops
 - Keynote Speakers
- Achieve the conference profit specified in Section III.G. Profits anticipated above the profit specified in G should be redirected by the CHC, in consultation with the Chapter to increase the quality, and/or reduce the price to members, of the offered professional development opportunities;
- Provide a conference that meets Chapter-adopted sustainability objectives specified in Appendix K;
- Encourage and allow flexible thinking and planning of the CHC each year, but ensure that basic aspects of planning the conference including provision of CM

credits, budget of conference and key components, and others as specified in this Handbook, need to work within the framework established by the Chapter to respond to expanding constituencies, respond to APA National, and contain costs.

B. ESTABLISH SITE SELECTION COMMITTEE (SSC)

Primary Responsibility

The primary responsibility of the Site Selection Committee (SSC), with the assistance of the Conference Management Contractor, is to scout out potential city and hotel/resort/conference facility locations within the host Section. The SSC shall consist of the VP Conferences and the President Elect or Past President, in addition to the Director from the Section where the conference will be held. The host Section can refer to Appendix H to assist with development of ideas for potential conference sites.

The SSC must investigate alternative city/county sites and conference facilities and shall provide to the APA California Board information concerning at least two or three city/county and conference facility alternatives along with their recommendation for the preferred site.

Given the APA California goal of moving the conference around the Chapter to each of the eight Sections, it is also important to identify locations which are different than the last location in which the Section hosted past conferences, so as to entice members who like to attend conferences to gain new experiences. It is recognized that some Sections' geography, compared to others, provides a broader range of opportunities.

Time Frame

The SSC should be formed 36 months prior to the earliest estimated conference date. Given the growing size of the Chapter conferences over the past decade, this timeframe is prudent to allow the Committee time to find an adequate number of sites that meet the APA California requirements.

Factors to Consider in Site, Conference Facility, Hotel and Date Selection

The SSC shall attempt to select hotels that employ union employees and that are not the subject of a strike. Note that this could mean some additional costs/expenses may be incurred within facilities employing union labor. The conference facilities must be ADA accessible. In selecting the date for the conference, the SSC must avoid conflicts with religious holidays,

national holidays, and other conferences, including but not limited to the League of California Cities and County Supervisors Association of California (CSAC) conferences, as well as the National APA Fall Leadership Meetings. In keeping with the APA California sustainability principles, the conference location should be accessible via several modes of transportation. See Appendix H for a Site Selection Criteria checklist.

Board Approval for Site, Hotel, and Date

The APA California Board shall approve the conference site (city/county and facility) at a Board meeting or by email Board vote. Selection of the city/county and facility must be made at least two years prior to the conference.

The Board shall also approve the dates selected at the same time as the site selection, and will review the conference profit amount each year at the time of the selection of the venue to ensure that sufficient conference profit can be realistically anticipated.

C. ESTABLISH LOCAL CONFERENCE HOST COMMITTEE (CHC)

A cohesive, well-organized, and unified Conference Host Committee (CHC) will make all the difference as it spends approximately two years planning the conference. Members of the CHC should be prepared to commit for the entire time the CHC is in existence: particularly important is the active involvement of all CHC members for the 12 months immediately preceding the conference.

The host Section should utilize the Section's website and newsletter to announce the formation of the CHC and the wealth of opportunities that exist for its members to get involved in the preparation of the conference, including but not limited to assisting with mobile workshops, opening reception, volunteers, special events and educational sessions.

Select Conference Host Committee Co-Chairs

The Conference Host Committee should appoint at least two co-chairs. The goal is to have equal representation from both the public and private sectors, and ideally to have each sector represented among the co-chairs. However, it is more important to have capable co-chairs that have proven leadership and decision-making skills. It is not advisable for the conference host Section Director to serve as a CHC Co-Chair. Rather, the Section Director should be the liaison between the State and CHC. Recent committees have recommended

that three co-chairs provide a good division of responsibilities and balanced dialogue about conference issues.

The CHC and host Section Director shall forward the names of the co-chairs recommendations to the APA California Board for ratification. The recommendation shall include the individuals' APA and professional experience.

Recruit and Select Subcommittee Chairs

The next step is for the CHC Co-Chairs to select the conference's Subcommittee Chairs. It truly takes a community of local professional planners to organize, plan, and host a successful Chapter conference. The mandated and recommended roles and responsibilities of the subcommittees identified in this section are outlined briefly below and found in more detail in Appendix A.

The recommended CHC Members/Chairs should establish and oversee the following subcommittees:

- Programs Subcommittee that will review and select all regular conference sessions including: pursue and include all 'Mandatory' sessions, all Law and Ethics sessions, all Local Sessions as well as recommend to the VPs of Conferences and Professional Development the balance of sessions to fill the daily session blocks. The Programs Subcommittee may assist with selection of Keynote or Plenary speakers. The Programs Chair often gives critical input into developing the overall conference schedule to assure that an adequate number of sessions offering CM credit are made available to the attendees. It is critical to seek a Programs Subcommittee Chair who has worked on a prior conference in some capacity. Also important for the Programs Chair is a general knowledge of prominent planners around the state who are likely to submit sessions or be called upon to assist in various ways with programs;
- Special Events/Opening Reception Subcommittee that will assist and coordinate with the Chapter and the Conference Management Contractor;
- Sponsorship Subcommittee that will solicit Sponsorships/Exhibitors and coordinate with the VP Conferences, Conference Management Contractor, and Sponsors Concierge;
- Mobile Workshops Subcommittee to solicit and/or develop enticing mobile workshops;
- Volunteer Subcommittee to work with the Conference Management Contractor for needs such as room monitoring, meal event monitoring, and raffles ticket sales for CPF;

- Student Programs Subcommittee that will work with the universities, Chapter Board Student Representative, and the Programs Committee to create a Student-only Day of Sessions and possibly Student Poster Displays;
- Diversity Subcommittee to work with the Membership Inclusion Director on the Diversity Summit, as needed, and to assure that sessions addressing diversity are included in the conference program;
- Sustainability Subcommittee (optional) that will coordinate with Conference Management Contractor and conference facility to promote “green conference” or introduce unique sustainability aspects to the conference.

The VP Conferences or designee will coordinate with the conference host Section Director and CHC Co-Chairs to ensure formation of all subcommittees and selection of their chairs.

The CHC should establish a schedule of monthly calls that should start ahead of the prior year's conference as promotional materials for the prior year's conference is developed. The call should be conducted monthly and include the VP Conferences and all conference contractors. Approximately 2-3 months prior to your conference, most CHCs find it desirable to hold calls more frequently than monthly. The CHC shall also appoint one of its members to take minutes during the CHC meetings and provide meeting minutes to the CHC members, VPs of Conferences and Professional Development, Conference Management Contractor, and applicable conference contractors. The CHC is also responsible for ensuring the entire CHC and conference contractors have accurate contact information for one another. The CHC will invite the following year's co-chairs to join their calls 4-6 months prior to your conference to give them a flavor of matters covered on the calls and will include all conference contractors in the CHC meetings.

Other Duties of the Conference Co-Chairs

Develop a Conference Schedule: One of the CHC Co-Chairs should work with the VP Conferences and Programs Chair to discuss the overall format and length of the conference. The way to demonstrate the overall conference organization is to complete a conference schedule. Shells are available from the conference contractors, and you can look at the past few conferences to see what the latest general format approved by the Board is. The overall conference schedule is a document that should be forwarded to the Chapter Board for approval along with the proposed budget.

A schedule shell is a figure or diagram that divides each conference day into time slots, starting with breakfast, showing session block timeslots, breaks, luncheons, and evening events. It will help the Programs Subcommittee and CHC to prepare a visual aid to see how regular sessions, required sessions, luncheons, special events, and special meetings will all fit into the conference time slots. Since any schedule will be converted into the format of a 'Conference at a Glance', it is easy to start with a schedule blank that is in Glance format. You can get a sense of organization by looking at the one from the prior year's conference. That does not mean that the timeframes for sessions must be those times, nor does it dictate time or number of keynote sessions. It is simply a format that Board members, the Conference Management Contractor and other Conference Consultants are familiar with. If the CHC and Programs Subcommittee places keynote, general and regular sessions, along with Mobile Workshops, into the Glance, it enables the Chapter officials to understand the flow of your conference, and gives a head start to the Design and Publications Management Consultant ("Graphic Designer") who prepares the Glance for posting to the website and, eventually, the program document. Note that the first and last plenary sessions should add (or leave) 15 minutes for 'welcome' and 'thank you' to attendees and guests, and for reminders to attendees on various matters.

Conference Closure Report to Board: The VP Conferences in conjunction with the CHC Co-Chairs and host Section Director shall provide APA California with a Conference Closure Report in time for scheduling at the January Board meeting following the conference. The Conference Closure Report shall include: Memo to the Board which describes conference location, overall breakdown of attendees obtained from registration information and the Accounting Management Consultant, and highlights of what went well, identify issues/items which could have gone better, and suggestions for future Conferences. Also include as attachments: Profit/Loss and Balance Sheets for Conference obtained from the Accounting Management Consultant.

CHC Co-Chair as Local Press Contact: Media members who are locally-based should be contacted about the Chapter conference. One CHC Co-Chair should take responsibility to provide contact information (individual to contact and what organization that person represents) to the Chapter. The Chapter will utilize its Press Kit to provide background information about APA California when contacting media outlets who could be interested in Chapter planning awards to projects or people, or in sessions that involve prominent speakers or are unique activities. The CHC Co-Chair and Conference Management Contractor will assure that media who are approved to attend conference sessions are welcomed and

guided to appropriate sessions. Note that media will not be allowed into ticketed events or meals unless they pay for the event. Media passes will only be given to non-APA members.

Solicit a Volunteer Photographer: Taking of photos to commemorate the Conference and to use for future promotion has been inconsistent. The Co-Chairs should select an individual who can be assigned to take photos of keynotes, special events, settings, etc., at the conference site and share with the Chapter for future use.

Section Director as Board Liaison

As mentioned above, the Section Director of the conference host Section will serve as liaison between the CHC and the APA California Board and affiliated groups unless another Board member from the host Section is specifically designated to serve as liaison. Regular communication among the Section Director, CHC Co-Chairs, and VP Conferences is vital.

The Section Director of the conference host Section and the VP Conferences will participate in all CHC monthly phone calls. The Section Director will assist the CHC in preparing an update of progress on the Conference Timing Roadmap and Checklist at the end of the each month and will assure that the most recent checklist will, upon request, be forwarded to APA California by email as an attachment for the Board meetings as they occur.

D. THE TOP “KNOW THESE” LIST FOR KEY CHC SUBCOMMITTEES’ WORK PROGRAMS

The Conference Handbook discusses the responsibilities of various key CHC subcommittees in the following chapters. Below are some key points to know, learn, or ask about, before your work begins in earnest, during your initial discussions with the CHC Co-Chairs or the VP Conferences.

Programs Subcommittee:

Prepare the Call for Presentations, with your Session Tracks descriptions and conference theme discussion, for availability at the prior year's conference, most likely with “coming soon” or “open on X date in November/December”;

The online submittal and review system is working well and the Programs Subcommittee chair/co-chairs will receive a briefing on it early in the process;

The date by which the Programs Subcommittee should complete its session selection will seem early in the calendar year, but there are many steps to confirm sessions, set sessions in schedules, and assign rooms that take place over time after sessions are selected;

The Programs Subcommittee has an ongoing role in considering changes to submitted sessions, confirming speakers, reviewing draft Conference-at-a-Glance and sections of the draft program document;

Student sessions may be received as part of the submittal process but are not part of the sessions you are seeking to fill out the overall conference program: they should be referred to the Student Subcommittee which may also be developing or soliciting student sessions.

Mobile Workshop Subcommittee:

The Mobile Workshop (MW) schedule follows the same timeline as that of the regular sessions;

Mobile Workshops are not submitted through the online submittal process – they are managed by the MW Subcommittee but do use a form to collect data similar to that for sessions;

The Subcommittee may broadcast to the Section a Call for Mobile Workshop proposals & topics similar to the one for sessions, however, it probably is more likely to develop a program that covers destinations and subject matter more comprehensively if the subcommittee develops the topics & destinations and seeks Section members to conduct the mobile workshops;

The data needed for MWs is the same as what is needed for regular sessions: title, abstracts, bios, contact info

A matrix will be developed that lists the MWs in order of date and start/ending time, CM credit to be earned, and food, transportation and miscellaneous costs that add up to the charge for the MW;

Offering too many MWs, particularly on similar/same topics, will split those registering and could cause the # of registrants to fall below a critical mass for a bus rental;

It is typical that some MWs will need to be cancelled a month or so before the conference; there is no fault; but do not make irreversible commitments to anyone or any provider prior to being assure the MW is a go;

HPN arranges MW transportation on busses but Subcommittee arranges transit or walking tours.

Special Events/Opening Reception Subcommittee:

HPN works with the Subcommittee from the beginning to detail all the requirements of, and permits for, the opening reception;

Make sure all arrangements are in place by ... [date varies based on venue];

There will be ongoing contact between HPN and subcommittee to assure that all details are addressed as the conference approaches.

Sponsorship Subcommittee:

Develop sponsorship packages and avoid assembling individualized packages: this assures sponsors are properly recognized and receive proper information about being on site from HPN. Exceptions have been made for incredible sponsorship opportunities;

Learned from experience is that the most attractive location for exhibitors may not meet fire marshal or convention center standards: HPN will work with you early on to identify all options for locating booths and tables that meet required standards;

It's typical to approach exhibitors at the prior year's conference to see if they'll be interested, show them space setup and package options to be able to follow up with them following the prior year's conference;

HPN works with the conference venue on booth & table arrangements and obtains required assembly permits and contracts for exhibitor services;

There is a step-by-step process used by the conference contractors once the Sponsorship Subcommittee obtains commitment from a sponsor: following this process streamlines the timing and assures that all sponsors receive proper recognition;

Sponsorships that involve space in the exhibitors' area must be confirmed 2 months prior to the conference to allow fire marshal permits to be acquired and to allow the conference documents, including the Mobile App, to be prepared;

There will probably be sponsors for conference bags and lanyards, maybe other items. Work with the sponsor to identify design criteria for item, but the contractors will work with vendors to identify exact item and negotiate costs.

II. CONSULTANTS AND CONTRACTS

A. MANDATORY USE OF CONFERENCE CONSULTANTS

As the size of the conferences has grown over the last decade, the APA California Board has determined the need to have consistency from year to year and consistency among providers. As a result, APA California has established contracts with providers who perform key tasks needed every year to reduce the burden on the CHC and provide consistency and efficiency from year to year. The following Chapter-contracted/provided services include but are not limited to:

- Conference Management Contractor/facility and venues;
- Conference Registration Consultant (may be Conference Management Contractor function);
- Accounting Management Contractor;
- Design and Publications Management Consultant for print, web and mobile app ("Graphic Designer");
- Website Management Services Consultant;
- Mobile Application Manager;
- CM Credit Management Contractor;
- Insurance Provider: (The CHC is required to coordinate for insurance through the APA California Director of Administration to ensure that the conference has the appropriate insurance coverage. The Accounting Management Contractor will then contact the insurance provider.);
- APA California Chapter Attorney (for all conference contracts).

APA California reserves the right to change Conference Consultants at any time. All contracts with the Consultants will be approved by the Board and signed by the APA California Chapter President and the APA California attorney as to form. All consultants will report to the VP Conferences for their conference-related responsibilities, however the goal is for all consultants

to assist the CHC in carrying out their tasks; thus, the consultants will work directly with the CHC and the subcommittees, keeping the VP Conferences informed. A list of the current consultants, including Scopes of Work and contact information, can be found in Appendices C and D.

B. CONFERENCE CONTRACT REVIEW BY APA CALIFORNIA ATTORNEY

All contracts for the conference, other than those for Consultants listed above, that are arranged by the VP Conferences, designee or CHC - including those for facilities, off-site opening reception, transportation providers, and paid speakers - may be reviewed by the APA California attorney, if there is any question, to insure that indemnification and insurance clauses adequately protect APA California and the conference. Contracts for various events and subcontractors are signed by the VP Conferences, a Conference Co-Chair, or the Conference Management Consultant.

III. ESTABLISHING THE CONFERENCE BUDGET

Many financial and budget discussions in Article III are based on adopted financial policies of APA California. For substantiation of the discussions in Article III, refer to the Financial Policies, General Financial Policies, Conference Financial Policies & Conference Checking Accounts. Topics include: Conference Expenses; Conference Bank Accounts & Conference Budget Advances; Conference Profits & Profit Distribution; Situation of Conference Loss; Board Meeting Hotel at the Annual Conference; Elected Board Discount toward Basic Registration Fee; Registration Fees & Hotel Expense for the Chapter President & Guests, VP Conferences, APA National Representatives and CHC Co-Chairs; Registration Fees & Rates; Student Registration Rates; Categories Allowing Reduced Conference Fees; Registration Rates for Non-Members.

If changes are adopted to conference budget or financial policies in the APA California Financial Policies document, those changes shall be put into effect in this Handbook through a minor amendment, approvable by the Chapter President and VP Conferences.

A. DEVELOPMENT OF THE CONFERENCE BUDGET

The VP Conferences in consultation with the Conference Accounting Contractor and CHC co-chairs shall develop a preliminary conference budget. As noted below, all conference expenses shall be accounted for in the budget. The budget shall detail anticipated revenues from registration fees, exhibitors, sponsorships, and any other revenue sources. In addition, all anticipated expenses shall be detailed, including administration costs, special event costs, transportation, meals, vendors both off-site and on-site (such as drayage), publicity, reproduction, website, registration, and any other expenses. Conference contractors' fees will be provided to the CHC for that year.

Appendix E is a standard budget format that the Chapter will provide the latest version of to the CHC; it will contain all required line items and their explanations. This budget format and exact lines **MUST BE USED** by the CHC to prepare or amend the budget unless the VP Conferences approves additional sub-items to be added. These lines translate to expenses and income the Chapter monitors as well as provides a year-to-year comparison of similar expenses.. The CHC will receive an orientation to the budget structure by the VP Conferences and the Conference Accounting Contractor and the Conference Management Contractor. Note that this budget may be slightly updated from what is in Appendix E by the VP Conferences and the Accounting Management Contractor before it is forwarded to your CHC.

Sample Profit and Loss statements reflecting final costs vs project budgets are provided in Appendix F. The CHC should use the prior year's Profit & Loss Summary as a guide to estimate current types and amounts of charges to plan for. Experience has shown that the base attendee projection shall be 1200 for urban areas and 600 for non-urban areas although the budget developed can show revenue and expenses for a range of attendance levels based on recent conference history or economic conditions: e.g., 1000, 1200, 1500. The VP Conferences will work with the CHC and the Conference Management Consultant to determine the range of attendance that should be anticipated.

B. REGISTRATION FEES

The amount of the registration fees shall be included in the CHC's draft budget and approved by the Board with the budget approval. (See III.K for information on setting the fees). It should not be presumed by the CHC that the registration fees will either stay the same or increase

from year to year; it is a discussion that must occur as a Board discussion before the CHC projects income based on registration fees.

C. CONFERENCE EXPENSES

All conference expenses, including contractors' conference services, will be identified and monitored as part of the conference budget used by the CHC and will not be identified as separate line items in the APA California budget. Exceptions include those expenses directly related to the APA California Board meeting held during the conference and Pre-Conference Training (Note: both revenue and expenses for the Pre-Conference Trainings are Chapter budget items outside the conference budget. If they show up as expenses in the budget, the revenue from them will deduct those expenses to leave the conference budget with no net impact. See exception in Section V.E: Pre-Conference Sessions). The CHC shall contact the Accounting Management Contractor to determine the Board and Pre-Conference Training contracted line item expenses or seek clarification on this item. The Accounting Management Contractor will provide any updated contractual expenses to the CHC to use in the budget development. See Appendix E for a list of standard line items to be calculated as projected income or expenses.

D. BOARD APPROVAL OF CONFERENCE BUDGET

The APA California Board shall review the preliminary conference budget for comment, and shall approve the final budget and profit estimate pursuant to G. CONFERENCE PROFITS, below. The budget approval shall be completed at a Board meeting or by email Board vote. The approved conference budget will then be used by Accounting Management Consultant to set up the conference financial reports and accounts. Off-site or elaborate opening receptions, or other special events, must be approved by the Board as part of the budget process.

E. CONFERENCE BANK ACCOUNTS AND CONFERENCE BUDGET ADVANCE

The Conference Accounting Contractor will maintain for the Chapter three conference checking accounts that contain advance funds, respectively, for the current and two future conferences. All revenue is collected, and all expenses are paid, from the current year's

conference account for that conference. Because expenses for a conference are incurred starting 1-2 years prior to the conference, funds need to be available for early contract commitments or contractor costs.

The advance funds came originally from a one-time seeding by the Chapter into these three accounts, and each conference is expected to pay that seed money forward to future conferences. The seed money advances on a 3-year cycle, with each conference's budget that is closed extracting \$32,000 from revenue (the amount of seeding it received) and leaving those funds in the account which becomes the account for the conference three years in the future. After all expenses are paid, the original seed amount of \$32,000 should be the starting balance for the next conference cycle in that account (2016 to 2019, 2017 to 2020, etc.)

F. CONFERENCE SPONSORSHIPS

All sponsorship packages, including elements/benefits included and the package cost, will be developed by the CHC and must be approved by the VP Conferences and the APA California Board. Items to be discussed include access to meals or other Special Events during the conference. A sponsorship/exhibitor brochure sample can be found in Appendix J. Contents include: a page that is the "about us" page, highlighting APA California, its mission and goals; specifications for sponsor logos; and the attendee registration numbers from the previous 8 conferences. Sponsorship package components and comparative costs shall be consistent from year to year; changes must be proposed and approved by the Board with the conference budget. The brochure is developed with content provided by the CHC and produced by the Graphic Designer.

There are always new ways to advertise a sponsor's support of the conference. Traditionally there have been large signs standing in the lobbies with all sponsors. Additionally, at events where there are event-only sponsors, their names are prominently displayed on signs.

In recent years, sponsors' names and/or logos have been placed into a PowerPoint presentation that runs at plenary events as attendees are entering the room, being seated, or eating. Sponsors who have supported the conference for 5 years or more are identified as higher level sponsors in various ways.

In dealing with sponsors, the Sponsorship Subcommittee may find they can entice a sponsor with a 'package' other than what is advertised in the published brochure. Check with the CHC Co-Chair working with the subcommittee and the VP Conferences to be sure that the

package is comparable based on price and benefits, and that there are no unintended consequences of offering a unique package to a sponsor.

Note that pursuant to the Chapter's efforts to support sustainability, we do not accept papers or brochures to 'stuff' in the conference bag that attendees receive. Preferable is an ad in the conference program or other more sustainable advertising.

Conference Host Committee members shall not receive sponsorships for "in-kind" services. Participating in the CHC is voluntary and no member of the CHC shall be given preferential treatment for serving on the CHC. All "In-Kind" sponsorships shall be approved by the VP Conferences. Note that jurisdictions or companies of CHC members that contribute services to the conference beyond the CHC member/s service may be acknowledged in the Conference Program, or may be identified as a co-sponsor of an event with the approval of the VP Conferences.

Interactions with Chapter Contractors after Sponsor is Secured

When a sponsorship commitment has been secured, the Sponsorship Subcommittee shall obtain a completed sponsorship application and forward it to both the Graphic Designer and Conference Accounting consultants. The Conference Accounting Consultant will provide the sponsor with an invoice based on the completed application. When the invoice is paid, the Conference Accounting Consultant will notify the Sponsorship Co-Chairs and the Graphic Designer. When the logos are received by the Conference Website/Mobile Application Consultant they are uploaded to the conference website and added to the mobile app.

Once the Graphic Designer receives payment confirmation, the order of the next steps is:

- Send the "Conference Program Ad and Logo Specification" sheet to the sponsor (see Appendix J);
- Receive logos and send to Web Consultant for web posting;
- Place ads in conference program;
- Follow up as needed to gather logos and program ads prior to printing;
- Add sponsors to "Thank You" listing, conference programs sections A & B, forward for posting;
- Update the exhibit map by identifying sponsor booth and table top assignments, forward for posting;

- Work with lanyard, bag, wristband, etc., sponsors, CHC and Conference Management Contractor to produce these items. IMPORTANT TO NOTE: Sponsorship Subcommittee should specifically inquire of sponsor whether the sponsor will produce the giveaway item or, more typically, whether they will simply provide artwork to the Graphic Designer to contract with a vendor. If the CHC/contractors are responsible for the production of the item, a product the sponsor is satisfied with will be selected. However, the scoping of cost and appropriate items will be done by the Chapter contractors, with the CHC providing input on the final selection, to assure that the cost to produce the item with sponsor & APA imprints will not exceed the amount of the sponsorship;
- Coordinate signs with the Conference Management Contractor to acknowledge all sponsors.

NOTE: it is the responsibility of the Sponsorship Subcommittee Co-Chairs to proofread any document or diagram provided by the Graphic Designer for correct representation of sponsors' names or logos.

G. CONFERENCE PROFITS

The annual conference is the major revenue source for APA California and the eight Sections. A profit of at least \$120,000 should be achieved (increased from \$100,000 in 2015). The Board will review the conference profit amount each year at the time of the selection of the venue to ensure that the amount keeps up with inflation and Chapter financial needs.

H. CONFERENCE PROFIT DISTRIBUTION

Before any profits are distributed, the Conference Accounting Contractor will pay all conference expenses from gross conference revenues, costs of accommodations and other bills associated with the conference, and the cost of all Board-contracted Conference Consultants and will collect, or account for, any revenue due to the Conference from the Chapter or other source. Following payment of conference expenses, the Conference Accounting Consultant will disburse the net conference profits using the following formula after Board approval:

Recipient	Percentage	\$120,000
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APA CALIFORNIA	40%	\$48,000
HOST SECTION	40%	\$48,000
ALL OTHER SECTIONS TO SPLIT	20%	\$24,000
TOTAL	100%	\$120,000

In January 2017, the Chapter Board added a qualifier to this distribution in the Chapter's Financial Policies to indicate that if the conference profit exceeds \$120,000, the amount above that target shall be distributed equally between only the Chapter and the Host Section. The Chapter Board wants the policy to be reviewed after the conference has been hosted once by all eight Sections.

I. CONFERENCE LOSSES

In the event a conference falls below the \$120,000 profit level, or loses money, the Board, at the next Board meeting or by phone vote, will determine how debts are to be paid or how percentage distributions shall be made. Careful consideration will be given at this time to address hardship on sections highly dependent on conference profit revenue.

J. 1099 TAX FORMS FROM VENDORS

Any 1099 tax forms sent to the CHC by vendors shall be immediately forwarded to the Conference Accounting Contractor, at the address listed in Appendix D.

K. ADDITIONAL BUDGET CONSIDERATIONS

Complimentary Conference Registrations

There will probably be several complimentary conference registration categories. The categories must be identified prior to the opening of registration. Complimentary registration codes will be assigned ONLY with permission of the VP Conferences by the Conference Management Contractor and Registration Manager. The accounting for complimentary registrations shall be identified and detailed by the VP Conferences with the Conference Management Contractor. In particular, those for Chapter Officers other than the President and VP Conferences.

APA California Award Winners

All APA California award winners will be provided with one free admission to the awards ceremony and one meal if a meal is served as part of the event. Additional meals or one-day registration to sessions shall be available for purchase separately. If award winners are APA California members, including PEN and FAICP, but they are not otherwise attending the conference, they are also eligible to receive one free meal to the Awards event. Note that certain Chapter recognitions, e.g., FAICP, may not occur at the Awards Event but at another event.

CPF Student Award Winners

The top winners of the CPF scholarship awards, including the Diversity Scholarship award winner, receive a free full student registration for the full conference. (All students, including CPF scholarship award winners, receive free registration to the Student Day that precedes the formal opening of the conference). The CPF Board conference liaison shall contact the VP Conferences and Graphic Designer to relay information about the CPF award winners so the individuals' names can be included in the printed conference program.

Conference Session Speakers, Speaker Payment and Registration Fees

Except for professionals engaged as keynote speakers, conference speakers, including session speakers, are not paid. APA California does not provide complimentary registration in exchange for being a speaker at the conference. However, presenters (speakers other than keynotes) will receive a discounted registration fee if they wish to attend the conference. The following exception may be considered: If a public official is a keynote speaker, and that official is interested in attending either 1-day or full conference, the CHC Co-Chairs, in consultation with the VP Conferences, may award a complimentary conference registration to that public-official keynote speaker.

Speakers who plan to present their session(s) and attend the conference must register for the conference at the discounted speaker registration rates for either the one day or full conference registration.

Speakers who are not APA members who wish to sit in on sessions the day they are speaking – other than sessions with meals – may be invited to do so if the moderator, in consultation with the Programs Subcommittee Chair, believes this would assist in recruiting the speaker to participate in the conference session. Permission to attend additional sessions by non-

members must be granted by the VP Conferences and documentation of this access must be provided to the speaker.

Speakers who are APA members are NOT ELIGIBLE to attend additional sessions on the day they are a 'Session Only' speaker.

If a speaker plans to attend the conference in order to present his/her session only, that speaker will not be required to register for the conference. Speakers who are not registered for one day or the full conference will receive badges that differentiate them from those who are registered; those badges will not allow them into sessions with meals or special events. All speakers will receive badges representing their registration category and acknowledging them as a speaker. Please be sure that the speaker has been entered into the online session information by the moderator, or that late bio information is given to the CM Credit Management Contractor so a badge can be produced for that session-only speaker.

Passes for Media Representatives

Media representatives who wish to attend the Conference for the purposes of reporting on Conference activities shall be approved in advance by the VP Conferences after consultation with the VP Public Information. Media representatives who contact the Chapter should clarify, in writing, their journalistic intent in attending the conference as part of receiving approval. Such approval will constitute the provision of a complimentary 'Press Pass' which is limited to conference sessions without admission to meals or special events. Approved media representatives will be responsible for any hotel expenses they incur, or for any special events and/or any meals they wish to attend. The VP Public Information shall work with the CHC and the Conference Management Contractor (CMC) so there is mutual awareness regarding invited press expected to ensure the press are greeted, provided session materials as well as Conference and Chapter information. The names of those obtaining press passes should be provided to the CMC who will maintain the list at the Registration area.

Conference Host Committee

Conference Host Committee Co-Chairs receive complimentary registrations to the conference.

Chairs or co-chairs of subcommittees may receive discounted registrations upon recommendation of the CHC Co-Chairs and with the approval of the VP Conferences. The

discounted fee should represent an amount that covers a significant portion of the individual's food & beverage costs, in 2016 amounting to \$250. This amount will be reviewed annually and may be adjusted by the VP Conferences, in consultation with the CHC Co-Chairs, if food cost significantly differ from this amount.

APA Officers and Conference Consultants

Full conference registration shall be provided from the conference profit for the:

- APA California President;
- APA California VP Conferences.

Registration for elected APA California Officers shall be handled as follows:

Elected Chapter Officers shall receive a discounted conference registration fee. The reduced rate will be established to cover basic food costs, and the rate will be confirmed annually. The reduced rate does not include extra costs such as additional meal or event tickets or mobile workshops.

Full access to all meals and special events shall be provided to the following APA California Conference Consultants:

- APA California Executive Director;
- APA California Administrative Director;
- APA California Conference Management Contractor;
- APA California Conference Registration Assistant/Sponsor Concierge.
- APA California Attorney

Invited Guests of APA California President

The APA California President may invite up to two guests from National APA. These guests will receive complimentary registrations for the basic conference. If they attend any optional events or mobile workshops, the guests will be responsible for paying for these themselves. The guests' registration is covered by the conference profit.

Region VI Board Representative, Region VI AICP Commissioner, and Region VI Student Representative

Complimentary registration for the basic conference shall be offered to the National APA Region VI Board representative, the Region VI AICP Commissioner, and the Region VI Student Representative.

Complimentary Hotel Rooms

Complimentary hotel rooms in the main conference hotel shall be secured and provided by the Conference Management Contractor for the length of the conference, and Board meeting as applicable, to the following:

- One presidential or hospitality suite for the APA California President;
- One room for the Executive and Administrative Directors;
- One room for APA California Conference Management Contractor;
- One room (up to two) each for invited APA National representative attending as a guest of the APA California President;
- One room for Region VI Board representative;
- One room for Region VI AICP Commissioner;
- One room for the VP Conferences;
- One room for each of the Conference Host Committee Co-Chairs;
- One room for APA Conference Registration Assistant/Sponsor Concierge.

Chapter Voting Board Members attending the annual conference shall be responsible for paying for their own hotel rooms for conference nights. An exception is for those Committee members who arrive at the conference site the night prior to the Board meeting in order to be able to attend the Board meeting; they shall receive one complimentary hotel room night. This night shall be paid for by the Chapter, not from the conference budget.

Registration Fees

In addition to speaker registration discussed above, the following fees for the following registration categories must be set for each conference:

Minimum Registration Rates

Conference registration rates shall be reviewed annually and set at amounts to ensure all conference costs and profit requirements are met. Generally, the rates are consistent from year to year with increases approved by the Board if needed. However, the fee may vary based on site location and costs and will be approved by the Board with the approval of the conference budget.

APA members from Chapters outside of California are eligible for APA Member registration rates.

Reduced Conference Rates for Students

Reduced rates will be provided to students at all APA California-sponsored conferences. The APA California Board has reduced the daily student rate to \$50 to offset a portion of food and beverage costs. The Opening Reception is not included in a Student Registration, however the CHC may determine to make an accommodation for students such as a reduced fee if the costs can be covered in the approved budget. Also, Sections should be urged to cover their students' registration fees. Note: if a student member of APA has graduated but APA National still identifies their membership as a Student Member, the Chapter may allow the individual to register as a student for the conference the fall of the year of graduation.

Reduced Conference Rates for APA Life Members

Reduced rates will be provided to Life APA members (APA members are eligible for Life Membership after 25 years or more of continuous membership and at 65 years of age). The APA California Board shall decide the amount of the reduction, but the reduced fee at a minimum shall cover food and beverage costs, including the Opening Reception.

Non-Member Registration Rates and Membership Registration Option

Rates for non-members attending the conference shall be set higher than for APA members. Registration materials shall provide an option for non-members to become members of APA and sign up at the Member rate when they register for the conference.

Students & Volunteers

Volunteers will be needed throughout the duration of the conference. While the Conference Host Committee can ask local Section members to assist at the conference if they are not

already involved in the CHC, reduced conference registration rates or complimentary registrations are not available to regular (non-student) APA California members. The best source for volunteers are students from the local colleges and universities with Planning programs. Because APA California wants students to attend, and the registration costs are sometime prohibitive, the Chapter has reduced student fees to \$50 per day for each regular conference day following the free Student Day and excluding the Opening Reception. If a student volunteers 8 hours or more during the conference, half of the full student registration fee is rebated back to the student.

See Appendix O for the Chapter's Statement about Student Attendance and Cost at the Annual Conference.

Non-Conference Revenue

Some items that will appear on the registration form are 'pass-through' revenues and expenses. For years the Chapter has invited donations for 'Carbon Offsets' demonstrating the Chapter's commitment to energy conservation. More recently, the Chapter has included the opportunity for those registering to donate to the California Planning Foundation (CPF) to support student scholarships. In 2016 the Board approved a line item on the registration form to allow for donations to the Chapter Archives housed at Cal State Northridge. Any revenue collected through registration for these items are so identified, and corresponding 'expense' line items are in the budget to show that the revenue is being distributed to these entities that are separate from the conference.

IV. INSURANCE AND RISK MANAGEMENT AND MISCELLANEOUS ITEMS

A. CATASTROPHIC INSURANCE

The VP Administration must obtain catastrophic/conference interruption insurance for the conference to ensure the conference profits is not jeopardized by a disaster such as earthquake or flood. The VP Conferences shall contact the Conference Accounting Contractor to obtain the insurance from the APA California insurance provider.

B. USE OF CHAPTER LIABILITY INSURANCE

Chapter liability insurance covers the conference; however, off-site activities and use of outside vendors or companies are not covered by this insurance. For information about the Chapter liability insurance contact the Conference Accounting Contractor. For proof of insurance and to add your facility as additional insured, fill out the forms in Appendix B and return to the Conference Accounting Contractor with a copy of the signed agreement with the facility. PLEASE NOTE: athletic events such as biking and hiking are not covered and it may be necessary to obtain additional insurance – at additional cost to the conference. However, in lieu of additional insurance for athletic events, attendees may be able to sign a waiver with the company/organization providing the event. The conference must require that transportation companies for mobile workshops or other conference-related events carry their own insurance.

C. CONFERENCE ACTIVITIES TO BE APPROVED BY APA CALIFORNIA ATTORNEY

To ensure that APA California and the CHC are not taking inappropriate risks, activities other than those already specified on the APA California liability insurance policy must be reviewed and agreed to by the APA California insurance provider and the APA California attorney. These activities shall be outlined by the CHC to the APA California Director of Administration as early as possible in the planning process so that the Director can contact the insurance provider for approval (i.e. offsite activities such as opening reception). All additional insurance contracted for by the CHC shall be obtained through the Director of Administration and the APA California Insurance Provider and referred to the APA California attorney for review.

D. ASSOCIATION AND SECTION ACTIVITY GUIDELINES

The CHC shall also adhere to the legal guidance concerning insurance and activities in the insurance policy listed coverage and the attached Association and Section Legal and Insurance Activity Guidelines (see Appendix B).

E. DISABILITY INQUIRIES AND COMPLAINTS

The VP Conferences, Conference Management Contractor, and the Director of Administration shall be the points of contact for the disability inquiries and complaints concerning the conference and conference facilities.

Any Injuries or complaints shall be forwarded to the APA California attorney before responses are provided.

V. THE CONFERENCE PROGRAM

Even though the bulk of this handbook addresses necessary logistics, the sessions and events presented at the conference are the heart of the conference. The program is a chance to highlight regional assets and local efforts. Because the conference is the largest, most complex, annual activity of the chapter, development of the conference sessions and events is a process led by the CHC with input from, and approval by, the APA California Board, including the VP Professional Development and the VP Conferences.

The discussions below are grouped by topics within the responsibility of the CHC Programs Subcommittee rather than in chronological order. Programs Subcommittees may find it beneficial to initiate certain tasks earlier rather than later based on number or physical location of subcommittee members, or conference site location.

A. CONFERENCE THEMES & TRACKS

Conference Theme & Signature

The conference theme and logo distinguishes your conference from others. The conference theme should be reflective of your region and highlight your local activities and assets. After forming the CHC, these are your earliest tasks. While the theme is a CHC proposal, the APA California does reserve the right to require the theme to highlight an issue of importance to the entire Chapter. In any case, the selected theme will be subject to APA California approval which may be conducted either at a meeting or by email vote. See Appendix I for a list of conference themes dating back to 1988.

Each conference will create its own graphic “signature” that will include the following:

- Symbol (or conference logo) and Name (APA California);
- Year and Location of conference;
- Dates of conference;
- Conference Tagline.

The Conference signature shall be presented to the Design and Publications Management Consultant in the format of a vector (or EPS) file.

A complete specification sheet for the Signature can be found in Appendix J. The CHC should review this sheet to assist in developing design ideas with the Graphic Designer who will prepare the artwork for the final Conference Signature. This artwork will need to be produced in multiple sizes and formats for various uses and platforms. The Graphic Designer will provide the artwork in these formats as requested. For more information, see the Conference Signature & Other Artwork Specification sheet.

It has been typical that the following year's CHC occupies a complimentary booth at the prior year's conference to promote their upcoming conference. Therefore, selecting a conference theme and logo and preparing 'giveaways' for that prior conference is typically completed about a year prior to your conference. It may be more than a year if your conference is late in the fall (such as November) and may be less than a year if early (September).

Session Tracks

Identification of conference tracks follows theme and logo development. Tracks, used to identify series of similar-subject sessions, should be reflective of the themes of the conference. Keep the session tracks simple. Remember that the sessions should cover all types of planning as well as be relevant to California's urban, suburban and rural areas. Typically, no more than 4 or 5 tracks are advised. To help session submitters determine which track they will enter their session in, adding a few descriptive phrases characterizing the subject matter in each track will be helpful. The online session submittal form contains a list of topics that is used when the Chapter certifies the selected sessions for CM credit. Session submittals will be asked to identify one or more topics from this list as their subject matter. When describing your tracks, make sure that all the topics could be generally accounted for in one of the tracks.

Tracks are important information in the Call for Presentations which is typically published around the time of the prior year's conference so they should be fully developed by that time, along with the conference theme and logo and overall signature. See below for Call for Presentations.

"Young Planners" is an emerging session identifier. It is not a track, but is an icon that the host Section's Young Planners Group (YPG) can attach to sessions that they believe are important to planners with 0-5 years' experience. It is recommended that several sessions each year be specifically identified as of particular interest to "Young Planners." Since 2013, a specific allocation has been made for 2-3 "Commission & Board" sessions within the Mandatory sessions listing. Similar to the Young Planner identifier, the notation "Commission & Board" will be made for those sessions plus other sessions of interest to C&B members will be identified – either at the location of the session in the Program Document, or on a page in Part A – by the Commission & Board representative on the Chapter Board. Sessions of interest to students, as identified by the Board's Student Representative, may also be listed. Sessions that are of interest to attendees that cover topics of Diversity shall all be identified in the Program Document as 'Of Interest'.

Other identifiers may be used based on the goals of the CHC. For example, "Diversity" or "Professional Development" may be identifiers for a series of sessions.

B. CALL FOR PRESENTATIONS & ONLINE SUBMITTAL FORMS

The team of the CHC's Program Subcommittee Chair, the VP Professional Development (or Chapter Programs Coordinator) and VP Conferences will work with the Chapter Conference Consultants to develop a Call for Presentations (CFP) and a general schedule with all the deadlines related to the CPF, session solicitation & selection and program sessions set up.

Call for Presentations

The CFP is a write-up that invites speakers to submit proposals to speak at the Chapter conference. The CFP content is written by the Programs Subcommittee, based on past years' content, discussing the conference theme and goals and identifying the tracks which will be the guiding framework when selecting regular program sessions for the number of available time slots. Material is provided to the Graphic Designer who will produce drafts of the CFP for review by the Programs Subcommittee.

The CFP should be detailed enough to excite potential session submitters. It should not contain detail about what will be required in the online session submittal form. It is typically the length of a printed page with graphic emphasis and includes the conference tracks and track descriptors to give potential submitters a flavor of the conference. The Graphic Designer can prepare the CFP graphics if not submitted with the CFP language by the CHC. Sample CFPs from recent conferences are available upon request from Conference Contractors.

The CFP should be developed and reviewed just before or soon after the previous year's conference. The advertising of CFP availability should follow the conclusion of the prior year's conference, but may precede the availability of the online session submittal form. Typically the CFP should be posted about 9 months prior to your conference which means November or December following the prior year's conference. Regardless of the spacing between your conference and the previous year's, it's important to allow several weeks in December and at least one month for submittals after January 1 of the conference year. The CFP schedule will be set up in the initial discussion with the Conference Contractors soon after the prior year's conference.

The Conference Contractors have continued to make improvements in the submittal process and includes advisories to submitters based on issues that have come up in prior years. Several key issues that have been or should be addressed early in the submittal process is what will the registration & fee policy be for non-APA speakers; also moderators must be reminded that they will receive a confirmation email that their session was successfully submitted if it was and that they should follow-up with the identified staff if they do not receive that confirmation.

The CFP should indicate the session length being sought to allow submitters to propose a proper number of speakers or materials to be proposed. Standard session length is now 1.5 hours. This length started when Law and Ethics requirements of 1.5 hours had to be accommodated and it was easier to make all session block lengths the same. Additionally, feedback from panels indicated that the 1.5 hour sessions gave adequate time for in-depth presentations plus audience questions. Potentially allowing sessions of other lengths – such as 2-part sessions that last 3 hours - must be discussed with the VP Conferences and Conference Program Coordinator, in consultation with the VP Professional Development, prior to any final decision. If alternative session formats are explored by the Programs Committee, consider the space needs of those sessions. For example, workshop settings consume considerable more space than classroom setup and room settings must be retained for an entire day to avoid room re-setting costs.

Online Session Submittals

The submittal of conference session proposals online was instituted in 2010. The new (2015) submittal form allows uniformly-written proposals to be evaluated for inclusion in the conference program. It reflects the information that APA requires when the Chapter submits conference sessions for CM credit. Specific limitations in certain information fields are included in the form, including session abstract length, speaker biography length, and number of speakers. Track and topic identification which assist in session proposal evaluation is required and eases the submittal to APA.

The submittal form limits the number of speakers that can be identified to 5 per session. Even in 1.5 hour sessions a maximum of 5 is recommended as the number which allows for effective presentations and time for questions and answers from the attendees.

The form includes: ability for a submitter to modify their session within the system; a structure for online session review; a series of communications with sessions' moderators to relay requirements and information following selection.

C. REVIEW PROCESS FOR SESSION SELECTION

Selecting regular sessions for the conference is the most significant task taken on by the CHC's Programs Subcommittee. The review process begins at the end of the period for accepting session submissions through the online form.

Assuring Submittal of an Adequate Number of Proposals

Website announcements, Cal Planner articles, emails Facebook and Twitter posts reminding potential submitters of the availability of the CFP and submittal deadlines should be used to remind or prompt timely submittals. Emails should be sent to Chapter members following the CFP posting on the Chapter website: the timing will be set up in the conference production schedule, but generally the 1st email should be sent at the time of the posting to the website announcing the availability of the CFP; the 2nd email should be sent 1 month before the CFP deadline; and the 3rd email 1 week before that deadline. These are sent out after discussion between the Conference Contractors and Programs Subcommittee Chair depending on the number of proposals received. These emails after discussing that year's timing and content with each Programs Subcommittee Chair.

If the Programs Subcommittee does not believe an adequate number of session proposals has been received, the deadline may be extended by a couple of weeks. The initial schedule that was developed may have had flexibility built in or can be reviewed to find the flexibility to allow the extension. With the new session proposal system, the support team and the Programs Subcommittee Chair can monitor the timing and number of session proposals received. How many is 'enough'? It's a judgment call, but you will be more comfortable if you can review and consider at least twice as many proposals as you have session slots for (number of regular session blocks x number of rooms). Note: a significant portion of submittals come in the last week before – or even the day of - the deadline. Don't panic and keep in touch with the support team.

In addition to sessions submitted from individuals around the Chapter, or outside APA California, there are sessions you will be soliciting to fill the regular session slots. There are approximately 20 sessions that are 'guaranteed' or 'mandated' to be placed within the 'session block' structure. See Mandated Sessions below. Additionally, your subcommittee may have worked to secure a substantial number of Law and Ethics sessions to meet the continuing interest from attendees in gaining Law and Ethics CM credits at the annual conference – these sessions tend to always fill. Additionally, you will encourage submittal of local sessions so, unsolicited sessions may end up filling only about one-half of the number of regular session slots in your session blocks.

Conference Session Selection Participants

Once it's been determined that an adequate number of regular session proposals have been received, the Programs Subcommittee Chair can set a schedule for the subcommittee to review all proposals. Generally, the Programs Subcommittee should allow up to two months to sort through and read the submissions and review, rate, and rank them, then assign them to session slots followed by room assignments.

The selection of conference sessions is a coordinated effort between the Programs Subcommittee and the Chapter. However, given the volume of information being evaluated for quality content and fit with the program theme, there are several reasons why the Chapter defers to the Programs Subcommittee in the session selection process. First, the volume of information being sorted, reviewed and evaluated is massive; face-to-face meetings or conference calls of the Programs Subcommittee is probably the best way to make sure that

all proposals received are reviewed and fairly discussed. Also, it is the Programs Subcommittee members who are the most familiar with the conference theme and tracks and who know how session proposals provide a balanced and enticing program. The Chapter's selection representatives – particularly the VP Conferences and the new (2017) Conference Program Coordinator, in consultation with the VP Professional Development - will review the selections and proposals from the Programs Subcommittee. These Chapter representatives will be evaluating whether a balanced statewide program is being proposed by the subcommittee in terms of urban-rural; north-south; and topics of statewide significance. They may make slight adjustments to the list of sessions selected by the local Programs Subcommittee. The Programs Subcommittee can also ask for input from the Chapter on particular issues or sessions as they arise during selection.

When selecting sessions, the Programs Subcommittee should count the number of available regular session slots to make sure that the number of sessions selected plus all mandatory sessions fit into the number of session block slots available.

Conference Session Selection Process

Proposed sessions are collected online and forwarded to the Chapter's administrative support team. Either the proposal system itself, or the conference assistants, will create a numbered matrix of submissions' titles and moderators for use by the Programs Subcommittee and Chapter that are keyed to the individual online submittals.

The proposal system's online scoring module feature was first used by the 2016 Conference Program Subcommittee. Additional information regarding use of the online scoring, along with procedural steps and user info from the subcommittee, will be provided to the Programs Subcommittee each year by the CM Credit Management Contractor prior to the review of the online system.

Two key factors in selecting regular (i.e., non-keynote, non-student) sessions are: having a clear understanding about filling your session tracks, and how many sessions you will be able to select from those proposed.

NOTE: The following discussion is intended to guide the Programs Subcommittee in approaching the daunting task of reviewing and selecting sessions for your conference. It's meant as a way to think about your subcommittee's duties and not meant as a dictate.

Balancing Conference Tracks: the Programs Subcommittee may find itself with two competing goals: to select the absolute best proposals for the conference and to generally balance the number selected among your session tracks. If you want to review proposals by track, it's advisable to still sort the session proposals by topic within the track. By doing this you'll be able to discover whether multiple tracks are selected for the same topic. If so, it is still likely that the proposals will be similar enough that you'll want to compare them directly and so you'll move them to one track location. When you review proposals on the same topic, some things to compare are: number and quality of speakers; balance of perspectives being presented on the subject matter; CM creditworthiness of the material; and breadth of material proposed among the proposals. Try to not select the same speaker for multiple sessions, especially on similar topics. When reviewing sessions and you find only a moderator and one speaker, consider asking the moderator to add speakers – maybe even from another (unsuccessful) panel.

Some Programs Subcommittees have used their tracks in the Call for Presentations as a way to encourage thinking about submittals in a wide variety of topics but then have found a great imbalance in the number of proposals submitted within each track. That is not a problem if it occurs. Sessions are not always shown with their track in the program document; they are included, however, in the Mobile Application and can assist attendees in selecting sessions that are within their areas of interest. If you find yourself with an imbalance, it's recommended that you proceed to divide proposals by the main topic of the proposal: use the listing in the session submission form to divide proposals into topics.

How many sessions: before you start selecting, it's important for you to have a good idea about how many regular sessions you're going to be able to accommodate. Factors are: what is the expected attendance at your conference; how many plenary sessions will you have taking regular session block times; how many session rooms have been contracted for that will adequately accommodate concurrent sessions at the conference site; and how many session blocks can you fit in each of the conference days. Discuss these factors and calculate the number of regular sessions you are looking for. The VP Conferences will be an integral part of this discussion.

A good rule of thumb is to be able to accommodate 90% of your projected attendees in regular conference sessions for a given session block and day. Some attendees take time to network, and a small number participate in Mobile Workshops; 90% will give you space to

accommodate popular sessions and perhaps give a little elbow room to those attending the session.

Even if you are not prohibited from doing so, strive to avoid using plenary session rooms (i.e., where meals and keynotes are held) for your regular sessions. Discuss with the Conference Management Consultant the ability to switch a room more than 1x per day if absolutely necessary because of expected attendance and limited room space. Using portions of ballrooms do cause rooms to go out of service while the conversion is occurring, and conference centers will charge a significant fee to switch the setup of any room more than 1x per day: avoid this cost by placing sessions that need the same setup in the same room.

Regular sessions are divided into groups - sessions that are mandated by APA California (see below); local sessions (could be approximately 20% of the total number of regular sessions); and non-local sessions that fill out and balance your tracks.

Mandated sessions are ones that represent groups within the Chapter that present particular perspectives or opportunities to the broader membership, are topics that the Chapter supports including at every conference, or are mandatory for AICP members. Some sessions are reserved for organizations that are part of APA such as the California Planning Foundation or the California Planning Roundtable. These are sessions that you should be on the lookout for during the review of submittals and remind the responsible parties about deadlines. CPF and CPR sessions tend to be presented on subject matter that is not unique to those organizations, so their session should be considered along with others submitted on the same topic - thus necessitating their timely submittal.

Identify the total number of regular sessions you can accommodate in your schedule. Account for approximately 15 slots of the total number of session slots based on the session below. Then note that 10 is a reasonable and typical number of Law CM credit sessions to include in the program. Reserve more if you are soliciting multiple Ethics CM credit sessions. Finally 20% of the total number of sessions can be claimed as "local sessions". The locally-based sessions will vary depending on the total number of sessions that you are planning and based on expected attendance and session room availability. Refer to this table for an approximate distribution.

Current Allocation of “Mandatory Sessions” & Minimum Number		What we might look forward to (Regular Sessions)	
Legislative Update/Sande George & VP Policy & Leg	1	This session is counted as one of the solicited Law sessions. From Sande George and the VP Policy & Legislation	1
Commission & Boards	3	The number identified to interest C&B members is 3. Because other attendees are interested in the topics also, it should not be implied that the audience is “C&B Only”. Also, C&B Representative should advertise these sessions & others that will be of interest to C&B members. these will be listed in the “Of Interest” section of the first part of the program document	3
AICP Exam Preparation	1	From the AICP Exam Coordinator and VP Professional Development	1
Planner Emeritus Network (PEN)	1	From the PEN President	1
California Planning Foundation Sessions	2	One regular session & one session on Student Day is typical	1
California Planning	2	They are a source of competent reliable sessions so 2 will be proposed and accepted, but	2-3

Roundtable Sessions		consider a 3 rd if they request one more. Submitted by a member of the Roundtable.	
CPR – Essential Professional Skills	1	New in 2016. A 3-hour block in 2 consecutive 90-minute session blocks. Topics to be varied each year. Will be CM creditworthy.	1
Ethics	2	See how many are proposed. May want to use an Ethics session as a last-day anchor session. Try to have 3 at least – that gives us as many as at a National conference. Consider finding someone to research and present the APA National Ethics Case of the Year. Typically Diversity Summit and another plenary session (recently Survivors' Island) but definitely seek the Ethics Case of the Year from the AICP Region VI Representative	3-4
Section Directors	1	Find a session slot if requested	1
Chapter President	1	Find a session slot if requested	1
Law	3	Look for an array of topics. We have been averaging around 10 selected law sessions. This number can vary from year to year. Offer 1-2/session block on one conference day plus 1/session block on other full day.	10
CHC – Local Selection	~ 20%	CHC will want to highlight the features of the local area. Solicit local sessions through the regular submittal process; may want to look for an estimated 20% of all sessions offered to represent issues through local examples.	~20%

Trends in several areas of session selection are represented in the above matrix and reflect a goal of attracting new conference attendees such as more Commission & Board members and more attorneys. For example, the idea of an enhanced series of law sessions is attractive

to many APA members and also allows the conference to try to attract attorneys who are seeking California MCLE credit (our Law CM sessions typically qualify for MCLE credit from the Bar Association; however note that starting in 2015 the California Bar has changed its MCLE provider requirements and APA has chosen to not to be a provider for the foreseeable future). Incorporating several guaranteed focused sessions for commission and board members will attract more of them to the conference. These groups may contain APA members or may entice them to become members of APA because of the professional development offerings available.

Note that student sessions are not identified in this matrix. That is because they do not occupy regular session slots which are devoted to as many CM creditworthy offerings as possible. While the sessions for 'Student Saturday' can be solicited by the Student Subcommittee directly, the Programs Subcommittee may find some submittals that are truly student-oriented submitted along with all other sessions during the overall submittal process and should be referred to the Student Subcommittee.

Local sessions can represent 20% of the total number of regular sessions at the conference if the depth of local subject matter warrants it. The identification of a local session can be either one that the CHC feels strong must be included in the program, features local speakers, or highlights accomplishments within the host Section's area. The CHC may want to make its Section members aware of this opportunity and encourage submittal of sessions through the regular CFP submission process. It is NOT mandated that 20% of the sessions MUST be local sessions; conversely if more than 20% of all sessions proposed are from the host Section, it does not mean that local sessions must be rejected because they are local. If they are worthy of consideration otherwise, there is nothing to say they cannot be selected as sessions of statewide significance. Local sessions do not need to be separately identified in the selected program; it is not typical that there is a 'local session' track.

When determining how many submitted sessions to select, take the total number of session slots (session blocks x number of rooms) and deduct the number of Mandatory Sessions from the total. The remaining number is the number of local and other submitted sessions that may be selected.

When the Programs Subcommittee has selected sessions, the Conference Programs Coordinator and the VP Conferences should be given an opportunity to review the selected sessions for balance and inclusion of expected session types.

The CM Credit Management Contractor will review the list of selected sessions to identify speakers with multiple (or too many!) sessions. Knowing speakers on multiple panels will assist the Programs Subcommittee in assuring the sessions with those individuals will not be placed into the same Session Block.

A few more recommendations when selecting sessions: while you are looking for the best presentation on a topic, and may be drawn to a known moderator, don't select the same speakers for more than several panels; be cautious of sessions that sound good but have only the moderator listed – it could be an undeveloped session concept; be cautious of multiple sessions with the same person who is not the moderator listed as the contact: it could mean the contact is a PR person for one or more companies proposing multiple sessions and experience has shown that there may need to be a significant amount of assistance by the conference subcommittee or support team to get the session information completed and submitted on time. Also, if the Programs Subcommittee has not had cooperation from a moderator regarding completing speaker solicitation or providing speaker bios, let the Conference Programs Coordinator or VP Conferences know – future Programs Subcommittees should be advised of this prior to selecting future panels from that moderator.

While some topics continue to be “hot” year to year, others aren't. Review your session selections against the prior year's program to make sure that your sessions are not primarily duplicative of them. Recent comments from conference attendees indicate a desire for more variety in topics presented.

In limited circumstances the Conference Programs Coordinator or VP Conferences will request that sessions not selected be included, or sessions selected by the Programs Subcommittee not be included based on reasons that should be discussed.

D. CONFERENCE SESSION NOTIFICATIONS

Following completion of the Programs Subcommittee selection process, AND concurrence by Chapter representatives, notification must be made to both those not selected as well as to those selected. The Programs Subcommittee will coordinate with the CM Credit Management Contractor by providing the numbers and names of those submissions both selected and not selected and separate notices will be sent to the moderators. This communication can be done within the Session Proposal system online.

It is suggested that the Programs Subcommittee NOT indicate that a waiting list will be established for those not selected but still interested in presenting their session. Sessions rarely are withdrawn, and if they are, it is done so close to the time of the conference that an alternative panel would not have adequate preparation time. If a session does drop out, the Programs Committee can probably find a local session to substitute. In general, one session dropping out of a session block does not adversely affect the overall quality or variety of sessions in that block or the conference program overall.

For those sessions selected, the moderator is clearly told that they are the point of contact for the CM Credit Management Contractor and the Programs Subcommittee. The moderator will be contacted about audio-visual information and to confirm the content of their abstract for the program documents and for CM credit among other things. It is inevitable that some speakers will change, or a topic will change slightly from what is proposed. It may even be that the Programs Subcommittee requests a slight adjustment in a topic to provide what they believe is a more suitable discussion. Starting with the 2015 conference, moderators will have an opportunity to modify their session proposals online at times so directed.

The Programs Subcommittee Chair will work with the CM Credit Management Contractor to keep in contact with moderators at appropriate times via email. At various stages they will be reminded about: registration policy for speakers; what A/V equipment will be provided in the room; how and when their panel's presentation is required electronically; whether they have been selected to have their session recorded for future Distance Education opportunities for Chapter members.

Moderators will be informed that the standard setup will include a podium and microphone for the speaker plus a head table setup with 1 or more microphones for those other speakers to be able to answer questions. This is the standard setup and special request may be considered but note that there is likely to be additional cost. Note clearly that panels must bring their own laptop computer with presentations loaded onto it.

- The Programs Subcommittee chair and the CM Credit Management Contractor should discuss the need for particular emails to moderators depending on how timely responses are given to request for changes or other information. The Programs Subcommittee Chair should work with the contractor to prepare the content of the emails so the contractor can distribute them. The following emails can be considered:

- following the email regarding their session selection, ask them to confirm that they are still interested in presenting their session;
- after assignment to a particular session block, ask them to confirm that they and their panelists are available at that time and date;
- prior to submittal of all eligible sessions to APA National for CM credit, ask moderators to confirm again their title, topic, date and time; (See Section F below on CM credit)

E. ORGANIZING THE SCHEDULE & SLOTTING OF ALL THE PROGRAMS

In addition to regular sessions, the conference must accommodate a variety of special events and meetings. More frequently, special meetings of APA Divisions, Chapter management, and APA special interest groups are being held at conferences. While it's important to have an idea of the magnitude of special events at the time of reserving hotel and conference center space, fitting these times with the regular conference sessions to make sure there's room for all comes together when developing the conference schedule. In general, it is the role of the Conference Management Contractor and VP Conferences to find time slots and meeting rooms for special (i.e., non-session) meetings. Special meetings will not displace regular session block sessions.

Assigning Individual Sessions to Session Blocks

Start with the schedule shell that was developed to accommodate all conference events (special events, mobile workshops, and evening events) and assign selected sessions into the identified, numbered Session Blocks. To the best of your ability, balance subject matter among session blocks and on varying days of the conference. The outcome must have each session block with the assigned sessions (and their track) identified. The Graphic Designer will then be able to take your information and prepare an early version of the Conference at a Glance. Don't worry about room assignments at this point.

An option for a successful approach may seem old-fashioned: Use a large conference table that can accommodate all your session blocks, or use post-it notes. If you are using tracks to sort, color-code by track with the session name. You can color-code your session titles by track, then take the first track and distribute its sessions into all your session blocks. You'll have multiple sessions from the same track in the same session block – just check to make sure you don't

have a very similar topic in the same block. If you decide to sort sessions only by topic, follow the same process to sort the topics into tracks.

After distributing all sessions, go to all the sessions assigned to each session block and make sure you don't have the same speaker assigned more than once in that block. The CM Credit Management Contractor will provide a matrix that shows each speaker and which session/s that speaker is on a panel. That is something to keep track of until the schedule is finalized and published since speakers are sometimes added late or are replaced. Very importantly: you should not place more than one or two major sessions (you know what those are!) in the same session block; spread them and popular sessions among all the session blocks. Also, think about using the most popular sessions as final-day or early morning/late afternoon anchor-sessions to maintain your session attendance numbers.

Note that if you are incorporating a concept such as "Law Day" into your program, i.e., sessions to attract non-APA members as well as be attractive to APA members, you'll want to provide enough Law CM credit sessions (that are also MCLE-eligible) through all sessions on one day. However, the overall program must have some law sessions on other days. Ethics CM credit sessions are also ones to spread through the conference in case someone can only manage a 1-day registration.

Many of our attendees register specifically to achieve their Law and Ethics CM credit. Be sure to solicit or select an adequate number of these topics. In particular, placing Ethics sessions strategically may bring attendees to the conference earlier and keep them through the final sessions.

Note also that certain of the "mandatory" sessions involve APA California Board members or staff. Board or other official meetings are sometimes held during regular session blocks. Check with the moderators of these sessions to assure that there are no conflicts for them with the session block you have assigned. For example, the APA California President has official duties at a number of plenary events and if on a session panel immediately before or after a plenary, it can have a negative impact on the individual or the session.

Room Assignments

Review all session block assignments with Chapter contractors who can help you search and confirm that you have not double-booked a speaker. Once you determine that no more switching of session times will occur, the Programs Subcommittee can assign sessions to rooms. This is an easier assignment if all your session rooms are large and are the same size. Otherwise,

take time to think about which are most likely to be popular and put them in the larger rooms. A good way to get a sense of which sessions will be most popular - and therefore deserve the largest rooms - is to have each Programs Subcommittee member predict which 2 or 3 sessions will attract the largest attendance and the smallest attendance in each session block. Compare the answers and order the sessions based on your subcommittee's attendance estimates. Match the list to the session rooms by their capacities and your room assignments are essentially done!

The Programs Subcommittee may decide to limit, or not honor, requests from moderators to place their sessions on different days. If the subject is one that is unique and important to the conference, it is suggested that the change be accommodated. However, if the request is because a moderator does 'like' their time slot, the request may be reasonably – and respectfully – rejected.

It is advisable to place all the sessions that will be recorded as future Distance Education sessions in the same room to ease the work of capturing the recording of them.

Young Planners Group Sessions

Young Planners are Chapter members who have less than five years of experience and are generally under 35 years old. These are our planners who are looking for learning and training opportunities, particularly at Chapter conferences. In 2009 several sessions were identified as "YPG" sessions, i.e., appropriate mentoring or learning opportunities and nuts & bolts sessions. In 2010, the YPG of the local section identified ~2 sessions per session block as YPG. YPG is an additional identifier for sessions already located in conference session tracks – it is not a separate track. It is suggested that once the Programs Subcommittee assigns sessions to session blocks that the YPG representative on the CHC be given an opportunity to review the session descriptions and identify sessions within each block as YPG sessions. The YPG designator used by the Chapter may be changing at the APA National level, but the categorization and treatment of this group of planners may continue under the different name.

Diversity Summit

This session is not the responsibility of the Programs Subcommittee but the Chair should understand the timing of it. The Membership Inclusion Directors will work with the CHC and Conference Programs Coordinator to schedule a diversity summit. It is typically held just prior to the opening reception on the day of the Chapter Board meeting and Free Student Day.

The content of the Diversity Summit is the responsibility of Membership Inclusion Directors, and any change in timing of the session should be coordinated with that Director. This session earns CM Credit, and the Membership Inclusion Directors have been securing 1.5 CM of Ethics credit for the Summit which entices more attendees.

Pre-Conference Sessions

In 2013 a new "Pre-Conference Session" program component began with two ~6-hour (~6 CM) sessions prior to the start of regular conference sessions. Depending on the overall conference schedule, these pre-conference sessions are typically on the day that contains student programs and the Board meeting so attendees would not miss regular conference sessions. Depending on the location, more than two sessions can be developed and accommodated. To ensure high quality and consistent training, Pre-Conference Sessions will be developed by the Chapter, under the supervision of the Conference Programs Coordinator, in consultation with the VP Conferences and VP Professional Development, who will know which prior sessions were successful and which subject matter might need to be avoided. The Pre-Conference Sessions were implemented as a revenue generating strategy for the Chapter to diversify its income portfolio as well a new type of learning opportunity. All income, minus expenses, shall go directly to the Chapter. Therefore, the Chapter assumes full responsibility for the time, effort and expenses incurred in holding the sessions. If the Programs Subcommittee is interested in participating in seeking and developing these sessions, the Chapter considers it is a great opportunity for a partnership between the Chapter and the CHC. There may be a circumstance where the CHC Programs Subcommittee is in a unique position to solicit and develop a Pre-Conference Session that is a unique topic or engages individuals not otherwise available to the Chapter conference. In that case, the VP Conferences may determine that it is appropriate to allow the session revenue to stay as conference profit (i.e., be split among Sections and the Chapter) rather than being fully credited to the Chapter budget.

The sessions held since 2013 have had approximately 6 hours of CM credit which means 6.5 - 7 hours scheduled time. The number of attendees at these sessions has varied from 10-40, depending on the topic and the suitability of the session to accommodate a larger or smaller number of attendees. The expense of an on-site box lunch plus beverages for session attendees plus speakers, deducted from the reasonable price set for the sessions, has resulted in a very small amount of revenue returning to the Chapter. Since the program is still fairly new, alternative formats to these in-depth pre-conference sessions should be explored, e.g., shorter

times so as not to require provision of a meal, or holding the session on a regular conference day.

One of the sessions shall focus on leadership and/or management. FAICP members, CPR members and outside experts are sources of speakers and topics that should be considered.

A flyer is designed for these sessions by the Graphic Designer and is posted on the conference website.

F. DEVELOPING AND FINALIZING THE CONFERENCE PROGRAM DOCUMENT

While the program document is initially assembled by the Graphic Designer based on a long-standing multi-part document format, conference-specific material is generated by the CHC for inclusion. Both the CHC and the contractors, along with the VP Conferences, have roles in the preparation and review of this document.

The first piece of the conference program document to be developed and refined is the Conference at a Glance. Once the conference shell is developed and the Programs Subcommittee assigns sessions to session blocks, the Glance begins to be posted to the Chapter website to advertise the conference. Expect that the Glance will undergo many numbered and dated revisions. Each new version of the Glance is posted to the conference portion of the Chapter website. The Graphic Designer will direct you on the timing of your review of the Glance to make sure it includes the latest information possible. Room assignments do not have to be made by the time the first Glance is posted to the website.

The next step of program development occurs when the staff provides the Graphic Designer information for each submitted regular session as well as write-ups for keynotes and plenary sessions. The Programs Subcommittee should expect to write up the keynote descriptions for the CM submittal and the program document.

The effort to finalize the conference program will start about 2 months prior to the conference. All changes, even last minute changes, must be completed at least 2 weeks prior to the conference.

While the bulk of the program is the daily session-by-session listing, the first part of the program provides important information. Some of the pieces have probably been written up for Cal

Planner articles in the prior year. The Graphic Designer will provide an outline of the information to be included, but program document Sections are:

- Part A – General Information, highlights and special events, Mobile Workshops, sessions “Of Interest”, Conference-at-a-Glance, awards
- Part B – Day-to-day session/event detail
- Part C – Sponsor/exhibitor ads, notes, maps

A site map – not just a room layout and names - developed between the CMC and Graphic Designer, is important to provide to attendees to give perspective of how they will need to move among venues. A 3D representation will be very much appreciated if session rooms are on different floors of the same or even different buildings.

See Appendix P for the Program Document Development and Review matrix showing responsibilities and timing for tasks to be performed as part of Parts A, B, and C. NOTE: a significant time commitment is needed from a knowledgeable CHC member to be the ‘gatekeeper’ of document changes, particularly related to events and programs.

In even numbered years, the awards program should include a list of California Chapter members who are newly inducted into the Fellows of the American Institute of Certified Planners. The VP Professional Development will provide this information to VP Administration and Graphic Designer for the Awards portion of the program document.

G. SESSION RECORDINGS, ELECTRONIC RETENTION OF PRESENTATIONS, AND THE MOBILE APPLICATION

The Chapter conference has come into the 21st century. We are primarily electronic, though a printed conference program is given/made available to each attendee upon registration check-in. Some attendees handle all program review, including session selection and speaker bio information, via our Mobile App.

Recording Conference Sessions for Future Distance Education

In past years, tapes were made of conference sessions and sold individually or in sets. That practice was discontinued some years ago. In 2014 there is a pilot program to record a 5-8 sessions and make them available as Distance Education following the conference. Essentially

the goal is to have 5-8 sessions available online for Chapter members to access through the Distance Education program. The Programs Subcommittee should work with the VP Conferences and Conference Program Coordinator, in consultation with the VP Professional Development, to identify which sessions should be recorded: at least one law, one ethics, and several topics that will remain relevant and desirable to listen to for the next year. Selected session moderators should be contacted to make sure that they are willing to follow procedures important to recording sessions. The CHC will need to identify a committee member, or try to contract the service, to record the sessions at the conference and forward them to Chapter staff to submit to APA for Distance Education and make them available online. The VP Professional Development should be involved following the annual conference to work with staff to assure the availability. Instructions and Release to Record forms for moderators as well as procedures directing the technical recording instructions are found in Appendix N. See the Webinar Committee Report to the Board for June 2014 for details about the program development.

Collection of Presentations by the Chapter

Printed copies of handouts, including copies of PowerPoint presentations, are no longer allowed at sessions. Communications with moderators will indicate this, and will direct that all presentations be forwarded to APA California staff prior to the Conference for posting to the Chapter's conference website following that year's conference. The acquisition of these presentations is generally successful – staff generally receives a majority of presentations. Some attendees obtain them through direct communication with the presenters.

The Mobile Application

A mobile app was first introduced at the 2011 conference. Keeping up with the times, it was felt this was the right time to start using this very popular technology. It was well-received and we continue to research and incorporate the evolving software to provide conference attendees with the tools to enhance their conference experience. The mobile app software is licensed annual, and the app includes the agenda, speakers/bios, attendees, maps, session descriptions, tracks, presentations, messaging, exhibitor/sponsor descriptions, logistics information and more. All contractors contribute to the mobile app.

H. CERTIFICATION MAINTENANCE (CM) CREDIT

Because AICP members are seeking to maintain their status by accumulating 32 CM credits in a 2 year period, and because some AICP members depend on conference attendance as their primary, or only, source of CM credit, the bottom line calculation for acquiring available CM credit should be a minimum of 16 CM. This is not the total number of CM credits available - it is what an individual can accumulate, at minimum, by attending most plenary and regular session block sessions.

With few exceptions, each regular session at the annual Chapter conference can be approved for CM credit for AICP members. The few sessions which do not get submitted are aimed at attendees with less experience than required for AICP members, e.g., student sessions; some introductory sessions; the session on how to take the AICP exam. Keynote and plenary sessions are also submitted. The Awards Luncheon has been alternatively approved and not approved for CM credit so the Chapter has taken the position it will not be submitted.

CM credit is applied for at a 1.0 session hour for 1.0 CM credit. Mobile workshops are submitted for the instructional/touring time as well as travel time to the extent that time can be made instructional.

In 2016 APA National instituted a new system for CM session approval. CM Providers (e.g., the California Chapter, each Section of the Chapter) applied for and became Certified Providers. Criteria for approval of CM sessions remains the same as before: Activities must (a) meet a planning-related objective, (b) be unbiased and non-promotional and (c) communicate a clearly identified educational purpose or objective. Law & Ethics CM sessions continue to require additional discussion. Also, Activities must (a) be led by one or more experts on the subject matter discussed, (b) use learning methodologies and formats that are appropriate to the activity's educational purpose, (c) involve the use of materials that do not include proprietary information, (d) be timed in a manner consistent. While the Conference Program Coordinator, VP Conferences and Chapter contractors will perform the high-level review of submitted sessions to determine sessions meet these criteria, the Programs Subcommittee should be aware of them while considering which submittals to select.

APA National continues to require an evaluation from AICP members for conference sessions they attend and this continues to be separate from the evaluation performed when an AICP member is claiming CM credit on the APA National website. Only one completed form per

AICP member for the entire conference is required. It is critical to the continued ability of APA California to provide CM credit-worthy sessions that a substantial number of AICP member fill out the “AICP EVALUATION FORM FOR CM APPROVED SESSIONS”. An earnest explanation to AICP members about the importance of the form at the conference’s plenary sessions and in writing on the form and in the conference program document seem to get positive results. Starting in 2016, all CM Evaluation Forms will be provided to attendees online – through the Mobile App – and attendees will be reminded to complete this form. Paper evaluation forms will no longer be available at the conference.

Following the conference, a CHC member should review the online forms and summarize pertinent information, particularly to pass on to the next year’s CHC. Staff will retain the forms for the record and for possible audit by APA National.

I. MOBILE WORKSHOPS

Mobile Workshops (MW) are an exciting and critical part of a conference program. The method of selection of MWs is at the CHC discretion. It may be that the CHC brainstorms ideas, comes up with a list, and then solicits section members to lead the workshops, detailing out the tour content and logistics. Or, the CHC can more broadly ask section members for their proposals for MWs. A Call for Mobile Workshops, similar in graphic design to a CFP, may be developed by the CHC and formatted by the Graphic Designer with the conference theme.

Mobile workshops should be developed concurrently with the selection of regular sessions. Deadlines for complete information for MWs is the same as for submitted sessions. As soon as your mobile workshops are identified, they can be written up and promoted along with other conference highlights in the Cal Planner. Mobile Workshops are listed in the first published Conference-at-a-Glance.

Mobile Workshops and keynotes are the same as sessions in terms of title, abstracts and speakers and thus should be selected in the same timeframe as regular sessions are. Mobile Workshops are submitted for CM evaluation at the same time as regular sessions and keynotes, and when they are the number of CM being requested must be clear. The MW Coordinator should strive for each MW to have as much learning time as possible – e.g., on the bus if instruction is possible – but ultimately the amount of learning time between attendees

boarding the bus until they disembark must be calculated. Generally, more learning time = more CM = more attendees.

Here are some general guidelines:

- Half-day mobile workshops are preferred in order to avoid constraints of meals away from the conference site and MW participants possibly having too much non-CM credit time. For an all-day (or 'go-through-lunch') workshop, it is beneficial – and an advertising opportunity - to have the lunch be sponsored. If sponsorship is not an option, the conference will provide a box lunch (either from the hotel or from somewhere on the way) or the moderator can arrange for lunch out on the tour. If you go with that option, be sure to check with the Conference Management Contractor about the maximum \$\$ that can be spent per attendee. The cost of the tour will need to include the lunch cost and the MW description should indicate that lunch is included.
- Half-day MWs should go out after the opening speaker, if there is one and if possible. More importantly, morning MWs should be back in time to allow attendees to go to the day's luncheon, especially if a Keynote speaker or Awards luncheon. Afternoon MWs should return by 5pm or 6pm – depending on the starting time of evening events.
- MW leaders will need to provide the same information as is provided for session submitted online since the CM information is required and a description of the MW is needed for the program.
- MW leaders will need to provide time and transportation requirements to the CHC during the process in order to allow the cost of the MW to be calculated and disclosed in the Early Registration materials. A sample form that can be used for MW tracking and analysis is found in Appendix M.
- All-day or more-than-1/2 day MWs are okay on one of the 2 full days of the conference. They are preferred on the day of an awards luncheon or lunch on your own (vs. on the day of a keynote luncheon). The all-day MWs should go out after participants have a chance to grab the continental breakfast during its announced time.
- The conference budget should account for water and possibly snacks for all MWs.
- Aim for approximately 10-15 mobile workshops, depending on the conference site. Spread the number of MWs out over the days of the conference: don't overload one time block because it may divide attendees and lead to cancellations.

- The Mobile Workshop Chair will be kept informed about registration for the various MWs. If demand is high for one or more particular MWs, you may want to consider offering it at a second time, or expanding the capacity of the MW by adding moderators. Or, you may want to offer a MW two different times from the start if you anticipate a very high demand and the MW is more effectively-presented if the number of attendees is limited.

Keep up email communications with the MW leaders as you do with the session moderators. MW leaders will want to know the status of the signups for their workshops; you will know these numbers as the registration numbers start coming to you from the Conference Management Contractor. For some MWs it's important to get a sense of whether it will be a large number of attendees or a smaller group. Some MWs may have to set a maximum number of signups if there's a limit or clearance required from a workshop stop. To help anticipate and manage transportation costs, some MWs may be listed with a maximum attendee number when listed for registration.

Mobile Workshops not utilizing a charter bus have more flexibility in the minimum number of attendees – you may not have to cancel a MW on a walking tour if less than a busload sign up: it would be up to the MW leader feeling comfortable enough that the MW could be carried out as intended with fewer attendees.

Promotional materials are assembled by the Graphic Designer to highlight MWs on the conference website. To that end, photos representing the MW location or route should be provided to the Graphic Designer.

The Conference Management Contractor, with the VP Conferences, can gauge about 30 days prior to the conference, or at the close of 'regular' online registration, whether a MW is in danger of being cancelled. It may be that one or more mobile workshops gets cancelled at this time, or at least put on watch, if there are 5 or fewer signups. Note: ~10 signups is a number to keep in mind to know whether a mobile workshop will be feasible – the key being it won't lose (much) money - given the variety of bus sizes available these days. The Mobile Workshop Coordinator may want to give a heads up to those individual workshop leaders if there's a thought that their workshop might be cancelled. Even though it is has been said in emails giving all the coordinators an interim attendance number, the moderators won't necessarily sense that their own workshop is in danger.

It should be expected that there will be a few attendees trying to sign up for mobile workshops at on-site registration, or even at the bus just prior to departure. Some conference attendees have indicated that they routinely wait until they are on-site to sign up for mobile workshops. Volunteers directed by the Conference Management Contractor will assist you. We will try not to turn away those interested in signing up on the spot for a MW until you're sure that the bus won't have a seat for them. Unfortunately, sometimes individuals signed up cannot make the MW, and their seat becomes available. In any case, those interested in joining the MW MUST HAVE PAID and show a receipt prior to getting onto the transportation.

If any mobile workshop is cancelled, it is not reflective of the quality of the offering. It is likely because there are competing events that are higher attractors. If the VP Conferences indicates it is time to cancel a MW, it is so the CHC won't incur the cost of a bus that has only several registered. Alternatively, reducing bus size is possible and is something to discuss as the conference approaches. Mobile Workshops will be renumbered in time and date order when the list of offerings is finalized.

J. LEADERSHIP MEETINGS AND CONFERENCE EVENTS NOT MANAGED BY THE PROGRAMS SUBCOMMITTEE

There are meetings that occur during the conference that are not the responsibility of the Programs Subcommittee but belong to the CHC or another subcommittee.

Required Leadership Meetings

Leadership meetings will occur during the conference but are NOT the responsibility of the Programs Subcommittee. Meeting rooms must be scheduled during the conference for the leadership meetings listed below. The Conference Management Contractor will schedule the time and location of the meetings in coordination with the individual noted below who is responsible for organizing the meeting. These meetings will not pre-empt regular conference session rooms. The time and place of the meetings will be listed in the conference program document. The Conference Management Contractor typically contacts the identified APA California Board member to finalize the title, date and time of the session when all other session moderators are contacted.

The VP Conferences or designee will act as the liaison and point of contact for the Board and affiliated groups for all conference questions and coordination of affiliated group events. Each affiliated group (CPR, CPF, PEN) is required to appoint a conference liaison who will act as the

point of contact for the CHC, VP Conferences, and Conference Management Contractor in setting up group events and activities. If no liaison is appointed, the President of the affiliated group will be the conference liaison. Note: all these groups should be contacted about meeting time and space; however, some may not hold a meeting at the conference:

- APA California Board of Directors. Contact: APA California Administrative Director. This meeting must be scheduled the day of the opening reception.
- California Planning Foundation Board of Directors. Contact: CPF President
- California Planning Roundtable. Contact: Roundtable President
- Planner Emeritus Network. Contact: PEN President
- Chapter Student Representative with Section Student Representatives and Student Conference Attendees. Contact: Chapter Student Representative
- On-Call Conference Committee. Contact: President Elect/Immediate Past President
- Professional Development Team Meeting. Contact: VP Professional Development
- Fellows of the American Institute of Certified Planners Meeting. Contact: VP Professional Development
- Other Professional Development Activities
- President's Leadership Reception

Special Events and Responsibility of the CHC

Opening Reception: The CHC in coordination with both the Conference Management Contractor and VP Conferences plans the Opening Reception, keeping in mind the cost of food and entertainment, and the ease of accessibility of the venue. The CHC plays an important role in identifying the theme; style of the opening reception and the Conference Management Coordinator works in collaboration with the CHC to assist with the facility details, needs and preparing a cost estimate for the event. Off-site or elaborate opening receptions must be approved by the APA California Board as part of the conference budget process.

Plenary and Keynote Speakers: The CHC is also responsible for the keynote and plenary speakers, including the luncheon keynote, although the Programs Subcommittee may be consulted. Brainstorming about these speakers should start at least a year prior to the conference. The speakers should be knowledgeable and vibrant – capable of being part of

the advertising to solicit attendees to the conference. Topics may be planning-related. At least one session is encouraged to be an individual who can address innovation or leadership topics in a field other than planning – though have an appreciation for the profession. The APA California Board must approve all special events speakers desired by the CHC.

It is highly recommended that the CHC specifically invite local area planning commissioners and board representatives to the plenary session(s) to create an opportunity for the key decision-makers in the planning process to engage with APA as an organization. The recently-established Commission and Board Representative on the Chapter Board serves a key role in soliciting representatives' attendance.

Don't schedule too many keynote speakers! For example, if you have a plenary session lasting several hours on the last day of the conference, don't also schedule a keynote presentation that day. Some conferences have both an opening keynote and a luncheon keynote. The only true tradition has been a luncheon keynote speaker on one of the two full days, with the other luncheon being the Awards Luncheon (Awards may be a better program in a format OTHER THAN a luncheon). Be sure that your keynote speakers are CM credit-worthy in order to attract your AICP members to the session.

Mandatory Special Events that are the Responsibility of the Chapter or Other Organization

The VP Conferences or designee must plan for, oversee, and include in the Conference Program document the following special events:

Awards Ceremony: A suitable event must be planned for presentation of the annual awards during the conference. The planning of the event itself is the responsibility of the Chapter VP Administration and the State Awards Coordinator/s with the CHC. The program and the awards are under the VP's direction. The configuration of the stage/head table, etc. is their choice. Details of the program are left up to those individuals. The presentations of Great Places awards, PEN inductees, and newly-inducted FAICP members have been also made during the Awards Ceremony. Recently, a PowerPoint presentation with a voice-over has been used to keep up the flow of the presentations. It is strongly recommended that narratives for all categories of winners be kept very short to keep attendees' attention. Also, honorable mentions may be more appropriately handled with by being listed in the Conference Program only and shown on a slide at the Awards Ceremony with no discussion, or in the Mobile App.

The CHC, VP Administration, and VP Conferences should work together to determine if the Awards Ceremony will be a luncheon or other type of event that year. The food and beverage for the event are discussed by the CHC and Conference Management Contractors along with other food events.

CPF Fundraiser and Auction: Time must be made in the conference schedule for the CPF fundraiser and auction. The VP Conferences or designee shall contact the CPF Board Conference Liaison as soon as possible to coordinate these activities. The nature of the fundraiser is determined by the CPF, which is responsible for all arrangement, except for time in the program and designation of a prominent location at the conference which is provided by the Vice-President of Conferences with approval of the CPF Board Conference Liaison.

In identifying office and other secure contractor spaces to be used during the conference, be sure to identify a room – with lights and a lock – for the CPF auction and raffle items to be stored. Near the room where the auction will be is best.

Talk to the CPF chair about ways the volunteers can assist with promoting & selling CPF raffle tickets. Any promotion of CPF by the CHC will be appreciated.

Student Conference and Student Awards Ceremony: The CHC's Student Subcommittee chair should work with the CPF Board Representative and the APA California Student Representative to develop and schedule a Student Conference and sessions and Student Awards Lunch to be held the day before the conference sessions typically start. With the 2014 shift of the conference to begin in earnest on Sunday, this sets the Student Day on Saturday. The luncheon is the responsibility of CPF working with the Conference Management Contractor, but developing a series of sessions oriented toward students is the responsibility of the CHC. The interest in an enhanced student program has grown in recent years. With students arriving on Saturday morning, the day can accommodate a student session in the morning, then the luncheon, then concurrent sessions in the afternoon in 1 or 2 session blocks. One of those sessions is traditionally a session produced by CPF. There are some presenters who like to focus on presenting to students or new planners. Involve local universities if they are within your Section and active with APA. The student attendees – about 100-200 of them depending on host Section location, some attending the full conference also – appreciated the variety of sessions. (Note – Student Day is free to students, and if other conference attendees show up that day, they may also sit in on the student sessions – but NOT the Student Luncheon.) The

Student Subcommittee needs to coordinate with the Programs Subcommittee to determine if regular sessions and/or the Diversity Summit are being planned on Saturday afternoon: if so, the timing and number of student sessions should be adjusted accordingly. Any regular sessions offered on that day may be attended by the students at no cost – however, the Opening Reception would not be included for students unless they paid to attend.

In the past, the CPF Student luncheon was attended by students and the Chapter Board taking a break from its all-day board meeting. In 2014, there was a special invitation issued to all new Chapter FAICPs to join the luncheon to honor them and have them meet those just coming into the profession. The VP Professional Development sent out those invitations on behalf of the Chapter President and CPF President.

In 2014 some students who were scholarship winners were unexpectedly accompanied by 5 or 6 planners from their jurisdictions, throwing the luncheon count off resulting in a number of invited participants not being able to eat lunch. A new policy in 2015 limits attendees to students who are awardees, to those have pre-registered for 'Free' Student Day, CPF Board members, invited Chapter Board members, FAICPs, and guests of the Chapter President. Students who are not pre-registered may also attend if there is room. The names of attendees at the CPF Luncheon will be assembled by the Conference Management Consultant and only those on the list will be admitted to the luncheon. USE TICKETS FOR THIS EVENT – they will be allocated to the CPF Board, Student Winners, Chapter Board, Invited Guests, and Registered Students. Note that if students have not registered prior to arriving on-site to attend Free Student Day, they must not be admitted to the luncheon until others with tickets have been seated first.

Consultants' Reception: each year there is an early-evening event called the 'Consultants' Reception'. This is an event that is planned by the CHC and is a benefit to those sponsors who are present onsite or sponsor in some other way. It is a light food and beverage event in the space where the consultants' exhibit space is located. The funding for the event is from the conference budget and is part of the benefits advertised to, and received by, conference sponsors. This reception may not be scheduled as to overlap with the CPF Auction – loud food and fun are not compatible with a live auction in the same space!

VI. ADVERTISING THE CONFERENCE

A. CAL PLANNER

The Cal Planner is now an exclusively-electronic document. It remains a primary method to contact the membership with focused issues promoting the conference. The Cal Planner is now supplemented by email blasts to the Chapter membership as well as the Chapter and Conference websites, Facebook, and Twitter.

The Graphic Designer (Design and Publications Management Consultant) shall provide a Cal Planner production schedule to the CHC, including deadlines for submittal of items required from the CHC as well as expected publication dates of the Cal Planner.

The following conference announcements and content will be found in the schedule to advertise the conference:

- One minimum half-page notice/article announcing the conference, or “Save the Date” notice, in the first Cal Planner issue of the conference year. The notice/article shall be prepared by the CHC for approval by the VP Public Information. Articles are sent to the Design and Publications Management Consultant to integrate the conference branding templates. NOTE: The notice/article shall also be posted on the APA California website.
- Registration/conference information shall be published in Cal Planner (optimally one Cal Planner for release prior to early registration and another Cal Planner for release one month prior to the conference) or emailed or posted on the Chapter and the Conference websites. The registration/conference information shall also be posted on the APA California website.
- Pre-registration materials will be published in the Cal Planner. The VP Conferences in consultation with the VP Administration and host Section must contact the Cal Planner Design and Publications Management Consultant to coordinate the timing and number of pages of the notices/articles/ads and the conference brochure no later than January of the year of the conference.
- Each Cal Planner issue leading up to the Conference shall consist of at least one feature article based on the issue's theme that features planning efforts in the Conference or host city or immediate region.

- The “Conference Issue” of the Cal Planner should contain enough information to generate interest in the conference. It is targeted to reach the membership either toward the end of Early Registration or at the beginning of Standard Registration.

NOTE: It may be that the timing of the editions of the Cal Planner prior to the conference are not at intervals where they can promote conference deadlines or features in accordance with the Production Schedule for the conference. In that case, emails may be used to assure that information gets out to the Chapter members in a timely manner. See D. below.

B. SECTION NEWSLETTERS

The VP Conferences and Graphic Designer shall provide Section Newsletter Editors with conference notices/articles and materials that are to be included in the Section newsletters and on the Section websites. The Graphic Designer will work with the CHC to design ads that will be sent to the Sections throughout the year with progressively detailed information.

C. APA CALIFORNIA CONFERENCE WEBSITE – CONFERENCE POSTING PROCESS

The Chapter has established a separate website for the annual conference. The conference website pages are constructed and maintained by the Webmaster Consultant with information to be provided by the Conference Management Contractor and/or the CHC in coordination with the VP Conferences, VP Public Information, the Graphic Designer and the Webmaster Consultant.

Immediately following the prior year’s conference, the Conference website will become available to post information provided by the next CHC. The Conference website works to complement the Cal Planner content and provides a constant location for relevant conference registration information and articles prepared by the CHC to attract attendees. See Section A above for the Cal Planner timing and content discussion.

Information generally flows from the CHC to the VPs and contractors; e.g., announcements, information and updates as well as Call for Presentations and sponsorship opportunities. Registration information will be posted on the website as well hotel information.

The Conference Management Contractor shall work with the VP Conferences, the CHC, and Webmaster Consultant to develop the conference announcement, registration materials, conference registration application, call for papers, articles, and other conference items as

determined by the VP Conferences to be posted to the Conference website. The Graphic Designer will work with the others listed to make sure graphics are available for posting on the website.

D. EMAIL BLASTS DIRECTLY TO APA CALIFORNIA MEMBERS

At least four emails to members are sent directly to APA California's members by direct email using the most up to date National email list: Open Registration announcement with registration instructions; announcement of the pending Early Registration deadline; announcement of the pending Standard Registration deadline; and, announcement of the Late/On-site Registration deadline. All notices are sent by the Webmaster Consultant to the membership through the APA California conference website. Other announcements, such as sponsor solicitation, volunteer solicitation, etc., may also be sent.

The APA California email distribution policy requires emails to members to provide the recipient with the opportunity to opt-out of future emails with an automatic subscribe or unsubscribe option in the email. Emails must include the sender's contact information and postal address.

E. ELECTRONIC MEDIA

Use of electronic media to advertise the conference is highly recommended although Chapter capabilities in this area have not yet been developed. Check with the VP Conferences to see what tools might be available to your CHC. If you believe you have access to media opportunities, check with the VP Conferences. Also, any cost associated with electronic media, even if not an anticipated cost, will need to be accounted for in your budget expenses.

VII. EXHIBIT BOOTHS/DISPLAY SPACE

A. COMPLIMENTARY AND CONTRACTED DISPLAY SPACE

The following receive free display space in the exhibit hall or exhibit space. Except for the APA California booth and table, which should be visible at or near the entrance to the exhibit hall

or exhibit space, the space provided does not need to be premium space, but should be included in the regular exhibit location. Because these agreements are updated frequently, the Conference Management Contractor shall contact the Director of Administration to determine if any other reciprocal agreements have been added or deleted from this list, or updated. Prior to finalizing any agreements they secure, the CHC must consult with the Conference Management Contractor and VP Conferences.

NOTE: Contacts listed below may change over time.

- APA California - (booth and table) - contact Director of Administration
- Following Year's APA California Conference - (table) - contact Conference Host Committee Co-Chair
- Commissioners and Board Representatives (table) – contact APA California Board Commission and Board Representative
- Firm providing APA California Legal Counsel (pro-bono) - (table) - contact APA California Executive Director
- AEP - (table) - contact AEP Executive Director
- APA California Historian – (table) – See Chapter Board roster
- Cal State Northridge – (table) – contact Rob Kent at rkent@csun.edu
- Solano Press - (table) – contact Ling-Yen Jones publisher or Nancy Mc Laughlin
- UC Davis Extension – Half price for Table Top in exchange for discount on extension classes
- UCLA Extension - Conference Ad and Brochures for Land Use and Planning Law Conference placed in unmanned table top area in exchange for 2 free Land Use and Planning Law Conference registrations
- CPF Silent Auction Display Space – CPF shall determine how much time prior to the time of the Live Auction that they will display Silent Auction items. Space is needed for passersby to stop and view the items
- CPF Raffle Ticket Table Space – from which CPF members may sell raffle tickets in the days prior to the Live Auction
- Space for any APA California affiliated organization (e.g., PEN, CPR) upon request

Please note that any expense for electrical hookups or a/v at any complimentary or contracted display space is the responsibility of the organization receiving the space: it is NOT an expense that the conference budget will absorb.

Any complimentary or contracted display space that is beyond a non-manned table should fill out an exhibitor form so they can be accounted for when the Sponsorship Subcommittee is planning out booth and table space. If a display space belongs to APA or an APA-affiliated organization, they will not be charged for a/v or electrical hookups.

B. EXHIBITORS BOOTH SPACE

Sponsorship packages are described in III.F. Booth space is typically part of the larger packages unless the sponsor is interested in a meal or other-event sponsorship (such as an afternoon break). The CHC should work with the Conference Management Contractor to identify a location for exhibitor booths that will meet their needs. The location may not be able to be identified and sketched out until an event manager is assigned from the conference venue. The CHC can accept sponsorships and payments, and create a list of sponsors in order of payment, then offer them space selection when it becomes available.

The Conference Management Contractor will also work with the site and the sponsors to assure technical needs are met, and will 'look after' sponsors once they arrive on-site.

Timing of construction and booth removal varies year to year. The CHC should work with the Conference Management Contractor to determine that year's approach and timing.

The Conference Management Contractor is the contact for any exhibitor with questions about booth size and details of equipment provided or available for purchase. The CMC contractors with an Exhibit Services Provider and the CMC will provide a package to each exhibitor of requirements and options approximately 2 months prior to the conference.

VIII. OTHER MANDATORY ITEMS

A. ADA COMPLIANCE AND NOTICE IN REGISTRATION MATERIALS

For ADA compliance, the Conference Host Committee shall include notice in registration mailers indicating that the conference hotel is ADA compliant and that reasonable accommodations will be made if a registrant provides early indication of needs.

B. RESERVE HOTEL ROOMS FOR APA CALIFORNIA BOARD

A block of rooms shall be set aside for Board members and staff at the main conference hotel. A deadline for confirming these reservations will be established by the Conference Management Contractor and the VP Conferences. The Board and staff shall be informed of the deadline and steps necessary to ensure that they have rooms in the main conference hotel. The Conference Management Contractor shall request that the hotel provide upgrades (view, suites, and larger rooms) for APA California Board members' rooms. The number of upgrades varies year to year.

C. EXTRA HOTEL ROOMS

The Conference Management Contractor shall reserve an additional five rooms for unanticipated guests or last-minute Conference Committee use.

D. REGISTRATION AND CONFIRMATION

All registrations are completed online by the attendee or their agent prior to the conference. Registration may be kept open online until the day of the conference opening. The registration system must be set to provide automatic confirmation of registration to the attendee, with instructions about how to change or cancel registration if necessary.

IX. AT THE CONFERENCE

A. SCHEDULE OF ANNOUNCEMENTS

Prior to the start of the conference, there should be a discussion among the Chapter President, VP Conferences, and the CHC Co-Chairs to determine at which events there will be announcements and who will make them. They include: a welcome from the Chapter and the CHC; introduction of the CHC; introduction of the Board; introduction of invited guests; welcome from a representative of the host city.

B. ON-SITE OPERATIONS MEETINGS

Starting the night before the conference opens with the Board meeting, Free Student Day, the Diversity Summit and the Opening Reception (i.e., typically Friday night) the CHC Co-Chairs and key subcommittee chairs should expect to meet with the VP Conferences and the conference contractors who will be on site. You'll review the setup of the Registration Area, look at the attendee travel patterns and where signs and/or volunteers might be needed. As the conference proceeds, there will be daily scheduled discussions about how things are going, if any issues are arising, what to anticipate, how are volunteers going to be used the next day, etc.

C. APA CALIFORNIA BOARD SEATING AT PLENARY SESSIONS

At least once during the conference there must be an opportunity for the APA California Board to be introduced to the membership. The APA Executive California Board may be seated at a head table during a plenary lunch or session, or at one of several tables at the front of the room where other speakers, guests or CHC members are seated. See A above. Board members should be notified by the VP Conferences or Chapter President when their introduction will be made.

D. APA CALIFORNIA BOARD REGISTRATION PACKET DISTRIBUTION

The Conference Management Contractor shall provide the APA California Board members and staff with their registration packets sometime during the APA California Board meeting.

E. NAME BADGE RIBBONS FOR LEADERSHIP; METHODS OF SPEAKER IDENTIFICATION

Different colored ribbons or other identification shall be provided at registration, to be attached to the badges to recognize individuals such as:

- Conference Host Committee members
- APA California Board members
- California Planning Foundation Board members
- Planner Emeritus Network Board members
- California Planning Roundtable Board members
- Planning Commissioners
- Award winners
- APA California Staff and Contractors
- National Board members

Speakers will receive badges different than registered attendees. If a speaker has paid for a 1-day or full conference registration, their badge will so identify them. If they are attending only to present their session, including possibly being allowed to sit in on non-meal, non-event sessions that day, their badges will display that limitation.

In 2016 'Session-Only Speakers' were not required to register, saving time and confusion and cost. They received a badge to differentiate them from conference attendees. In future years, they should also receive lanyards to differentiate them and assist in quickly identifying their access privileges. APA California lanyards are an option for these valued speakers.

F. PHOTOGRAPHER

The CHC should work with the VPs of Conferences and Public Information and the Conference Management Contractor to assure that someone is assigned to take photographs of plenary/guest speakers, Awards Event, Chapter Board, Conference Host Committee, registration area and mobile workshop sendoffs, as well as group shots of attendees during various activities at the conference.

X. ON-CALL CHAPTER CONFERENCE COMMITTEE

In past years, the Chapter maintained a “Standing Conference Committee” to: 1) facilitate coordination between various years’ conference committees; 2) to discuss issues related to the annual conference; 3) review the Conference Requirements Handbook and make recommendations as necessary; 4) recommend any other conference policies, or changes to policies, to the Board; 5) conduct a call during the year as necessary to update the Handbook and keep the conference on track; 6) to collect input and assure the updated Handbook is distributed to the upcoming Conference Host Committee.

With the establishment of the Vice President for Conferences position on the APA California Chapter board, a number of items in the list above became the responsibility of that Vice President, including primary communication with each Conference Host Committee and proposed updates to the Conference Requirements Handbook. However, the need remains for resources to be available to the Vice President during the year to: discuss conference trends or new needs; have a forum to discuss issues when questions arise from the current year Conference Host Committee; discuss the advisability of revising any individual financial policy or procedure for future conferences.

Pursuant to these needs, an On-Call Chapter Conference Committee shall be maintained with oversight by the current Vice President for Conferences. The composition of this Committee will be a selection of past conference co-chairs, past Chapter presidents, past Vice Presidents for Conferences, current Chapter President and Immediate Past President/President-Elect, or other knowledgeable Board-associated individuals. The intent is to gather a diverse group familiar with Chapter conferences needs and operations. If an issue arises that affects a sitting Conference Host Committee, the Section Director of that Section will be asked to participate in discussions that could affect that conference. The Vice President for Conferences, in consultation with the President and President-Elect/Past President, may determine that one or more representatives of the On-Call Conference Committee should participate in matters being handled by the sitting Conference Host Committee.

XI. UPDATING AND DISTRIBUTING THE CONFERENCE HANDBOOK

Within three months following the conference, the VP Conferences shall facilitate or accomplish the following:

- PROGRAM. Add the conference program to the official Conference Binder which may be maintained online.
- CONFERENCE SUMMARY. Provide a summary of the Conference, including the budget, how many rooms were used at the conference hotel, conference attendance broken down by registration categories, and the attendance at specific conference events and mobile workshops.
- RECOMMENDATIONS TO THE BOARD AND ON-CALL CHAPTER CONFERENCE COMMITTEE. Make recommendations to the Board and On-Call Conference Committee concerning changes or clarifications to the policies contained in the APA California Board Conference Requirements Handbook. The APA California Board shall approve any major changes made to the APA California Board Conference Requirements Handbook.
- ACQUIRE SUMMARY REPORT FROM THE CURRENT YEAR'S CHC. The CHC just completing the conference shall prepare a summary to be used by the VP Conferences and the next year's CHC to discuss issues that they faced, items that worked well, changes to conference procedures that are need, etc., for each of the major subcommittees and for the conference operation overall.

The APA California President and VP Conferences shall be authorized to make interpretations and minor amendments to the Conference Requirements Handbook without Board approval. Those minor amendments shall be recorded in the online version of the Handbook for general use.

APA CALIFORNIA CHAPTER CONFERENCE HANDBOOK

TIMING ROADMAP

THE 36 MONTHS LEADING UP TO YOUR CONFERENCE

The tasks and actions in this table are discussed more fully in this Conference Requirements Handbook

All items on this list must be accomplished generally within the timeframes they are listed

Revised 22 October 2016

TASKS & ACTIONS	LEAD RESPONSIBILITY*	DONE? Check them off!
36 MONTHS PRIOR TO THE CONFERENCE		
Board formally advises Section of upcoming conference year assignment	Board, VP Conferences	
Form a Site Selection Committee (SSC)	Host Section, Chapter	
Conference Management Contractor (CMC) assembles options for SSC to consider	Host Section, Chapter, CMC	
With CMC research any off-site event locations, e.g., Opening Reception	CHC Opening Reception/ Special Events Subcommittee	
24 MONTHS PRIOR TO THE CONFERENCE		
Work with Conference Management Contractors to identify viable conference locations and discuss; have site visit of all possible sites. Provide recommendation on hotel and conference space to Board vote in January, 2 years prior to the conference year	VP Conferences, Host Section	
About 2 years prior: Select CHC Co-Chairs and forward to VP Conferences; may assist in site selection. Selection may be made earlier than 2 years to allow them to begin to organize and research.	Host Section, VP Conferences	

Potential co-chairs must be advised of the necessity for them and their subcommittees to read, review, and discuss this Conference Requirements Handbook document among themselves and with the VP Conferences		
Obtain Board approval of CHC Co-Chairs after commitment of co-chairs nominees to review and utilize the Conference Requirements Handbook	VP Conferences, Host Section	
18 MONTHS PRIOR TO THE CONFERENCE		
Establish Conference Host Committee (CHC)	Host Section	
Select Subcommittee Chairs	CHC Co-Chairs	
Introduce conference contractors to the CHC and discuss the various roles contractors play and assistance they provide	VP Conferences	
Start Sponsorship Research & work with CMC & Graphic Designer. Design logo with Graphic Designer	CHC	
Finalize any contracts with off-site event locations as early as possible	CHC, VP Conferences, Chapter Attorney as needed	
Develop and recommend conference theme for Board approval	CHC Co-Chairs, VP Conferences	
Conduct site visit, confirm location & adequacy of Exhibitor space to allow preparation of Sponsorship Brochure 3 months before prior year's conference; review session rooms & plenary locations; visit off-site venues	CMC, CHC Co-Chairs, VP Conferences	
15 MONTHS PRIOR TO THE CONFERENCE		
Develop material for prior year's conference: giveaways, promotions, sponsorship package, CFP (3 months before the prior year's conference)	CHC, contractors	
Develop sponsorship brochure detailing 'packages' to be offered to sponsors/exhibitors; discuss steps following securing of a sponsor	CHC, Contractors, VP Conferences	

Develop conference budget after discussion with VP Conferences, Conference Accountant and Conference Management Contractor: anticipate facility costs, possible extraordinary keynote fees, set registration fees, review and project meeting Chapter profit goals/requirements, send any 1099 tax forms to SGA	CHC Co-Chairs, CMC, VP Conferences, Conference Accountant	
Conduct series of calls between Chapter contractors and CHC Co-Chairs with key subcommittee chairs: Programs; Mobile Workshops; Sponsorships;		
Assemble Conference Contractors' schedule or work and timetables	VP Conferences, Contractors	
Develop conference website materials; update Session Proposal form	CHC, Contractors, VP Conferences	
Prepare overall conference schedule (days, placement of special events, etc.) & Review w/VP Conferences	CHC, VP Conferences	
10-14 MONTHS PRIOR TO THE CONFERENCE – depending on month of each conference, tasks may need to be before or after prior conference		
Provide logo & conference identifier so website can be switched to yours following conclusion of prior year's conference	CHC, Graphic Designer	
Board approval of draft conference budget at prior year's conference or, more likely, at January meeting the year of the conference	CHC, CMC, VPC	
Start tracking contract needs so that they can be approved in place before needed	CHC, CMC	
Full conference presentation at Board meeting held at prior year's conference	CHC Co-Chairs, VP Conferences	
Following the prior year's conference conclusion, prepare to go live with the website and CPF and Session Proposal form (not less than 1 month following prior year's conference)	CHC, Web Consultant, VP Conferences	
Provide update reports to Board each month	VP Conferences	
Programs Subcommittee prepares for submittal of session proposals: assigns subcommittee members to review; reviews 'mandatory' sessions;	CHC, Contractors, VP Conferences	

Advertise conference in Cal Planner (Save the Date), newsletters in Sections, emails, website and set schedule for future ads	CHC, Contractors	
Review list of special events and sessions that are produced by affiliated organizations or by CHC outside of Programs Subcommittee	CHC, CMC, VP Conferences	
Review design & graphics publication schedules & needs and finalize a Project Production Schedule, including CalPlanner publication dates and content for each edition	CHC, Contractors, VP Public Information, VP Conferences	
At prior year's conference, begin solicitation of next year's sponsors, first approaching long-time sponsors to offer primary booth location, etc.	CHC Sponsorship Subcommittee	
Following prior year's conference, start working to solicit sponsors and requested booth space or other benefits; seek sponsorship of special events; VP Conferences will contact those receiving complimentary booth space needs this year (need to inquire each year – need varies)	CHC, CMC, VP Conferences	
SITE VISIT; Start discussing site opportunities and constraints with Conference Management Contractor; including ADA accommodations & point of contact (may be after prior year's conference if there is a new incoming VP Conferences); involve CPF to concur on location of Auction	CHC, CMC, VP Conferences, CPF	
Start populating the Conference website	CHC, Web Consultant	
The tasks found in the timeframes below all fall in the calendar year of the conference. The timing may vary slightly depending on the conference dates; schedules for many of these items will be established prior to the timeframe within which they are located.		
6-9 MONTHS PRIOR TO THE CONFERENCE		
Populate the Conference website; open hotel registration concurrent with opening conference registration	CHC, Web Consultant	
Review and confirm adherence to Appendix B requirements for insurance and activities	CHC, Conference Accountant	
Close ability to submit regular session proposals	CHC, Contractors	
Solicit topics from those who provide 'mandatory' sessions	CHC, VP Conferences	

Determine Pre-Conference Sessions, utilizing local expertise if available	Conference Program Coordinator, VP Conferences, CHC if applicable	
Assure Student Subcommittee is working with Chapter Student Representative, CPF Representatives, and APA National Student Rep	CHC Student/Volunteer Subcommittee, Conference Program Coordinator	
Review submitted proposals and select those for the program; confirm intent of moderator; check for speaker conflicts; assign sessions to session blocks – sequential series of steps	CHC Co-Chair and Programs Subcommittee, Conference Program Coordinator, VP Conferences,	
Send selected sessions to Chapter for final approval	CHC Co-Chair and Programs Subcommittee, Conference Program Coordinator, VP Conferences,	
Notify selected and not-selected moderators	CHC, CM Contractor	
Start communication with moderators regarding general requirements, online session modifications, needs & deadlines, registration policy, etc.	CHC, CM Contractor	
Start working on special events not yet begun	CHC, CMC	
Start identification of volunteers needs at conference	CHC Students/Volunteer Subcommittee, CMC	
5-6 MONTHS PRIOR TO THE CONFERENCE		
Review complimentary room needs and confirm reservation for APA Board & guests	VP Conferences, CMC, President	
Create a list of rooms being held for Chapter Board members and contact all groups/individuals to see if they want the room; work with CMC to determine complimentary room nights & assign comp nights to Chapter; assignment of upgrades, etc.	VP Conferences, CMC	
Identify complimentary registrations to be given prior to opening of registration; identify those eligible for discounted registration fees (Elected Chapter Officers and CHC Subcommittee Chairs) and	VP Conferences, CMC, President	

discuss discount codes and registration process with Conference Management Contractor		
Submit content for Cal Planner conference edition; time distribution to publish before the close of Early Registration	CHC, Graphic Designer, VP Public Information	
Conference-at-a-Glance created & posted with sessions, special events (no room assignments or CM notation)	CHC, CM Contractor, Graphic Designer	
Identify special events & organization meeting locations following publication of initial Glance	CHC, CMC	
OPEN EARLY REGISTRATION: determine timeframes of each stage of registration; what is final cutoff before 'late/onsite' fees; may open in this period; DISTRIBUTE CAL PLANNER CONFERENCE EDITION CONCURRENT WITH THE OPENING OF ONLINE REGISTRATION	CHC, Web Consultant, Graphic Designer, VP Public Information	
Provide ad materials to AEP conference	CHC, Graphic Designer	
Start recruiting volunteers in consultation with Conference Management Contractor	CHC, CMC	
Work with sponsors on any special needs and continue to collect their fees	CMC, Sponsor Concierge	
Assign rooms for regular sessions, plenary sessions, special meetings, and other onsite meeting needs including special events	CHC, Conference Program Coordinator, VP Conferences, CMC	
3-4 MONTHS PRIOR TO CONFERENCE		
Continue to develop Student Program; get in contact with universities; encourage student registration	Student Subcommittee, Chapter Board Student Rep, University Liaisons	
Submit sessions for CM credit	CM Contractor	
Begin work on Mobile App about 3 months – after sessions & events assigned to rooms	Contractors	
Confirm complimentary booths/tables	CHC Sponsorship Subcommittee; Contractors	
1-2 MONTHS PRIOR TO CONFERENCE		

Conclude solicitation of sponsorships about 2 months prior to conference to allow development of sponsor recognition and continue to solicit sponsor payments; accept only unique/spectacular sponsorships at this point	CHC Sponsorship Subcommittee; Contractors	
Provide Exhibit Services packages to sponsors with booths	CMC	
Final site visit to review meeting space allocations & locations for sessions and special meetings, determine needed signs, meet with facility manager and review schedule and services	CHC, CMC, VP Conferences	
All material for printed program due	CHC, Contractors	
Finalize printed program; order # of copies based on full conference attendees	Graphic Designer, others to review final document	
Finish Mobile App and submit to Apple	Contractors	
Lanyards, ribbons, etc designed & ordered	Graphic Designer, CMC	
List of needed signs reviewed and approved as needed, and okayed for production by CMC	CHC, CMC, VP Conferences, Graphic Designer	
At close of "regular" registration, review and cancel Mobile Workshops that have no chance of attaining enough attendees on a charter bus to not lose much money; review, keep and try to promote walking or transit tours and those with moderate number of signups	CHC, VP Conferences, CMC	
Develop a schedule for announcements to be made at plenary sessions including introducing VIPs, CHC members, Chapter Board, others	VP Conferences, CHC Co-Chairs	
Solicit attendance at CPF Student luncheon from Board, CPF Board, FAICPs, dignitaries in attendance, plus estimate number of students expected	CHC Co-Chairs, VP Conferences, CPF President	
Determine which session room will be the room to record sessions for future Distance Education	VP Conferences, Conference Programs Coordinator	
Continue to solicit student attendance after fall term begins	Student Subcommittee	
1 MONTH PRIOR TO CONFERENCE		

Signs ordered	Graphic Designer	
Schedule Volunteers	Student/Volunteer Subcommittee; CMC	
Discuss menus for meals and events to maintain budget projections; forecast attendance at meal events – very conservative for last-day meal	CHC Co-Chairs, CMC, VP Conferences	
Review use of registration codes to assure Board, CHC, and Sponsors have registered with appropriate codes	VP Conferences, Accounting Contractor	
FOLLOWING THE CONFERENCE		
Debrief with CHC, Chapter, Conference Management Contractor	VP Conferences, Chapter contractors	
Prepare closeout report and P&L statement for Board in consultation with the VP Conferences and Conference Account Manager	CHC Co-Chairs, VP Conferences	
Send thank yous as appropriate, including to sponsors: consider using Paperless Post or other online card	CHC Sponsorship Subcommittee	
Write article for next CalPlanner as a summary and thank you	CHC Co-Chairs	

APPENDICES

- A. Detailed CHC Responsibilities
- B. APA California and Section Legal and Insurance Activity Guidelines and Forms: NOTE: Contact Conference Accounting Contractor for access to the actual forms required; included as sample in the Appendix
- C. Conference Management Contractor Responsibilities
- D. Conference Consultants' Scopes of Work:
 - ATEGO Resources (Conference Accounting Contractor; Website Management Services Consultant; Mobile Application Manager; Sponsors Concierge; Registration Support);
 - GranDesigns (Design and Publication Management Consultant aka Graphic Designer);
 - NHE Enterprises (Association Management and Certification Maintenance Services Consultant)
 - HPN Global (Conference Management; Registration Management; Site Selection Support
- E. Standard Budget Line Items & Explanations
- F. 10- Year History of Recent Conference Profit and Recent Closeout P&L Reports
- G. Sample Conference Closure Report Format
- H. Conference Site Selection Criteria
- I. Conference Themes Since 1988
- J. Sample Sponsorship Brochure w/ Logo Specifications & Conference Signature & Artwork Specification Sheet
- K. APA California Sustainability Principles
- L. Online Evaluation Form for CM Sessions
- M. Sample Forms/Templates for Mobile Workshops
- N. Instructions and Release to Record Forms for Distance Education Sessions from Conference (update annually)
- O. Statement on Student Attendance and Cost at the Annual Conference
- P. Program Document Development and Review

Appendix A

RECOMMENDED CONFERENCE HOST COMMITTEE STRUCTURE/ROLES AND RESPONSIBILITIES

Section Director (serves as Liaison to APA California Board and may serve as Conference Co-Chair)

Conference Host Committee Co-Chairs

- Assist with development of Conference budget and overall management of conference
- Ensure conference theme and logo are selected
- Master scheduling of conference host committee responsibilities
- Ensures check list/ make sure things get done
- Provide assistance to Conference Host Committee subcommittees, as necessary
- Meeting Agendas and minutes for Conference Host Committee meetings
- Forwards minutes of CHC meetings to VP Conferences and Conference Management Contractor
- Coordination during conference
- Coordination with APA California Board via VP Conferences and Conference Management Contractor
- Coordination with Conference Host Section Board
- Maintain contact list (emails, cell phones) of all CHC members
- Assist with conference publicity by identifying local or statewide press outlets that would be interested receiving a Press Kit and information about award winners, keynote speakers, or unique conference sessions; work with Chapter to confirm legitimacy of any request for a 'Press Pass'.

Programs Subcommittee

- Identify Conference tracks which should follow theme and logo
- Develop "Call for Presentations"
- Solicit session ideas
- Review sessions and ensure 20% of sessions selected reflect host section selection
- Assist with developing program/time slot for sessions
- Keynote Speaker ideas

- Coordinate with VP Conferences or designee to ensure mandatory Board sessions are included in the Program

Student Programs Subcommittee

- Work with Student Representative on the Chapter Board to outline the 'Free Student Day' program and social activities
 - Develop a series of educational sessions attractive to students
 - Provide support to CPF for Student Luncheon as requested
- Work with the universities and programs subcommittee to inform students of the conference opportunities and to encourage their attendance

Sponsorships and Exhibitors Subcommittee

- Work with Conference Management Contractor in conjunction with VP Conferences, Sponsors Concierge, and Conference Host Section
- Appoint local sponsorship/exhibitor contact (2+ individuals who will be trained and will coordinate with the VP Conferences or VP Public Information to solicit sponsorships)

Special Events Subcommittee

- Opening Reception (Coordinate with Conference Management Contractor)

Mobile Workshops Subcommittee

- Coordinate with Programs Subcommittee and Conference Management Contractor who will arrange transportation
- Work with CM Credit Management Contractor to assure MWs submitted for CM credit in a timely manner

Volunteers Subcommittee

- Chair to coordinate with Conference Management Contractor to determine needs and assignments, include monitoring meal events and assisting with the sale of CPF raffle tickets.

Diversity Subcommittee

- Works with the Membership Inclusion Director on the Diversity Summit, as needed, and to assure that sessions addressing diversity are included in the conference program.

Sustainability Subcommittee (Optional)

- Coordinates with Conference Management Contractor and conference facility to provide a “green conference” to the extent feasible as needed: often can be handled exclusively by Conference Coordinator Consultant since hotels and conference facilities employ sustainability principles that are easily obtainable and put into the conference program.

Conference Management Contractor – and other contractors to the APA California Chapter – see Appendices C & D

- To be included in all CHC calls and works as extension of CHC
- Direct liaison with conference facility for food/beverage and meeting space assignments (pre-conference and on-site)
- Direct liaison with AV company
- Direct liaison with registration company, transportation company and vendors for conference related materials/updates
- Direct liaison with Graphic Designer for conference materials/updates

All conference contractors must be provided opportunity to be included in CHC calls. Regular calls must be held on a monthly basis between the CHC Co-Chairs and the conference contractors. Key subcommittee chairs may be included as needed. The CHC Co-Chairs shall conduct separate regular meetings or calls with subcommittees.

APA California and Section Legal and Insurance Activity Guidelines

Because of the need to protect ourselves against the threat of preventable lawsuits and because of regulations from our insurance carrier, we are to follow these guidelines in the planning and conduct of Association and Section activities:

1. Activities other than normal meetings of members are to receive prior approval from the Board, or the Board's designee. This is to include Association and Section sponsorship or endorsement of activities which present excessive risk of harm for members and guests. A white water rafting excursion is an example.
2. Endorsement or distribution of products and services are also to receive prior approval. This includes acceptance of products and services as donations for use in fund raising.
3. The Association and Sections are not to sell or distribute alcoholic beverages. If alcohol is to be part of a meeting or other activity it should be served by a caterer providing evidence of adequate insurance, or by the service staff of the facility in which the meeting/activity is to be held.
4. Any transportation arranged in conjunction with an activity is to be provided only by a transportation company holding a valid PUC certificate of operation and in force vehicle liability insurance, both of which are to be evidenced by a current Certificate of Insurance.

Conduct of regular activities which fall within these guidelines do not require prior approval. If there is any question as to the acceptability of an activity, contact the Association office. A minimum of three (3) weeks advanced notice is to be given to allow the APA California Director of Administration to contact our insurance carrier to determine the acceptability of any activity and/or whether any additional premium will be charged.

Certificate of Insurance Request Form

Date of Request: _____

Person Completing this Form: _____

Email Address: _____

INSURED: _____

Address: _____

Fax #: _____ Phone #: _____

Describe Event: _____

Event Questionnaire may be required

Date/s: _____

Location/Address: _____

Party (Certificate Holder) Requesting the Certificate (Not you, you are the Insured): _____

Attn: _____

Address: _____

Fax #: _____ Phone #: _____

Email Address: _____

Have you entered into any signed agreement or contract with the Certificate Holder? ☐ Yes* ☐ No

Additional Insured Requested: ☐ Yes* ☐ No

* If yes, please provide us with the insurance portion of the contract so that we may review it.

Without a contract, we cannot add the Additional Insured or any other special wording.

Certificate Distribution

Brokered Accounts

- ☐ Mail original to Certificate Holder
☐ Email copy to broker for further distribution

Please provide email address: _____

PLEASE RETURN COMPLETED QUESTIONNAIRE TO:

diane@mcclatchyins.com

- Fax: 916-488-2336
- Or mail to McClatchy Insurance

McCLATCHY INSURANCE AGENCY

2410 FAIR OAKS BLVD., SUITE 140
SACRAMENTO, CALIFORNIA 95825

ASAE Endorsed Association Office Package

Certificate of Insurance Request Form

Date of Request: _____
 Person Completing this Form: _____
 Email Address: _____
 Phone #: _____
Named Insured: _____
Chapter Name
 If Applicable _____
 Address: _____
Describe Event: _____
 Event Questionnaire may be required
 Date(s): _____
 Location/Address: _____

Certificate Holder

Attn: _____
 Address: _____
 Email Address: _____ Phone: _____

Have you entered into any signed agreement or contract with the Certificate Holder? ☒ Yes* ☐ No

Additional Insured Requested: ☒ Yes* ☐ No (**ADDITIONAL CHARGES MAY APPLY**)

*** Without a contract, we cannot add the Additional Insured or any other special wording.**

Certificate Distribution

Email copy to:	Another method of delivery:
<input checked="" type="checkbox"/> Certificate Holder	<input type="checkbox"/>
<input checked="" type="checkbox"/> Person completing this form	

PLEASE ALLOW AT LEAST 48 HOURS TO PROCESS THIS REQUEST.

PLEASE COMPLETE AND RETURN TO:

Wendyann Henry
Wendyann.Henry@aon.com

Aon Association Services

A Division of Affinity Insurance Services, Inc.
1120 20th Street, N.W., 6th Floor
Washington, D.C. 20036-3406

Direct: 202-862-5349 • Fax: 847-953-2672

APPENDIX C

HPN - SCOPE OF SERVICES - 2015

REGISTRATION MANAGEMENT SERVICES

HPN will assign a dedicated Registration Manager to manage your conference from start to finish. Our staff will function as part of your team allowing for seamless integration of HPN's registration solution.

Online Registration Portal:

- Customized Online Registration Portal and Database
- Secure Web Hosting and Storage 7 days a week/24 hours a day
- Multiple Registration Paths and fee schedules for different registration classifications (i.e. Member, Non-Member, etc.) based on Agenda selected (Full, 1-day, etc)
- Membership verification automated by email address
- Group registration and online attendee modification enabled
- Collection of standard and custom registration fields (i.e. first/last, title, company, address, etc.)
- Mobile Workshops/Pre-Conference/Special Event and Session selection allowing for attendance caps
- E-Commerce enabled with secure gateway to link to APA-California Authorize.net Account
- Discount Codes for complimentary registration processing of special guests and other designated attendees
- Assignment of unique individual registrant confirmation number

Dedicated Registration Reports, Manager and Support:

- Set-up and manage ongoing communications (invitation, confirmation, broadcast, reminder email)
- Standard and custom REAL TIME registration statistics/reports: Registration, Attendance, Non-registered
- Financial Reports to conform to Quickbooks reporting requirements as outlined at ATEGO Resources.
- Auto-Notifications for on-site registrations
- Dedicated 800 toll-free phone line and email account for registration support (Canada & US)

Post Conference Reports & Reconciliations

- Financial, Attendance, Evaluations

Estimated APA-Conference Registration Fees:

Annual License	\$ 2,500
Attendee Registration Portal: (1) exterior page & custom registration paths	\$ 1,500
Sponsor Registration Portal: (1) exterior page & custom registration path (discounted)	\$ waived
Registration Management Fee	\$ 2,500
Per Person Registration Fee @ 8.50 x 1,000 registrants (est. billed on actual):	\$ 8,500
TOTAL ESTIMATED REGISTRATION FEES FOR APA:	\$15,000

Registration Packets

HPN will create registration packages for the conference which include meeting confirmations, personal agendas, name badges, conference information and promotional gifts. Name badges will be different based on registration type. ***Registration packets and name badges are priced separately and based on quantity and final elements selected.***

PRE-, ON-SITE, AND POST CONFERENCE MANAGEMENT

Site Selection and Coordination of Annual Site Visits

- Identify future hotels and negotiate contract at no charge to APA California. HPN will be entitled to 10% of the amount of hotel bookings.
- Coordinate site selection and coordination of annual site visits for future conferences as requested by the VP for Conferences.
- Negotiate and manage contract and logistics for opening reception location chosen by the Conference Host Committee (CHC).

Budgeting & Financial Management

- Review budget of CHC and provide comments/recommendations for cost savings to the Board, prior to Board approval of the CHC budget.
- Manage budget (after CHC develops and Board approves the budget) using HPN proprietary budgeting systems.
- HPN will manage/track conference budget (all line items) and provide regular reports to ATEGO Resources contracted to oversee Accounting Management Services for APA.

- Update the Host Committee Chair and VP for Conferences on any expenditures falling outside of the scope of the budget. HPN DS will oversee items/tasks are on track and provide recommendations for budget item reductions if needed to remain within budget.

Management of Timeline & Milestones with Key Stakeholders

- Manage conference timelines and milestones in conjunction with key conference VP's, CHC Chairs and other stakeholders to include the following:
 - Conference Project Schedule and deadlines
 - Conference agenda and timeline
 - Review of creative theme, conference program, promotion materials and design once completed by CHC and graphic designer. Provide recommendations to streamline review process of conference collateral by contracted staff and VP's.
- Provide written or verbal updates on HPN activities as requested by the VP for Conferences or Board.

Management of all Conference Logistical Services

- **Service Providers:** Solicit proposals and manage contracts/companies per budget (costs priced separately) for:
 - Conference Decorator (Drayage Company)
 - Audiovisual (AV) services
 - Transportation Vendor
 - On-site Security Personnel
- **Keynote Presenters & Entertainment:** Provide contract coordination, management, and provision of AV needs for plenary conference, keynote speakers, entertainment as necessary.
- **Signage:** Identify signage needs based on meeting space locations within contracted facilities to preclude printing extra/unused signs.
- **Board of Directors:** Manage all meeting and conference logistics including:
 - Maintain hotel rooming list and change reports for Board Members, staff and special guests.
 - Deliver name badges, ribbons and promotional bags for Board Members, staff and special guests prior to end of Board meeting.
 - Coordinate Board dinner, including site and menu, with Stefan/George Associates.
 - Coordinate Board meeting food and beverage with Stefan/George Associates.
 - Ensure set up of the Board meeting room per President's instructions.
- **Exhibitors/Sponsors/Advertisers (Sponsors):** Once CHC solicits and develops the sponsorship packages, provide the following assistance/services:
 - Registration system (online database as outlined in Registration services)
 - Monthly Reporting to CHC
 - Registration Lists to Sponsors (early emailed in advance and final printed and provided during conference (name, company and address))
 - Conference Decorator (Drayage Company)
 - Diagram and layout of Exhibit Space
 - Fire Marshal Permits
 - Coordination of pre/post conference forms with Sponsors
 - On-site Logistics Contact/Support for Sponsors and ensure all sponsorship benefits are provided:

- Complimentary registration/s and Exhibit Hall Passes
- **Hotel / Venues:** Serve as primary contact for APA providing the following services:
 - Assignment of meeting space and layout (in coordination with the VP Conferences and Professional Development).
 - Special meeting requests as identified by the VP Conferences and/or Chapter President.
 - Menu Creation and Food & Beverage Management
 - Meeting Room Specs and Breakout Room Requirements
 - Hotel Banquet Event & Set up Orders
 - Hotel Room Block Review and Consulting
- **Giveaways:** Coordinate shipment and distribution of
 - Local brochures, give-a-ways and information for on-site usage.
 - Conference bags, ribbons, badge holders and Board and Keynote speaker gifts.
- **Staffing:** In conjunction with the CHC's Volunteer Coordinator, develop an onsite staff plan to fulfill requirements and support functions such as
 - Pre-Registered Check-in Desk
 - Proctor Assistance & Attendance Monitoring at Break-out Sessions
 - Attendance Monitor at General Sessions and Special Event Functions

Full Onsite Logistics and Event Coordination

- Registration & Hospitality Desk coordination and set-up
 - Local brochures, give-a-ways and information for on-site usage.
 - Conference bags, ribbons, badge holders, Board and Keynote speaker gifts.
- APA California Office Set Up
- Hotel signage placement and coordination
- Oversee set-up and events scheduled for:
 - Food & Beverage functions
 - Exhibit Area, Special Event Venues, General Sessions & Meeting room set ups
- Develop schedule and manage on-site support staff
- Oversee service providers (AV, Security, Transportation)
- Accounting reconciliation (daily through program and final bill)
- Pre & Post Conference Meetings with Hotel

Post Conference Services

- Provide written post-conference evaluation and recommendations within 30 days of the final day of the conference.
- Participate in post-conference debrief meeting.

No work in addition to that set forth in the above Scope of Services shall be performed without prior written request of APA's Vice President for Conferences or Board.

2015 CONFERENCES SERVICES

Provided by ATEGO Resources for

AMERICAN PLANNING ASSOCIATION, CALIFORNIA CHAPTER

Conference Services

- ✚ Create and develop content for session submittal form; coordinate Topics and Tracks with conference host committee chair person; e-blast session proposal notice to membership
- ✚ Create, develop content and maintain conference web page and hyperlinks on Chapter website and Conference website
- ✚ Obtain and/or coordinate with graphic design consultant sponsor logos for website, conference program and signage; provide sponsors with ad specification sheet and deadlines
- ✚ Respond to phone and email inquiries from conference committee, other consultants, vendors, sponsors and attendees
- ✚ Coordinate with session moderators to obtain copies of session presentations, create and maintain the session PowerPoint presentation page on the Chapter website, add page content to replicate the At-a-Glance format; Create Dropbox folder for conference and e-blast session moderators with upload information; Create hyperlinks between DropBox files and the session presentation page; Assist members in logging in to view presentations
- ✚ Create and manage post-conference surveys to include the Certificate Maintenance Evaluation form and the overall conference survey; coordinate survey questions with V.P. of Conferences; e-blast attendee survey reminders and provide links to each survey
- ✚ Obtain general liability insurance for facility/mobile workshop locations
- ✚ Participate in monthly conference calls with V.P. of Conferences and Conference Host Committee (CHC)
- ✚ Assist V.P. of Conferences with conference manual updates

Conference Accounting

- ✚ Provide assistance to VP of Conferences on conference budget; maintain conference budget
- ✚ Process Account Receivables: Invoice sponsors, invoice not-paid attendees post-conference
- ✚ Process Account Payables: Obtain payment approval for vendor, consultant and expense reimbursements by CHC from conference chair person; issue payments; obtain form W-9 from vendors and process IRS form 1099 MISC to not incorporated vendors
- ✚ Reconcile bank statement
- ✚ Produce and distribute financial reports; provide President, VP of Conferences and conference Committee financial report updates upon request
- ✚ Respond to attendee questions and correspondence

- + Conduct post-conference financial audit
- + Complete final accounting and report to Board; Process conference profit split
- + Respond to attendee questions and correspondence

Conference Registration

- + Coordinate online registration pages with Registration Consultant to ensure it aligns with conference budget
- + Obtain and configure member lists for registration database updates
- + Oversee onsite registration, Provide member/attendee registration assistance
- + Provide real-time registration lists for special events/mobile workshops to Conference Coordinator and mobile workshop Chairperson
- + Provide registration desk break coverage upon request

Conference Sponsor Concierge

- + Maintain communication/assistance with sponsor/exhibitor contact to ensure sponsor confidence including application and onsite emergency contact(s)
- + Maintain record of sponsor/exhibitor package benefits and review them with sponsor/exhibitor contact to ensure package benefits are understood
- + Collect names of the qualified sponsor/exhibitor entitled to conference registration and enter them into the registration database
- + Distribute special event tickets to qualified sponsor(s)/exhibitor(s)
- + Act as onsite liaison with sponsor(s)/exhibitor(s) resolving any question(s)/issue(s) in coordination with sponsor/exhibitor chairperson and/or V.P. of conferences

Conference Mobile App

- + Act as representative for Apple iOS account
- + App Images, coordinate with graphic designer and upload:
 - o Banner/logo at top
 - o Main images at center (all mobile app sponsors)
- + Exhibitors and Sponsors, enter:
 - o Names of Sponsors
 - o Sponsor Levels
 - o Key contact information
 - o Website links
 - o Logos - coordinate two sizes w/graphic designer
 - o Website hyperlinks
 - o Booth/tabletop location
- + Student Posters
 - o Coordinate with Student Representative and Conference Student Program Chair
- + Attendees
 - o Obtain and upload attendee list prior to Apple approval and update prior to start of conference
- + Enter messages regarding CM and post-conference survey's
- + Information icon: Update 16 areas with local area and current conference information
- + Links icon: Add icons for State web site, RSS feeds, local Section web site, Facebook, LinkedIn and current area weather

- ✚ Audit app prior to submission to Apple for approval and iTunes store placement
- ✚ Market availability to attendees
- ✚ Liaison with mobile app software vendor and New Horizons Enterprise (sessions tracking)
- ✚ Provide onsite mobile app assistance, broadcast messages, send instant notifications, etc.

SCOPE OF SERVICES

CONFERENCE DESIGN AND PUBLICATION MANAGEMENT SERVICES

GranDesigns is a full service design and publication management company contracted by the APA California Board to provide the following services to the APA California Board and Section Conference Host Committee (CHC).

- Obtain by various means, photos, art and logos for the hotel venue and the conference city for use in all materials. Work with the hotel marketing staff, visitor's bureau and the City to obtain as necessary. Work with files to make "print or web ready" as needed
- Coordinate with the VP of Conferences and the CHC marketing notices to provide to the Section Newsletter Editors and their section websites. (LI 1905)
- Coordinate and design articles in Cal Planner (costs included in Cal Planner contract).
- Create graphic images and prepare other files for use of the APA California website.
- Manage sponsor logos for website (continuous), print program and signage along with program ads.
- Create the following for the Mobile Application for the Conference and provide to Mobile App Consultant: (LI 2002)
 - Images for the home page
 - Banner logos
 - Main image
 - Sponsor logo art (continuous process)
 - Exhibitor map (continuous process)

Venue map (continuous process)

Photos

Conference logos, etc.

Format for iPhone, iPad and Smartphone

- Create the following flyers and forms at the direction of the CHC: (LI 1906 & 1907)
Save the Date

Call for Presentations

Sponsor/Exhibitor Opportunities Brochure

Exhibitor Map - updated continually up until the conference up to 12 versions typically

Thank You Sponsor Listing - updated continually up until the conference - up to 12 versions typically

- Design Conference at a Glance (LI 1909) - Update weekly until the week of the conference - up to 20 versions typically.
- Design Conference Online Program (LI 1901) - Update weekly until the week of the conference - up to 12 versions typically.
- Design and Provide Conference Print Program (LI 1901 & 1901.a).
- Design and Provide Conference Signs (LI 1904 & 1904.a).
- Provide Conference Miscellaneous Flyers and Forms.
- CM Credit forms - Coordinate forms/envelopes for each session in cooperation with New Horizon Enterprises if paper forms are required.

- Coordinate with the Awards Coordinators, and include the awards from the Chapter, the California Planning Foundation and others as requested, in the print program. Provide graphic support for the Awards Event PowerPoint presentation and any other project as requested.
- Coordinate special event graphic support as requested, such as coordinated signs and program ad designs for special events with Host event coordinator.
- Coordinate with various vendors, as needed for miscellaneous conference items, conference bag and other giveaways.

As graphic designer, GranDesigns follows pre-approved deadlines, selects and coordinates with all vendors required to produce the above projects, including printers, sign companies, etc. and works within the pre-approved conference budget.



2015

**AMERICAN PLANNING ASSOCIATION, CALIFORNIA CHAPTER
PROFESSIONAL SERVICES AGREEMENT
CONFERENCE SERVICES**

NEW HORIZON ENTERPRISE

A/N	D	W	M	Q	A	VP Conferences/CHC/CHC Programs Chairs
					X	Send GranDesigns the CM and Mobile App (Mapp) deadline schedule for use in Program Production Schedule
					X	Provide template for website for session submittals incorporating new fields as directed by CHC; work with ATEGO Resources to create online session submittal form
X						Answer conference related phone and email inquiries and refer to appropriate person
X						Answer phone and email from session moderators regarding submittals questions
X						Provide technical support for session moderators with online session submittals problems
X						Participate in regularly scheduled conference calls with the CHC, Program Chair(s) and Contractors
					X	Enter CHC subcommittee members and notification language for each Track online
X						Mark each session proposal status 'Accepted' and assign all subcommittee members access
					X	Work with VP Conferences and CHC to set up scoring module and provide technical support
					X	Download spreadsheet of all session submittals and distribute to CHC and VP Conferences
					X	Provide CHC Program Chair(s) and VP Conferences with Scoring report
					X	Mark online session proposals Accepted or Rejected according to Selection Committee's recommendations

					X	Delete sessions not selected from Excel sheet and send to Program Chair to use for tracking purposes
					X	Mark online sessions Accepted or Rejected
					X	Notify session moderators regarding Session Selection Committee's decisions
					X	Create Excel spreadsheet for Mobile App by adding required fields and placeholders for additional sessions
X						Maintain current session data by entering revisions on spreadsheets and adding CM credit hours; Law or Ethics credits; Session Block (day and time) slot assignments and room assignments as the information becomes available
					X	Create and send numbered Word doc session form to CHC subcommittee members for Mandatory, Keynote, Mobile Workshops, Student, Pre-Conference and other sessions as necessary
X						Assist CHC Program Chair(s) in obtaining finalized Mandatory Session forms
					X	Generate Word Docs for Accepted online session submittals, number and enter CM credits hours; Law or Ethics credits; Session Block (day and time) assignments and room assignments as the information becomes available
					X	Establish weekly Glance update procedures and date with CHC Program 'point person'
X						Enter moderator email language into online notification module
X						Send email notices to moderators requesting they confirm participation and provide any edits to their proposals by the deadline
X						Contact session moderators and obtain the required Law or Ethics criteria for those sessions selected by the CHC and State review team
					X	Request pending CM credit hours for Mobile Workshops from CHC contact and enter hours on the Mobile Workshop Word docs and spreadsheets
X						Send email to speakers who are on multiple session panels requesting they provide us with

						a single version of their biographies for use in the Mapp and Printed program
X						Enter single version biographies collected for Mapp to spreadsheet
X						Review the Cal Planner At-A-Glance and provide GranDesigns with any edits
X						Assist with the At-A-Glance, Online and Printed program updates
X						Assist with the review and proofing of the At-A-Glance, Online and Printed programs
					X	Provide GranDesigns with session titles for pending Law sessions submitted for CM credit and Ethic CM credit hours
					X	Forward the Mobile Workshop pending CM credit hours to GranDesigns
					X	Forward finalized session Word Docs to GranDesigns
					X	Prepare the MCLE application and coordinate the check payment with ATEGO Resources
					X	Submit the MCLE application with required documentation
					X	Create MCLE forms required for each of the Law sessions submitted for approval: Record of Attendance, Certificate of Attendance and Evaluation forms and send to GranDesigns for production with instructions for distribution and collection at Conference venue
					X	Obtain revised General Description form for CM entry from CHC
					X	Enter all CM sessions into National APA Dashboard for approval
					X	Update and provide National CM evaluation form for use at Conference venue
					X	Notify VP Conference, VP Professional Development, CHC and GranDesigns of approval notice for CM and MCLE credits
					X	Send Gather Digital spreadsheet for Mapp import and proof upload
X						Enter all Mapp revisions to online content as it is received
					X	Provide updated membership materials for booth and ship to Conference venue
					X	Label, box and ship awards and lists to Conference venue
						Post Conference Services
					X	Collect and file completed CM evaluation forms
					X	Collect and file MCLE sign in sheets and evaluation forms

X						Provide members with MCLE Certificates of Attendance upon request
X						Provide speakers with re-calculated credit hours for MCLE Certificates of Attendance upon request

APA California Conference
Standard Budget Line Items
Revised October 2016

Income

101 · Member Early		<p>Standard Registration Types *Work with VP Conferences to confirm Early Member Rate which creates tiers for other member and non-member rates *Non-member rates are higher - enough to encourage Chapter-only membership * Mobile Workshop moderator and speakers are eligible for this rate *Start with Last Year's Early Member Rate and build other amounts from that *Speaker rates do apply to APA members who are speakers *Mobile Workshop moderator and speakers are eligible for this rate *Student Registration (following Free Student Saturday) will be approximately \$150 to cover part of their food costs for the entire conference, approximately \$50 for one day</p>
102 · Member Standard		
103 · Member Late/On-Site		
104 · Non-Member Early		
105 · Non-Member Standard		
106 · Non-Member Late/On-Site		
107 · Member One Day		
108 · Non-Member One Day		
109 · Student - Full		
110 · Student - 1-Day		
111 · Young Planner - Full		
112 · Young Planner - 1-Day		
113 · Life Member - Full or 1 Day (same)		
114 · Speaker - Full		
115 · Speaker - One Day		
116 · Exec Board Registration		<p>* \$250 reduced registration for elected VPs if the Chapter pays it after Board vote regarding health of Chapter budget (VPs likely to pay themselves there no entry here)</p>
100 · Registration - Other		<p>* Not budgeted miscellaneous registration income.</p>

200 · Sponsorships

203 · Opening Reception		<p>Standard Sponsor and Exhibitor Types - although there may be others - Events may be combined with Booth or Table Top * CHC can make any of these sponsorships available beyond L213 & L214 * Line 220 can be either continental or full breakfast if a plenary session * Sponsorship Brochure can contain all these entries as options * Conference Bags are an item that is at the discretion of the CHC - just be sure to indicate at registration if there will be no bag * Any income for various sponsorships for lanyards, bags, etc. goes here and would offset the expected expenses for these items found in 1400, 1410, 1500, 1600 or 1700. * Available for use budget not mandatory.</p>
204 · Lanyards		
205 · Badge		
206 · Bags		
207 · Consultant Reception		
208 · CPF Auction		
209 · Flash Drive		
210 · Corporate		
211 · Individual Planner		
212 · Mobile Workshops		
213 · Booth		
214 · Tabletop		
215 · Mobile App		
216 · Keynote Speakers		
217 · Awards Brunch		
218 · Breaks		
219 · Student Lunch		
220 · Breakfast		
221 · Diversity Summit		
222 · Advertisers		
223 · Program Document		
224 · Website		
200 · Sponsorships - Other		* Not budgeted miscellaneous sponsorship income.

300 · Mobile Workshop/Extra Meal Tickets/Carbon OS

301 · Mobile Workshop Tickets		* Mobile Workshop Income for all conference registrants * Prices for these set based on length and incurred expense for tour & expected attendance (transportation costs)
302 · Extra Meal Tickets		* Guest Event Meal Ticket Income (one comes with full or one-day registration) * Also extra CPF or Consultants' Reception tickets

303 · Extra Opening Reception Tickets		Guest Opening Reception Ticket Income (one comes with any full or one-day registration)
300 · Mobile Wksp/Extra Meal Tkts/Carbon OS - Other		* Not budgeted mobile workshop/extra meals/carbon offset income.
304 · Carbon Offset		Carbon offset purchases sent to TerraPass after the conference. Not part of Net Profit nor does it cost the Conference anything
305 · Event Placeholder (ie: Local Sports Event or Golf Tournament)		* Placeholder for a special separate-fee event planned by the CHC * If more than one, keep within LI 305
400 · Administrative Fees		
401 · Manual Registration Fee		<i>Do not use these lines unless directed by the VP Conferences.</i> CHC will not typically use these line items. Registration administrative fees when Chapter utilizes conference website registration database. Not part of Conference Net Profit.
402 · Registration Change Fee		
403 · Registration Cancellation Fee		
400 · Administrative Fees- Other		* Not budgeted miscellaneous item(s).
500 · Non-Conference Revenue		
501 · Interest		Bank account interest: Carries over into checking account; not part of Conference Net Profit
502 · Membership Fee		Chapter-Only fees: Sign up during registration. Paid to Chapter at end of conference. Not part of Conference Net Profit.
503 · Pre-Conference Sessions		
	503.1 TBD	Pre-Conference sessions/workshops conducted on the same day as the free Student day. Net income (income less expenses) paid to Chapter. Not part of conference Net Income. May be more than 3 if conference will be large and location can accommodate more sessions.
	503.2 TBD	
	503.3 TBD	
	503 · Pre-Conference Sessions - Other	
500 · Non-Conference Revenue - Other		* Not budgeted miscellaneous item(s).
600 · CPF Scholarships		
600.1 · Student Backer		CPF Scholarship income collected during registration. Not part of conference Net Income. These are all voluntary contributions listed on the registration form on behalf of CPF and all proceeds go directly to CPF. Line 1312
600.2 · Scholarship Supporter		
600.3 · Student Advocate		
600.4 · Financial Aid Associate		

600.5 · Friend of CPF (highest donation level)		
600.6 · CPF Donation - Other		
600 · CPF Scholarships - Other		* Not budgeted miscellaneous item(s).

Expenses

1100 · Administration

1101 · Committee Meals & Expenses		Pre-conference CHC expenses for meetings and site visits, including meals, mileage to/from, hotel and airfare, when applicable. Sponsor thank you cards
1102 · Fax/Phone/Postage		Monthly CHC conference calls, reimbursed postage for mailings and/or fax fees for conference related materials. However, this should be incidental as the CHC monthly calls are conducted through a free conference service provided by National APA to the Chapter/Sections. Email and PDF documents should be used whenever possible to reduce waste.
1103 · Hotel Rooms		Expenses for hotel rooms for CHC co-chairs, VP Conferences, APA Chapter President & up-to-2 guests, APA National Region VI Board and AICP Representatives, and contractors
1104 · Conference Insurance		Catastrophic (aka: Event Cancellation) not covered in Chapter general liability policy. Get cost from ATEGO. Varies each year depending on venue for special events and hotel/conference space. MANDATORY!
1105 · Conference Management Contractor		Contracted conference management fee(s) for Conference Coordinator. Amount confirmed by VP Conferences
1106 · Registration Company		Contracted multiple-component registration management fee(s) for Registration Module & staffing. Amount confirmed by VP Conferences
1107 · CM and Session Submittal Maintenance		Contracted Certification Management and Session Submittal Maintenance Fee for Conference Consultant
1109 · Accounting Administration		Contracted Accounting Consultant Fees including audit, close out conference account and distribute profit shares to Chapter, Host Section and other Sections. Amount confirmed by VP Conferences.

1110 · Registration Troubleshooting, Sponsor Services, and Chapter Services Representative		Contracted Onsite Registration Support Assistance and Sponsor Assistance fees, and Chapter Representative with reimbursable hotel, meals and travel expenses.
1111 · Reimbursable Expenses		Reimbursable expenses incurred by Conference Contractors on behalf of the conference (i.e.: fire marshal permit, staff meeting/travel expenses, site planning visit, supplies for the conference such as additional badge holders, etc.)
1112 · Merchant Credit Card Fees		Credit card processing fees
1113 · Volunteer Stipend		Students who volunteer 8 hours to assist conference, and verified by Volunteer Subcommittee Chair, are reimbursed 1/2 of their registration fee per Conference Manual, section III. K., page 18 (Volunteers).
1100 · Administration - Other		* Not budgeted miscellaneous expense item(s).

1200 · Non-Conference Administration

1201 · Carbon Offset (offset by LI 304)		Placeholder: Carbon offset purchases sent to TerraPass after the conference
1202 · CPF Scholarship (LI 600)		Placeholder for CPF Scholarship donations collected during registration to be paid to CPF post-conference.
1203 · Member Dues to Chapter (LI 502)		Placeholder for Chapter-Only membership collected during to be paid to Chapter post-conference. registration
1200 · Non-Conference Administration - Other		* Not budgeted miscellaneous expense item(s).

1400 · Professional | Student Development

1402 · Student Lunch		
1403 · Miscellaneous Student Event		Something extra intended for students
1404 · Pre-Conference Expenses (LI 503)		** Food, Beverage, A/V, etc. expenses - deducted from income before net income paid out to Chapter.
	1404a · Net Income to Chapter (LI 503)	Placeholder for Pre-Conference net income paid to Chapter post-conference.
1400 · Professional Student Development - Other		* Not budgeted miscellaneous expense item(s).

1410 · Open Event

1411 · Food (Bars/Facility)		** Food, Beverage and Facility (if held other than Host Hotel) expenses for Opening Reception
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1410 · Open Event & 1st Day Exp - Other		* Not budgeted miscellaneous expense item(s).
1500 · Day 1 Sessions		
1501 · Breakfast		Breakfast is probably continental prior to opening session or session block. ** Food and beverage expenses incurred for first day of conference. * Leave line item in even if it is lunch on your own.
1503 · Plenary Keynote Lunch Awards		
1505 · PM Refreshments		
1506 · CPF Auction		Food and beverage expenses
1500 · Sunday Sessions - Other		* Not budgeted miscellaneous item(s).
1500 · Day 1 Sessions - Other		* Not budgeted miscellaneous item(s).
1600 · Day 2 Sessions - Other		
1601 · Continental Breakfast		** Food and beverage expenses incurred for second day of conference. * Leave Line in even if it is lunch on your own.
1602 · PM Break		
1603 · Plenary Keynote Awards Lunch		
1604 · Happy Hour Consultants		** Food and beverage expenses * Event is part of Consultants' sponsorship package.
1605 · Evening Night Out (Optional)		Optional: Placeholder for Extra Activities - full cost will be established for the participants in the event. Leave line in even if not held.
1600 · Day 2 Sessions - Other		* Not budgeted miscellaneous item(s).
1700 · Day 3 Sessions		
1701 · Breakfast (coffee/tea/juice)		** Food and beverage expenses for third day of conference. May be EITHER a breakfast or plenary brunch or plenary lunch w/morning beverages.
1702 · Closing Brunch		
1700 · Day 3 Sessions - Other		* Not budgeted miscellaneous item(s).
1800 · Meeting Rooms		
1801 · Regis & Exhibits (Decorator)		Placeholder for when a decorator is utilized in the Registration and/or Exhibit area
1802 · Exhibit Hall Space Fee (Hotel)		Placeholder for when the Exhibit hall or meeting rooms incur a rental fee. Also, cost that may be specific to this conference location such as a Drayage Fee or a need for Pipe & Drape. May not have been identified in original contract. Exhibit Services provider costs, including Fire Marshal permit

1803 · Audio Visual		Audio Visual needs throughout conference areas including plenary/meal rooms, registration, exhibit area and session rooms. Survey site & special event organizers early to know needs. All session rooms must have a minimum of one podium mic and one mic on the table - work with Conference Management Contractor
1804 · Keynote Speaker/Honoraria Expenses		Speaker Fees for out-of-town non-government speakers
1800 · Meeting Rooms - Other		* Not budgeted miscellaneous item(s).

1900 · Publicity Materials

1901 · Program Design		Contracted fee by Graphic Design Consultant for online and printed program design and updates. Includes all parts of program and Chapter & CPF Awards Listing and session room map.
	1901.a Program Printing/Output	Graphic Design Consultant billing for printing/output of program (varies by quantity). Sales tax additional (varies by quantity).
1904 · Signage - Directional, Sponsor		Contracted fee by Graphic Design Consultant for conference sign design and updates. Number of signs varies by venue. Average # of signs is 100.
	1904.a Sign Printing/Output	Contracted fee by Graphic Design Consultant for conference sign printing/output. Sales tax additional (varies by quantity).
1905 · Conference Promotion		Marketing of conference ads provided to Sections for inclusion in newsletters or on websites: 4 ads at various times; 4 sizes.
1906 · Flyers and Forms Design		Fee by Graphic Design Consultant for design and updates of Save-the-Date and Call for Presentation flyers, Mobile Workshop flyer, Registration form (for mailing), Pre-Conference Session flyer, Volunteer form, Flyers and updates: Printing costs in LI 1900.
1907 · Sponsor/Exhibitor Materials		Fee by Graphic Design Consultant to design Sponsor/Exhibitor forms and updates. Printing costs in LI 1900.
1908 · Miscellaneous Design Expense		Fee by Graphic Design Consultant to design and update items beyond standard items: costs will be identified for individual items.-Includes pre-conference giveaways. Printing costs in LI 1900.
1909 · At-a-Glance Form	-	Fee by Graphic Design Consultant to design the Conference-at-a-Glance and updates (varies by number of updates). Printing costs in LI 1900.

1910 · Bags (offset by sponsor)		Conference Bags expense (usually offset by sponsor) Optional: varies by year; decision of CHC
1911 · Lanyards (offset by sponsor)		Conference Lanyards (usually offset by sponsor).
1912 · Printing Costs		Printing expenses for all items other than signs and program
1900 · Publicity Materials - Other		* Not budgeted miscellaneous item(s).

2000 · Social Media

2001 · Website (ATEGO Resources)		Contracted Webmaster Consultant
2002 · Mobile App		Contracted fees for software use license, mobile app consultants and graphic design consultant; includes fees to access Registration Module
2000 · Social Media - Other		* Not budgeted miscellaneous item(s).

4000 · Mobile Workshops Exp

4001 · Transportation Costs		Buses, etc. fees for all mobile workshops
4002 · Food		** Food and beverage expenses
4000 · Mobile Workshops Expense - Other		* Not budgeted miscellaneous item(s) such as transit passes or admission fees not sponsored for the MW
4000 · Mobile Workshops - Other		* Not budgeted miscellaneous item(s).

10-YEAR HISTORY P&L AND
CLOSEOUT PROFIT & LOSS STATEMENTS 2011, 2012, 2013, 2015

10-YEAR HISTORY

YEAR	LOCATION/SECTION	PROFIT
2015	Oakland/Northern	\$135,931
2014	Disneyland/Orange	\$38,763
2013	Visalia/Central	\$136,737
2012	Rancho Mirage/Inland Empire	\$140,000
2011	Santa Barbara/Central Coast	\$131,000
2010	La Costa/San Diego	\$78,782
2009	Squaw Creek/Sacramento Valley	\$52,690
2008	Hollywood/Los Angeles	\$143,036
2007	San Jose/Northern	\$216,216
2006	Garden Grove/Orange	\$142,258
TOTAL		\$1,215,413

AVERAGE PROFIT/ALLOCATIONS	
10-Year Average – Total Net Profit	\$121,541

10-Year Average – Chapter Share (40%)	\$48,617
10-Year Average – Host Section Share (40%)	\$48,617
10-Year Average – Sections’ Share (20%) (\$24,308/7 Sections)	\$3,472.61

2011 FINAL PROFIT & LOSS

	Jul 1, '10 - Dec 6, 11	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
100 Registration				
			-	
101 Member - Early	161,550.00	202,500.00	40,950.00	79.78%
102 Member - Standard	50,825.00	47,500.00	3,325.00	107.0%
103 Member - Late/On-Site	22,500.00	25,000.00	-2,500.00	90.0%
104 Non-Member - Early	18,375.00	26,250.00	-7,875.00	70.0%
105 Non-Member - Standard	7,700.00	13,750.00	-6,050.00	56.0%
106 Non-Member - Late/On-Site	8,850.00	8,625.00	225.00	102.61%
107 Member - One Day	10,425.00	8,250.00	2,175.00	126.36%
108 Non-Member - One Day	5,350.00	3,500.00	1,850.00	152.86%
109 Student - Full	8,775.00	5,625.00	3,150.00	156.0%
110 Student - One Day	750.00	1,500.00	-750.00	50.0%
111 Young Planner - Full	14,950.00	9,750.00	5,200.00	153.33%
112 Young Planner - One Day	1,800.00	2,250.00	-450.00	80.0%
113 Life Member - Full	2,775.00	2,250.00	525.00	123.33%
114 Speaker - Full	39,600.00	34,200.00	5,400.00	115.79%
115 Speaker - One Day	6,860.00	3,300.00	3,560.00	207.88%
122 Miscellaneous Income: CC Raffle Winners	6,220.00	0.00	6,220.00	100.0%
100 Registration - Other	194.00	0.00	194.00	100.0%
Total 100 Registration	367,499.00	394,250.00	26,751.00	93.22%
200 Sponsorships				
201 Tabletop	4,900.00	0.00	4,900.00	100.0%
202 Booth & One Night Pkg.	10,000.00	5,000.00	5,000.00	200.0%
203 Booth & Student Luncheon	8,750.00	3,500.00	5,250.00	250.0%

204 Booth & Open Plenary	0.00	4,000.00	-4,000.00	0.0%
205 Booth & Diversity Package	2,500.00	8,000.00	-5,500.00	31.25%
206 Booth & CPF Package	5,000.00	6,000.00	-1,000.00	83.33%
207 Booth & Keynote Package	12,500.00	5,000.00	7,500.00	250.0%
208 Booth & Meals	8,250.00	6,000.00	2,250.00	137.5%
209 Booth and Snack/Break	10,000.00	5,250.00	4,750.00	190.48%
210 Mobile Workshops	7,750.00	12,000.00	-4,250.00	64.58%
211 Conference Bags	0.00	5,000.00	-5,000.00	0.0%
212 Ads	1,350.00	0.00	1,350.00	100.0%
213 CalTrans	0.00	0.00	0.00	0.0%
214 Badge Holder	0.00	2,500.00	-2,500.00	0.0%
215 Sales-Programs & Bracelets	0.00	300.00	-300.00	0.0%
216 Lanyards	2,500.00	0.00	2,500.00	100.0%
217 Silver Sponsorship	5,000.00	0.00	5,000.00	100.0%
218 Gold Sponsor	2,500.00	0.00	2,500.00	100.0%
219 Mobile Phone App	900.00	0.00	900.00	100.0%
200 Sponsorships - Other	0.00	0.00	0.00	0.0%
Total 200 Sponsorships	81,900.00	62,550.00	19,350.00	130.94%
300 MW/Meal Tkts/Carbon FtPrint				
301 Mobile Workshops	8,995.00	10,000.00	-1,005.00	89.95%
302 Extra Meals	1,925.00	975.00	950.00	197.44%
303 Extra Opening Reception Tkt	2,890.00	1,425.00	1,465.00	202.81%
304 Carbon Footprint Donation	588.00	0.00	588.00	100.0%
300 MW/Meal Tkts/Carbon FtPrint - Other		0.00	0.00	0.0%
Total 300 MW/Meal Tkts/Carbon FtPrint	14,398.00	12,400.00	1,998.00	116.11%
500 Non-Conference Revenue				
501 Interest	0.00	0.00	0.00	0.0%
502 Membership Dues	1,725.00	0.00	1,725.00	100.0%
503 Miscellaneous	90.00	0.00	90.00	100.0%
500 Non-Conference Revenue - Other		0.00	0.00	0.0%
Total 500 Non-Conference Revenue	1,815.00	0.00	1,815.00	100.0%
Total Income	465,612.00	469,200.00	-3,588.00	99.24%

Gross Profit	465,612.00	469,200.00	-3,588.00	99.24%
Expense				
1100 Admin (Pre-Conf)				
1101 Meals & Committee Expenses	758.66	1,000.00	-241.34	75.87%
1102 Phone, Fax and Postage	843.87	1,000.00	-156.13	84.39%
1103 Session Submittal Binders	1,097.65	1,500.00	-402.35	73.18%
1104 Misc. Committee Expenses	185.22	500.00	-314.78	37.04%
1105 Misc Admin Pre Conf Exp	415.22	0.00	415.22	100.0%
1100 Admin (Pre-Conf) - Other	0.00	0.00	0.00	0.0%
Total 1100 Admin (Pre-Conf)	3,300.62	4,000.00	-699.38	82.52%
1200 Administration (During)				
1201 Hotel Rm & Conf Regis Exp	1,350.48	5,000.00	-3,649.52	27.01%
1202 Conference Insurance	0.00	2,800.00	-2,800.00	0.0%
1203 Board & Attendee Gifts	0.00	0.00	0.00	0.0%
1204 Transportation-Mobile Wksp	225.00	0.00	225.00	100.0%
1205 Misc Admin During-Conf Exp	0.00	0.00	0.00	0.0%
1207 Bags (Offset by Sponsor)	4,108.02	2,157.00	1,951.02	190.45%
1208 Lanyards (Offset-Sponsor)	1,045.21	1,626.00	-580.79	64.28%
1200 Administration (During) - Other	0.00	0.00	0.00	0.0%
Total 1200 Administration (During)	6,728.71	11,583.00	-4,854.29	58.09%
1300 Administration (Post)				
1301 Administration Fee	32,500.00	32,500.00	0.00	100.0%
1302 Registration Company	14,905.04	15,000.00	-94.96	99.37%
1303 CM/Session Submittal Maint	6,000.00	6,000.00	0.00	100.0%
1305 Close Out Books/Audit	500.00	500.00	0.00	100.0%
1306 Administration Fee	2,500.00	2,500.00	0.00	100.0%
1307 Mtgs Xceptional Exp Reim	939.00	1,500.00	-561.00	62.6%
1308 Miscellaneous Admin (Post)	0.00	0.00	0.00	0.0%
1309 Merchant Credit Card Fees	15,101.09	12,000.00	3,101.09	125.84%
1310 Miscellaneous Expense	5,184.93	0.00	5,184.93	100.0%
1300 Administration (Post) - Other	0.00	0.00	0.00	0.0%
Total 1300 Administration (Post)	77,630.06	70,000.00	7,630.06	110.9%

1400 Opening Event/1st Day Exp.

1401 Entertainment	1,750.00	2,500.00	-750.00	70.0%
1402 Food (Bars/Facility)	46,645.30	51,330.00	-4,684.70	90.87%
1403 Student Luncheon	5,152.81	6,000.00	-847.19	85.88%
1404 Diversity Summit	0.00	0.00	0.00	0.0%
1405 Misc Opening Event Expense	3,229.46	0.00	3,229.46	100.0%
1400 Opening Event/1st Day Exp. - Other	0.00	0.00	0.00	0.0%
Total 1400 Opening Event/1st Day Exp.	<u>56,777.57</u>	<u>59,830.00</u>	<u>-3,052.43</u>	<u>94.9%</u>

1500 First Day Sessions

1501 Breakfast	24,643.96	22,400.00	2,243.96	110.02%
1502 Lunch	43,560.43	36,000.00	7,560.43	121.0%
1503 Break PM	3,850.06	9,000.00	-5,149.94	42.78%
			-	
1504 Evening Reception	18,374.41	35,200.00	16,825.59	52.2%
1505 Misc 1st Day Sessions Exp	0.00	0.00	0.00	0.0%
1500 First Day Sessions - Other	0.00	0.00	0.00	0.0%
	<u>90,428.86</u>	<u>102,600.00</u>	<u>12,171.14</u>	<u>88.14%</u>

1600 Second Day Sessions

1601 Breakfast	19,361.06	22,400.00	-3,038.94	86.43%
1602 Lunch	38,754.71	36,000.00	2,754.71	107.65%
1603 Break PM	3,500.66	7,500.00	-3,999.34	46.68%
			-	
1604 Evening Reception	9,791.36	25,600.00	15,808.64	38.25%
1605 Misc 2nd Day Sessions Exp	0.00	0.00	0.00	0.0%
1600 Second Day Sessions - Other	0.00	0.00	0.00	0.0%
	<u>71,407.79</u>	<u>91,500.00</u>	<u>20,092.21</u>	<u>78.04%</u>

1700 Third Day Sessions

1701 Coffee and Juice	5,612.75	6,000.00	-387.25	93.55%
1702 Brunch	0.00	0.00	0.00	0.0%
1703 Misc 3rd Day Sessions Exp	0.00	0.00	0.00	0.0%
1700 Third Day Sessions - Other	0.00	0.00	0.00	0.0%
Total 1700 Third Day Sessions	<u>5,612.75</u>	<u>6,000.00</u>	<u>-387.25</u>	<u>93.55%</u>

1800 Meeting Rooms

1801 Regis/Exhibits (Decorator)	0.00	0.00	0.00	0.0%
1802 Exhibit Hall Space (Hotel)	0.00	0.00	0.00	0.0%
1803 Audio Visual	12,621.07	14,500.00	-1,878.93	87.04%
1804 Keynote Speaker Fee/Exp	1,084.18	10,000.00	-8,915.82	10.84%
1805 Misc. Meeting Rm Expense	225.08	0.00	225.08	100.0%
1800 Meeting Rooms - Other	0.00	0.00	0.00	0.0%

Total 1800 Meeting Rooms	13,930.33	24,500.00	10,569.67	56.86%
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1900 Publicity Materials

1901 Printing & Design Program	7,159.75	7,500.00	-340.25	95.46%
1902 Postage & Envelopes	0.00	0.00	0.00	0.0%
1903 Registration Brochures	0.00	0.00	0.00	0.0%
1904 Signage	3,890.94	3,500.00	390.94	111.17%
1905 Pre-Conf Promo Souvenirs	3,058.56	3,058.56	0.00	100.0%
1906 Save Date & Presentations	569.20	532.20	37.00	106.95%
1907 Website (ATEGO Resources)	2,500.00	2,500.00	0.00	100.0%
1908 Misc. Pub Materials Expense	6,992.35	7,500.00	-507.65	93.23%
1900 Publicity Materials - Other	0.00	0.00	0.00	0.0%

Total 1900 Publicity Materials	24,170.80	24,590.76	-419.96	98.29%
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2000 Mobile Workshops

2001 Transportation	3,050.00	6,000.00	-2,950.00	50.83%
2002 Food	3,252.39	1,000.00	2,252.39	325.24%
2003 Entrance Fees	330.00	0.00	330.00	100.0%
2000 Mobile Workshops - Other	704.50	0.00	704.50	100.0%

Total 2000 Mobile Workshops	7,336.89	7,000.00	336.89	104.81%
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2200 Miscellaneous Expense

2201 Name Badge Expenses	296.19	0.00	296.19	100.0%
2200 Miscellaneous Expense - Other	0.00	0.00	0.00	0.0%

Total 2200 Miscellaneous Expense	296.19	0.00	296.19	100.0%
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Total Expense	357,620.57	401,603.76	43,983.19	89.05%
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Net Ordinary Income	107,991.43	67,596.24	40,395.19	159.76%
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Net Income	<u>107,991.43</u>	<u>67,596.24</u>	<u>40,395.19</u>	<u>159.76%</u>
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2012 FINAL PROFIT & LOSS

	Jul 1, '11 - May 26, 13	Budget	\$ Over Budget	% of Budget
Income				
100 · Registration				
101 · Member Early	126,900.00	164,250.00	-37,350.00	77.26%
102 · Member Standard	41,800.00	47,500.00	-5,700.00	88.0%
103 · Member Late/On-Site	23,500.00	22,000.00	1,500.00	106.82%
104 · Non-Member Early	12,075.00	22,575.00	-10,500.00	53.49%
105 · Non-Member Standard	9,350.00	8,250.00	1,100.00	113.33%
106 · Non-Member Late/On-Site	10,350.00	11,500.00	-1,150.00	90.0%
107 · Member One Day	8,250.00	11,000.00	-2,750.00	75.0%
108 · Non-Member One Day	3,850.00	5,250.00	-1,400.00	73.33%
109 · Student Full - Full	4,725.00	9,000.00	-4,275.00	52.5%
110 · Student - 1-Day	450.00	1,500.00	-1,050.00	30.0%
111 · Young Planner - Full	8,125.00	16,250.00	-8,125.00	50.0%
112 · Young Planner - 1-Day	450.00	2,475.00	-2,025.00	18.18%
113 · Life Member - Full	3,150.00	2,250.00	900.00	140.0%
114 · Speaker - Early	24,300.00	42,900.00	-18,600.00	56.64%
115 · Speaker - Standard	8,988.00	7,500.00	1,488.00	119.84%
116 · Speaker - Late/OnSite	7,200.00	0.00	7,200.00	100.0%
117 · Speaker - One Day	7,440.00	0.00	7,440.00	100.0%
118 · Golf Tournament	2,867.00	0.00	2,867.00	100.0%
100 · Registration - Other	0.00	0.00	0.00	0.0%
Total 100 · Registration	303,770.00	374,200.00	-70,430.00	81.18%
200 · Sponsorships				
201 · Booth and Continental Breakfast	2,750.00	2,750.00	0.00	100.0%
202 · Booth & Opening Reception	8,250.00	8,250.00	0.00	100.0%
203 · Booth & Student Luncheon	0.00	8,250.00	-8,250.00	0.0%
204 · Booth & Open Plenary	0.00	8,250.00	-8,250.00	0.0%

205 · Booth & Closing Plenary	0.00	2,750.00	-2,750.00	0.0%
206 · Booth & CPF Reception	2,750.00	8,250.00	-5,500.00	33.33%
207 · Booth & Keynote Luncheon	19,250.00	8,250.00	11,000.00	233.33%
208 · Booth & Awards Luncheon	22,000.00	8,250.00	13,750.00	266.67%
209 · Tabletop & Afternoon Breaks	17,500.00	5,250.00	12,250.00	333.33%
210 · Tabletop & Mobile Workshops	6,750.00	8,750.00	-2,000.00	77.14%
211 · Conference Bag	0.00	4,000.00	-4,000.00	0.0%
212 · Ads	1,000.00	1,000.00	0.00	100.0%
213 · Golf Cart Sponsor	600.00	500.00	100.00	120.0%
216 · Badge Holder/Lanyards	0.00	2,750.00	-2,750.00	0.0%
217 · Silver	11,000.00	5,500.00	5,500.00	200.0%
218 · Gold Sponsorship	10,300.00	2,500.00	7,800.00	412.0%
219 · Booth and Mobile App	11,000.00	8,250.00	2,750.00	133.33%
220 · Platinum	7,500.00	0.00	7,500.00	100.0%
200 · Sponsorships - Other	0.00	0.00	0.00	0.0%
Total 200 · Sponsorships	120,650.00	93,500.00	27,150.00	129.04%
300 · Mobile Wksp/Meal Tkts/Carbon OS				
301 · Mobile Workshop Ticket	4,750.00	8,575.00	-3,825.00	55.39%
302 · Extra Meal Ticket	1,200.00	1,040.00	160.00	115.39%
303 · Opening Reception Tickets	1,280.00	380.00	900.00	336.84%
304 · Carbon Offset	338.00	680.00	-342.00	49.71%
300 · Mobile Wksp/Meal Tkts/Carbon OS - Other	0.00	0.00	0.00	0.0%
Total 300 · Mobile Wksp/Meal Tkts/Carbon OS	7,568.00	10,675.00	-3,107.00	70.9%
500 · Non-Conference Revenue				
501 · Interest	6.36	0.00	6.36	100.0%
502 · Membership Fee	920.00	0.00	920.00	100.0%
503 · Miscellaneous Income	-108.38	0.00	-108.38	100.0%
500 · Non-Conference Revenue - Other	0.00	0.00	0.00	0.0%
Total 500 · Non-Conference Revenue	817.98	0.00	817.98	100.0%
Total Income	432,805.98	478,375.00	-45,569.02	90.47%

Gross Profit	432,805.98	478,375.00	-45,569.02	90.47%
Expense				
1100 · Pre-Conference Administration				
1101 · Committee Meals & Expenses	0.00	750.00	-750.00	0.0%
1102 · Fax/Phone/Postage	427.84	750.00	-322.16	57.05%
1103 · Session Submittal Binders	50.00	1,000.00	-950.00	5.0%
1104 · Misc. Committee Expenses	0.00	250.00	-250.00	0.0%
1105 · Misc Admin Pre-Conf Exp	150.00	250.00	-100.00	60.0%
1100 · Pre-Conference Administration - Other	0.00	0.00	0.00	0.0%
Total 1100 · Pre-Conference Administration	627.84	3,000.00	-2,372.16	20.93%
1200 · Administration (During Conf)				
1201 · Hotel Room/Conf Regis Expense	265.47	1,500.00	-1,234.53	17.7%
1202 · Conference Insurance	0.00	0.00	0.00	0.0%
1207 · Bags (offset by Hogle-Ireland)	0.00	4,000.00	-4,000.00	0.0%
1208 · Lanyards (offset by sponsor)	2,056.21	1,000.00	1,056.21	205.62%
1200 · Administration (During Conf) - Other	0.00	0.00	0.00	0.0%
Total 1200 · Administration (During Conf)	2,321.68	6,500.00	-4,178.32	35.72%
1300 · Post-Conference Administration				
1301 · Administration Fee (Mtgs Xcept)	32,500.00	32,500.00	0.00	100.0%
1302 · Registration Company	10,512.50	15,000.00	-4,487.50	70.08%
1303 · CM and Session Submittal Maint.	6,000.00	6,000.00	0.00	100.0%
1304 · Carbon Offset	338.00	1,500.00	-1,162.00	22.53%
1305 · Close Out Books/Audit (ATEGO)	500.00	500.00	0.00	100.0%
1306 · Administration Fee (ATEGO)	4,150.00	4,150.00	0.00	100.0%
1307 · Mtgs Xceptional Reimbursed Exp	339.95	1,500.00	-1,160.05	22.66%
1309 · Merchant Credit Card Fees	11,750.81	15,000.00	-3,249.19	78.34%
1310 · Volunteer Stipend	300.00	1,500.00	-1,200.00	20.0%
1311 · Miscellaneous Post Conf Expense	1,407.72	2,000.00	-592.28	70.39%
1300 · Post-Conference Administration - Other	0.00	0.00	0.00	0.0%
Total 1300 · Post-Conference Administration	67,798.98	79,650.00	-11,851.02	85.12%

1400 · Opening Event & First Day Exp

1401 · Entertainment	1,000.00	2,000.00	-1,000.00	50.0%
1402 · Food (Bars/Facility)	43,313.60	44,951.27	-1,637.67	96.36%
1403 · Student Luncheon	3,289.00	5,040.00	-1,751.00	65.26%
1404 · Diversity Summit	0.00	0.00	0.00	0.0%
1405 · Misc Opening Event Expense	0.00	3,008.73	-3,008.73	0.0%
1400 · Opening Event & First Day Exp - Other	0.00	0.00	0.00	0.0%

Total 1400 · Opening Event & First Day Exp

47,602.60	55,000.00	-7,397.40	86.55%
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1500 · First Day Sessions

1501 · Breakfast	9,555.86	24,640.00	-15,084.14	38.78%
1503 · Lunch	30,571.17	35,200.00	-4,628.83	86.85%
1504 · Break PM	5,402.61	4,125.00	1,277.61	130.97%
1505 · Evening Reception	33,362.96	21,032.00	12,330.96	158.63%
1506 · Misc First Day Sessions Exp	172.29	3.00	169.29	5,743.0%
1500 · First Day Sessions - Other	0.00	0.00	0.00	0.0%

Total 1500 · First Day Sessions

79,064.89	85,000.00	-5,935.11	93.02%
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1600 · Second Day Session

1601 · Breakfast	9,216.31	23,380.00	-14,163.69	39.42%
1603 · Lunch	24,222.45	33,400.00	-9,177.55	72.52%
1604 · Break PM	3,052.39	3,495.00	-442.61	87.34%
1605 · Evening Reception (Rm,Food,Ent)	12,264.24	9,728.00	2,536.24	126.07%
1606 · Misc 2nd Day Sessions Expenses	0.00	0.00	0.00	0.0%
1600 · Second Day Session - Other	0.00	0.00	0.00	0.0%

Total 1600 · Second Day Session

48,755.39	70,003.00	-21,247.61	69.65%
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1700 · Third Day Sessions

1701 · Coffee and Juice	4,198.52	6,000.00	-1,801.48	69.98%
1702 · Brunch (Sponsored)	0.00	0.00	0.00	0.0%
1703 · Misc Third Day Sessions Exp	346.06	0.00	346.06	100.0%
1700 · Third Day Sessions - Other	0.00	0.00	0.00	0.0%

Total 1700 · Third Day Sessions

4,544.58	6,000.00	-1,455.42	75.74%
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1800 · Meeting Rooms				
1801 · Regis & Exhibits (Decorator)	0.00	0.00	0.00	0.0%
1802 · Exhibit Hall Space Fee (Hotel)	0.00	0.00	0.00	0.0%
1803 · Audio Visual	13,192.00	15,000.00	-1,808.00	87.95%
1804 · Keynote Speaker/Honoraria Exp	2,500.00	2,500.00	0.00	100.0%
1805 · Misc Meeting Room Expense	0.00	0.00	0.00	0.0%
1800 · Meeting Rooms - Other	0.00	0.00	0.00	0.0%
Total 1800 · Meeting Rooms	15,692.00	17,500.00	-1,808.00	89.67%
1900 · Publicity Materials				
1901 · Program	7,589.51	7,500.00	89.51	101.19%
1904 · Signage - Directional, Sponsor	4,575.04	4,000.00	575.04	114.38%
1905 · Pre-Conf Promotional Souvenirs	0.00	2,000.00	-2,000.00	0.0%
1906 · Design STD/CPF Flyers	386.50	500.00	-113.50	77.3%
1907 · Mobile App	3,000.00	3,500.00	-500.00	85.71%
1908 · Sponsor/Exhibitor Form	207.70	350.00	-142.30	59.34%
1909 · Exhibitor Map	65.00	170.00	-105.00	38.24%
1910 · At-a-Glance Form	191.80	350.00	-158.20	54.8%
1911 · Website (ATEGO Resources)	2,500.00	2,500.00	0.00	100.0%
1912 · Misc Publicity Materials Exp	1,457.01	500.00	957.01	291.4%
1900 · Publicity Materials - Other	0.00	0.00	0.00	0.0%
Total 1900 · Publicity Materials	19,972.56	21,370.00	-1,397.44	93.46%
4000 · Mobile Workshops Exp				
4001 · Transportation Costs	2,873.00	3,000.00	-127.00	95.77%
4002 · Food	0.00	3,000.00	-3,000.00	0.0%
4003 · Misc Mobile Workshops Exp	0.00	0.00	0.00	0.0%
4000 · Mobile Workshops Exp - Other	0.00	0.00	0.00	0.0%
Total 4000 · Mobile Workshops Exp	2,873.00	6,000.00	-3,127.00	47.88%
4100 · Golf Tournament	2,602.00	0.00	2,602.00	100.0%
Total Expense	291,855.52	350,023.00	-58,167.48	83.38%
Net Income	140,950.46	128,352.00	12,598.46	109.82%

2013 FINAL CONFERENCE PROFIT & LOSS

	Dec '12 - Dec 13	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
100 Registration				
101 Member - Early	130,070.00	63,450.00	66,620.00	205.0%
102 Member - Standard	39,985.00	11,400.00	28,585.00	350.75%
103 Member - Late/On-Site	21,425.00	22,000.00	-575.00	97.39%
104 Non-Member - Early	9,450.00	11,550.00	-2,100.00	81.82%
105 Non-Member - Standard	10,050.00	4,950.00	5,100.00	203.03%
106 Non-Member - Late/On-Site	6,375.00	5,175.00	1,200.00	123.19%
107 Member - One Day	8,525.00	4,125.00	4,400.00	206.67%
108 Non-Member - One Day	2,025.00	2,100.00	-75.00	96.43%
109 Student - Full	4,500.00	2,475.00	2,025.00	181.82%
110 Student - One Day	150.00	300.00	-150.00	50.0%
111 Young Planner - Full	8,450.00	4,225.00	4,225.00	200.0%
112 Young Planner - One Day	675.00	225.00	450.00	300.0%
113 Life Member - Full	2,700.00	1,575.00	1,125.00	171.43%
114 Speaker - Full	32,285.00	19,110.00	13,175.00	168.94%
115 Speaker - One Day	1,750.00	3,750.00	-2,000.00	46.67%
118 Golf Tournament	783.00	0.00	783.00	100.0%
120 Processing Fee	550.00			
100 Registration - Other	325.00			
Total 100 Registration	280,073.00	156,410.00	123,663.00	179.06%
200 Sponsorships				
201 Booth & Cont Breakfast	5,500.00	5,500.00	0.00	100.0%
202 Booth & Opening Reception	5,500.00	5,500.00	0.00	100.0%
203 Booth & Student Luncheon	2,750.00	8,250.00	-5,500.00	33.33%
204 Booth & Open Plenary	0.00	0.00	0.00	0.0%
205 Booth & Closing Plenary	0.00	0.00	0.00	0.0%

206 Booth & CPF Reception	0.00	2,750.00	-2,750.00	0.0%
207 Booth & Keynote Luncheon	13,750.00	5,500.00	8,250.00	250.0%
208 Booth & Awards Lunch	13,750.00	2,750.00	11,000.00	500.0%
209 Booth & Mobile App	5,500.00	0.00	5,500.00	100.0%
210 Tabletop & Afternoon Breaks	10,500.00	5,250.00	5,250.00	200.0%
211 Tabletop & Mobile Workshops	0.00	8,750.00	-8,750.00	0.0%
212 Conference Bags	2,366.73	5,000.00	-2,633.27	47.34%
213 Program Ads	1,600.00	0.00	1,600.00	100.0%
214 Badge/Lanyards	1,204.61	2,750.00	-1,545.39	43.8%
215 Silver Level Sponsor	5,500.00	0.00	5,500.00	100.0%
216 Gold Level Sponsor	5,000.00	0.00	5,000.00	100.0%
217 Platinum Level Sponsor	0.00	0.00	0.00	0.0%
218 Golf Tournament	1,000.00			
219 Tabletop	1,000.00			
220 Transportation Sponsor	100.00			
221 - USB	1,000.00			
200 Sponsorships - Other	0.00	8,250.00	-8,250.00	0.0%
Total 200 Sponsorships	76,021.34	60,250.00	15,771.34	126.18%
300 Miscellaneous Conference In				
301 Mobile Workshops	4,864.00	2,375.00	2,489.00	204.8%
302 Extra Meals	1,075.00	455.00	620.00	236.26%
303 Carbon Offset Purchases	419.00	170.00	249.00	246.47%
304 Extra Open Reception Ticket	1,275.00	855.00	420.00	149.12%
305 CPF Reception	65.00	0.00	65.00	100.0%
306 Wine & Cheese Reception	0.00	0.00	0.00	0.0%
307 Cancel/Change Fees	75.00	0.00	75.00	100.0%
300 Miscellaneous Conference In - Other	50.00			
Total 300 Miscellaneous Conference In	7,823.00	3,855.00	3,968.00	202.93%
500 Non-Conference Revenue				
501 Interest	0.00	5.00	-5.00	0.0%
502 Membership Dues	115.00	460.00	-345.00	25.0%

503 Miscellaneous	20.00	0.00	20.00	100.0%
Total 500 Non-Conference Revenue	135.00	465.00	-330.00	29.03%
Total Income	364,052.34	220,980.00	143,072.34	164.74%
Gross Profit	364,052.34	220,980.00	143,072.34	164.74%
Expense				
1100 Admin (Pre-Conf)				
1102 Phone, Fax and Postage	74.95	214.00	-139.05	35.02%
1103 Session Submittal Binders	0.00	25.00	-25.00	0.0%
1104 Misc. Committee Expenses	1,260.00			
1105 Misc Admin Pre Conf Exp	27.24	75.00	-47.76	36.32%
Total 1100 Admin (Pre-Conf)	1,362.19	314.00	1,048.19	433.82%
1200 Administration (During)				
1201 Hotel Rooms	4,033.39			
1207 Bags (Offset by Sponsor)	2,366.73			
1208 Lanyards (Offset-Sponsor)	1,204.61	1,028.00	176.61	117.18%
1209 - USB	2,045.92			
Total 1200 Administration (During)	9,650.65	1,028.00	8,622.65	938.78%
1300 Administration (Post)				
1301 Administration Fee	32,500.00	27,500.00	5,000.00	118.18%
1302 Conference Registration	9,750.00	8,500.00	1,250.00	114.71%
1303 CM/Session Submittal Maint	6,075.00	6,000.00	75.00	101.25%
1304 Carbon Offset	0.00	170.00	-170.00	0.0%
1305 Close Out Books/Audit	500.00	500.00	0.00	100.0%
1306 Administration Fee	4,150.00	4,150.00	0.00	100.0%
1307 Mtgs Xceptional Exp Reim	1,190.55	1,500.00	-309.45	79.37%
1308 ATEGO Resources Exp Reim	520.45			
1309 Merchant Credit Card Fees	2,197.38	990.00	1,207.38	221.96%
1310 Volunteer Stipend	300.00	500.00	-200.00	60.0%
1311 Carbon Offset (TerraPass)	419.00			
1300 Administration (Post) - Other	3,118.09			

Total 1300 Administration (Post)	60,720.47	49,810.00	10,910.47	121.9%
1400 Opening Event/1st Day Exp.				
1401 Entertainment	0.00	1,000.00	-1,000.00	0.0%
1402 Food (Bars/Facility)	712.57			
1405 Misc Opening Event Expense	162.22			
1400 Opening Event/1st Day Exp. - Other	104,500.00			
Total 1400 Opening Event/1st Day Exp.	105,374.79	1,000.00	104,374.79	10,537.48%
1600 Second Day Sessions				
1605 Evening Reception	54.00			
Total 1600 Second Day Sessions	54.00			
1700 Third Day Sessions	0.00	65,000.00	-65,000.00	0.0%
1800 Meeting Rooms				
1803 Audio Visual	1,110.32	10,000.00	-8,889.68	11.1%
1804 Keynote Speaker Fee/Exp	4,015.00	5,000.00	-985.00	80.3%
1800 Meeting Rooms - Other	0.00	0.00	0.00	0.0%
Total 1800 Meeting Rooms	5,125.32	15,000.00	-9,874.68	34.17%
1900 Publicity Materials				
1901 Program Design	6,974.00	5,591.00	1,383.00	124.74%
1904 Signage	4,900.04	4,100.00	800.04	119.51%
1905 Pre-Conf Promo Souvenirs	780.53	1,000.00	-219.47	78.05%
1906 Design STD/CPF Flyers	281.09	130.00	151.09	216.22%
1907 Mobile App	9,250.00	9,250.00	0.00	100.0%
1908 Sponsor/Exhibitor Form	210.81	130.00	80.81	162.16%
1909 Exhibitor Map	0.00	240.00	-240.00	0.0%
1910 At-a-Glance	290.00	350.00	-60.00	82.86%
1911 Website Maintenance	2,500.00	2,500.00	0.00	100.0%
1912 Misc Publicity Expense	1,872.27	595.00	1,277.27	314.67%
1900 Publicity Materials - Other	580.93			
Total 1900 Publicity Materials	27,639.67	23,886.00	3,753.67	115.72%
2000 Golf Tournament	777.48			

2200 Miscellaneous Expense	64.63			
4000 Mobile Workshops				
4001 Transportation	2,325.00	1,000.00	1,325.00	232.5%
4002 Food	0.00	250.00	-250.00	0.0%
4000 Mobile Workshops - Other	35.00			
Total 4000 Mobile Workshops	2,360.00	1,250.00	1,110.00	188.8%
Total Expense	213,129.20	157,288.00	55,841.20	135.5%
Net Ordinary Income	150,923.14	63,692.00	87,231.14	236.96%
	150,923.14	63,692.00	87,231.14	236.96%

State at 40%	60,369.26	Less \$20K previously paid = \$40,369.26 final payment
Host Section at 40%	60,369.26	
Other Sections at 20%	30,184.63	7 x 4,312.09
Total Net Income	150,923.14	

308 Urban Design for Planners	2,770.00
309 Mgmt from the Ground Up	2,135.00
	4,905.00

2015 Final Conference Profit & Loss

100 · Registration

101 · Member Early	4,950.00
102 · Member Standard	3,175.00
103 · Member Late/On-Site	3,550.00
105 · Non-Member Standard	3,500.00
106 · Non-Member Late/On-Site	2,200.00
108 · Non-Member One Day	450.00
111 · Young Planner - Full	350.00
113 · Life Member - Full	250.00
114 · Speaker - Full	2,160.00
117 · Speaker - One Day	250.00
100 · Registration - Other	642,896.66

Total 100 · Registration	663,731.66
---------------------------------	-------------------

200 · Sponsorships

201 · Booth & Opening Reception	0.00
202 · Booth & Conference Bag	6,000.00
203 · Booth & Badges/Lanyards	6,000.00
204 · Booth & Opening Keynote Spkr	16,000.00
205 · Booth & Plenary Luncheon	12,000.00
206 · Booth & Awards Luncheon	12,000.00
207 · Booth & CPF Reception	14,500.00
208 · Booth & Mobile App	9,000.00
209 · Booth & Student Luncheon	5,000.00
210 · Booth & Continental Breakfast	12,500.00
211 · Booth & Closing Plenary Ses	10,000.00
212 · Special Events \$1,500	7,500.00
213 · Special Events \$1,000	3,000.00
214 · Special Events \$500.00	0.00

215 · Mobile Workshop Sponsor	3,000.00
216 · Afternoon Breaks Sponsor	3,000.00
217 · Diversity Summit Sponsor	2,250.00
218 · Planner's Guide	4,000.00
219 · Mobile App Sponsor	1,500.00
220 · Program Sponsor	1,000.00
221 · Table Top or Ads	5,400.00
222 · Public Agency Booth	3,500.00
223 · Non-Profit Org. Booth	1,500.00
224 · Wi-Fi	1,500.00
225 · Website	0.00
200 · Sponsorships - Other	7,495.00
Total 200 · Sponsorships	147,645.00
300 · Mobile Wksp/Meal Tkts/Carbon OS	
301 · Mobile Workshop Ticket	335.00
302 · Extra Meal Tkts (Guest)	130.00
303 · Carbon Offset	0.00
304 · Guest Open Reception Ticket	
304.a · OR Tkts STU/Volunteers	0.00
304 · Extra Opening Reception Ticket - Other	380.00
304 · Total Guest Open Reception Ticket	380.00
308 · What the FLUP?	75.00
Total 300 · Mobile Wksp/Meal Tkts/Carbon OS	920.00
500 · Non-Conference Revenue	
501 · Interest	16.99
502 · Membership Fee	115.00
504 · Miscellaneous Income	2,688.07
Total 500 · Non-Conference Revenue	2,820.06
	815,116.72

Total Revenue	815,116.72
1100 · Pre-Conference Administration	
1101 · Committee Expenses	51.00
1102 · Phone, fax and postage	19.60
1104 · Misc Committee Expenses	875.63
Total 1100 · Pre-Conference Administration	946.23
1200 · Administration (During Conf)	
1201 · Hotel Room/Conf Regis Expense	6,670.52
1202 · Conference Insurance	2,665.46
1207 · Bags (offset by sponsor)	3,938.00
1208 · Lanyards (offset by sponsor)	2,657.95
1200 · Administration (During Conf) - Other	300.00
Total 1200 · Administration (During Conf)	16,231.93
1300 · Post-Conference Administration	
1301 · Conference Consultant	38,500.00
1301.a · Onsite Management Fee	8,000.00
1301.b · Planning Visit	1,050.00
Total 1301 · Conference Consultant	47,550.00
1302 · Registration Company	6,500.00
1302.a · Per Registrant Fees	16,429.50
Total 1302 Registration Company	22,929.50
1303 · CM and Session Submittal Maint.	7,500.00
1304 · Carbon Offset	280.00
1306 · Administration Fee (ATEGO)	5,750.00
1307 · HPN Reimbursed Exp	3,111.06
1308 · ATEGO Reimbursed Expenses	1,136.24
1309 · Merchant Credit Card Fees	30,533.13
1310 · Volunteer Stipend	500.00
1313 · CPF Scholarships (LI 600)	1,350.00
1315 · Conference Profit	0.00

1316 · Post-Conference Admin Other	3,000.00
Total 1300 · Post-Conference Administration	123,639.93
1400 · Sat. STU Dev. & Sessions	
1401 · Continental Breakfast	2,067.64
1402 · Student Lunch	7,024.43
1403 · Saturday Event	251.92
1404 · Diversity Summit	4,464.49
1400 · Sat. STU Dev. & Sessions - Other	2,589.99
Total 1400 · Sat. STU Dev. & Sessions	16,398.47
1410 · Opening Event (Saturday)	
1411 · Facility Rental & Parking	(500.00)
1412 · Transportation	8,743.55
1413 · Entertainment	4,500.00
1414 · Food (Bars/Facility)	79,683.30
1415 · Lighting	14,144.00
Total 1410 · Opening Event (Saturday)	106,570.85
1500 · Sunday Sessions	
1501 · Breakfast	24,889.02
1503 · Awards Luncheon	45,900.00
1507 · CPF Auction	4,866.81
1508 · Afternoon Break	20,386.80
Total 1500 · Sunday Sessions	96,042.63
1600 · Monday Sessions Events	
1601 · Breakfast	30,546.00
1603 · Plenary Lunch	61,104.09
1604 · Consultant PM Reception	9,574.67
1605 · Afternoon Break	17,892.40
Total 1600 · Monday Sessions Events	119,117.16

1700 • Tuesday Sessions|Events

1701 • Breakfast 29,295.00

1702 • Closing Lunch 34,992.56

Total 1700 • Tuesday Sessions|Events 64,287.56

1800 • Meeting Rooms

1801 • Meeting Rooms 11,700.07

1802 • Exhibit Hall Drayage 6,982.00

1803 • Audio Visual + Internet 65,502.49

Total 1800 • Meeting Rooms 84,184.56

1900 • Publicity Materials

1901 • Program Design 4,000.00

1901.a • Program Printing/Output 8,610.00

1904 • Signage - Directional, Sponsor 1,050.00

1904.a • Signage Printing/Output 1,828.70

1906 • Flyers & Forms Design 750.00

1907 • Sponsor/Exhibitor Materials 1,000.00

1908 • Miscellaneous Design 450.00

1909 • At-a-Glance 1,000.00

1911 • Lanyard Design 180.00

1912 • Printing Costs - Misc 5,199.37

1913 • Planner's Guide 1,970.00

Total 1900 • Publicity Materials 26,038.07

2000 • Social Media

2001 • Website (ATEGO Resources) 2,500.00

2001.a • Website Hosting Fees 2,787.00

Total 2001 • Website (ATEGO Resources) 5,287.00

2002 • Mobile App 12,350.00

Total 2000 • Social Media 17,637.00

2200 • Miscellaneous Expenses

2201 · Name Badge	430.00
2202 · CHC + Volunteer T-Shirts	2,248.73
Total 2200 · Miscellaneous Expenses	2,678.73
4000 · Mobile Workshops Exp	
4001 · Transportation Costs	2,244.10
4002 · Food	2,986.62
4000 · Mobile Workshops Exp - Other	181.44
Total 4000 · Mobile Workshops Exp	5,412.16
	679,185.28
	135,931.44

Net Total Profit

SAMPLE CONFERENCE CLOSURE REPORT

TO: APA California Chapter Board

FROM: Janna Minsk, AICP, VP Conferences

DATE: January 15, 2010

SUBJECT: Final Accounting for Squaw Valley Conference 2009

Recommended Action:

It is recommended that the APA California Board receive the final accounting for the Squaw Valley Sacramento Section Conference 2009.

Background:

Overall, the 2009 conference profits and attendance reflected the local, state and national economic situation in 2009. Some would say that the location might also have contributed to the low profit and ambitious budget projection. Conference registration was 1047 with 147 who cancelled. Out of the

total, 710 attendee paid full or single day registration while another 44 bought additional meal/opening reception tickets. And complimentary registrations were given to 293 attendees.

However, it is, what it is and lessons were learned such as: major sources of income for the 2009 conference came from registration and sponsorships. The overall conference profit is \$52,590, which is lower than projections and half the amount of our profits over the past years. While we can speculate as to why the overall profit is so much lower than past years, I think our focus should be on what we do well and what can we learn from the 2009 conference experience.

Highlights regarding income from Registration:

- Early registration of members is key to reaching budget projections (if need be, extend the early registration deadline)
- Member-standard registration (was lower than projected)
- Full Student registration exceeded projections
- New Professional category –requires more marketing to be effective and promote this type of registration opportunity

Highlights regarding income from sponsorship opportunities:

Overall may not be a large revenue generator due to economy, and we may want to reconsider how to market these opportunities and associated sponsorship levels/benefits better. In most of the sponsorship categories projected revenues were not realized, the only area where this was exceeded was line 207-Ad Sponsor.

Therefore, suggest the sponsorships area one of conference areas to focus on revamping to better respond to economic conditions and the conference committee is more aggressive to pursue sponsorships early and place a “marketing spin” on them.

Attached are the Profit/Loss Sheets and Balance Sheet for the 2009 Conference.

Attachments:

Profit and Loss-9/10/08-12/31/09 CCAPA 2009 Conference

Balance Sheet CCAPA 2009 Conference

Site Selection Criteria for Conference Site

Section/Proposed Location/Venue:

Criteria Category	Yes	No	Explanation
Has the host Section indicated an ability and willingness to be the conference host Section for this conference			
Does site allow for 1,000-1,400 attendees			
Does location meet the North/South rotation			
In Sections where there are multiple locations that are viable conference sites, is this location different than where the last conference in this Section was held			
Is the location Affordable			
Location:			
Can the facility provide lodging on site or can off site lodging provide 400 hotel rooms			
Does the location provide variety of transportation options to conference site/area (air, train, bus)			
Does the location provide a density of lodging within walking distance to facility			
Does location provide accessibility for conference attendees to go off site for meals, entertainment			
Facility:			
Does the facility have 1000-1200 seat ballroom			

Does the facility provide 10 classrooms for session block offerings (preferred 100 seats each; minimum 80)			
Can the facility provide Exhibit space of 5000-7000sf			
Is the Exhibit space well-located in relationship to the session rooms to allow normal traffic to pass through the Exhibit space			
Does the Facility have 27,000-32,000sf to accommodate sessions and activities			
Does the facility have Sustainability Programs			
Membership:			
Is there adequate density of APA membership near venue (proximity to site often drives attendance numbers)			
Is site easy for students to arrive at			
Will location attract membership to attend			

PROVIDE OVERALL Recommendation to BOARD

CONFERENCE THEMES SINCE 1988

Year		Location	Section
2018		San Diego	SD
2017	Capitalizing on Our Diversity	Sacramento	SV
2016	Crafting Our Future: The Art of Planning	Pasadena	LA
2015	Rooted in AuthenticITY	Oakland	N
2014	California's Adventures in Planning	Anaheim	O
2013	Planning Under the Sun	Visalia	C
2012	Prepare, Plan, Preserve	Rancho Mirage	IE
2011	Mission Possible: Get Smart	Santa Barbara	CC
2010	Coast, Crest, Cactus: Elevating Sustainability	Carlsbad	SD
2009	Long Views Greater Vision	Lake Tahoe	SV
2008	Lights...Planning...Action	Los Angeles	LA
2007	Transforming the Urban Fabric	San Jose	N
2006	Reinventing Suburbia	Garden Grove	O
2005	No Theme	Yosemite	C
2004	Planning for Tomorrow's Bright Future	Palm Springs	IE
2003	A Link to the Past, A Bridge to the Future	Santa Barbara	CC
2002	PlanDiego	San Diego	SD

2001	APA at the Confluence	Sacramento	SV
2000	Reaching Out, Building Bridges	Long Beach	LA
1999	Celebrating Diversity	Bakersfield	C
1998	Mirrors and Reflections	Costa Mesa	O
1997	Choices, Challenges and Change	Monterey	N
1996	The Heat is On	Palm Springs	IE
1995	Redefining Paradise, California's Challenge	Santa Barbara	CC
1994	Edges, Borders, New Frontiers	San Diego	SD
1993	Maintaining California's Competitive Edge	Modesto	C
1992	Celebrate the Spirit of Planning	Pasadena	LA
1991	On the Edge	Sacramento	SV
1990	Glitz versus Glitches	Newport Beach	O
1989	Pacific Rim	San Jose	N
1988	Hard Choices	Palm Springs	IE

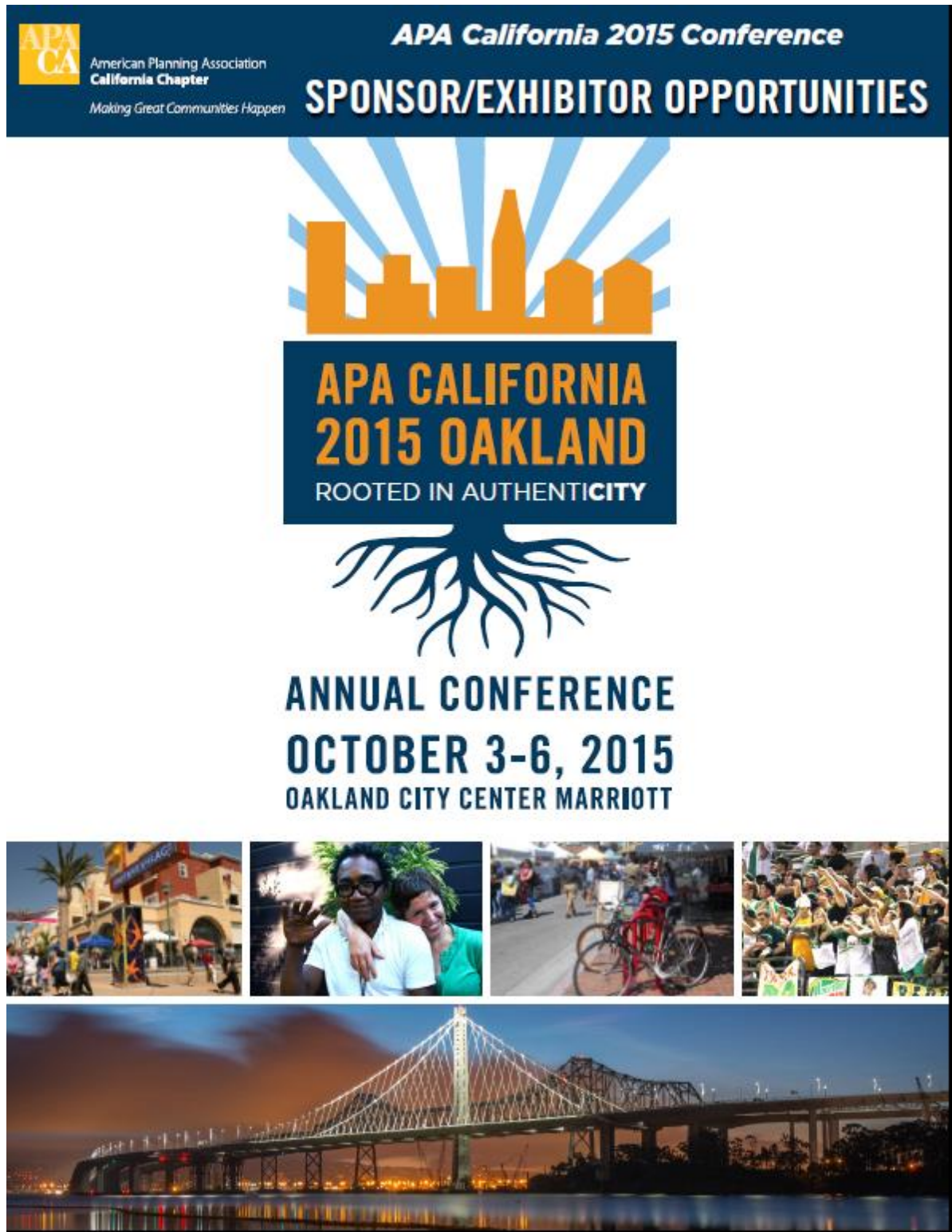




EXHIBIT BOOTH AND EVENT SPONSORSHIP PACKAGES

	Full Conference Registrations	Booth Space*	Tickets to Sponsored Event	Logo Recognition on Website	Promotional Materials Displayed on Sponsor Table	Signage and Podium Recognition	Advertisement in Conference Program	Other
EXHIBIT BOOTH & EVENT SPONSORSHIP PACKAGES								
Opening Reception (3 available).....\$6,000	2	Premium	3	Prominent	*	*	Full	
Conference Lanyards (1 available).....\$6,000	2	Premium		Prominent	*	*	Full	Logo on Lanyard
Conference Bags (1 available).....\$6,000	2	Premium		Prominent	*	*	Full	Logo on Conference Bag
Opening Plenary Session (3 available).....\$3,000	1	Premium	2	*		*	Half	
Keynote Luncheon (4 available).....\$3,000	1	Premium	2	*		*	Half	
Awards Luncheon (4 available).....\$3,000	1	Premium	2	*		*	Half	
CPF Reception (4 available).....\$3,000	1	Premium	2	*		*	Half	
Mobile Phone Application (3 available).....\$3,000	1	Premium		*		*	Half	Logo on Mobile App
Student Awards Luncheon (4 available).....\$2,500	1	*	2	*		*	Quarter	
Continental Breakfast (2 available).....\$2,500	1	*		*		*	Quarter	Table Top Advertisement Display
Closing Plenary Session (3 available).....\$2,500	1	*	2	*		*	Quarter	
EVENT SPONSORSHIP ONLY								
Specific Event Sponsorship (No Limit)\$1,500 Opening Reception, Opening Plenary, Keynote Luncheon				*		Sign Only	Half	
Specific Event Sponsorship (No Limit)\$1,000 Awards Luncheon, CPF Reception, Closing Plenary Session				*		Sign Only	Quarter	
Specific Event Sponsorship (No Limit)\$500 Student Awards Reception, Continental Breakfast				*		Sign Only	Bus Card	
Mobile Workshop (8 available).....\$1,000				*		Sign Only	Quarter	1 Mobile Workshop Registration
Afternoon Breaks (3 available).....\$1,000			2	*		Sign Only	Bus Card	Table Top Advertisement Display
Diversity Summit (4 available)\$750				*		Sign Only	Half	
EXHIBIT BOOTH ONLY								
Public Agency (5 available).....\$1,000		*		*				2 Booth Only Passes
Non-Profit Organization (5 available).....\$500		*		*				2 Booth Only Passes
ADVERTISING								
Mobile App (10 available).....\$500				*				Logo on Mobile App
Program (30 available)..... \$250 - \$1,500				*			Variable	Business Card to Full Page
Table Top Exhibits/Ads (10 available).....\$1,000				*			Quarter	

All booth and event sponsors receive attendee list prior to conference (available 3 weeks before with name, company, address)
 * Premium booth space is located near the entrance to the exhibit hall. All premium booth exhibitors will have priority selection.

www.APACalifornia-Conference.org



American Planning Association
California Chapter

Making Great Communities Happen

WHO WE ARE

Over 5,000 members strong, APA California is a network of practicing planners, citizens and elected officials committed to urban, suburban, regional and rural planning in the State of California. APA California offers a wide spectrum of member benefits including information, services and support to advance planning in California.

MISSION STATEMENT

The Mission of APA California: Making great communities happen through good planning.

Towards that end APA California will:

- Provide vision and leadership that fosters better planning for California.
- Build public and political support for sound planning.
- Provide its members with the tools, services and support that advance the art and science of planning.

This mission statement has no horizon year; rather, it is to be used as a broad guideline for decisions concerning the more specific strategic objectives, master strategies and action programs.

PAST APA CALIFORNIA CONFERENCES

2014	Anaheim	1,300
2013	Visalia	700
2012	Rancho Mirage	716
2011	Santa Barbara	901
2010	Carlsbad	840
2009	Tahoe	490
2008	Los Angeles	1,353
2007	San Jose	1,609
2006	Garden Grove	1,226

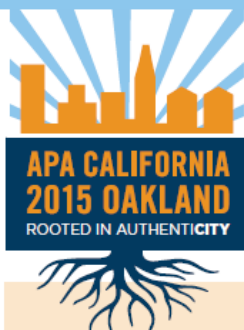
OUR FUNDAMENTAL VALUES

The mission statement reflects the underlying, fundamental beliefs of APA California's board members, who represent the breadth and geographic diversity of planning in California. These values include:

- **Vision:** The creativity and foresight needed to anticipate future needs of our membership and profession, then develop a consensus-building strategy that addresses those needs.
- **Leadership:** The ability to organize and command the resources necessary to implement our vision. Critical to the concept of leadership is the balancing of competing needs and interests in a manner that consistently provides the greatest good for the greatest number of our members.
- **Diversity:** The expansion in the development of its leadership and its membership of both ethnic and gender diversity within the Chapter.
- **Support:** The development, nurturing and preservation of a grass-roots constituency, both in the profession and in the larger community, that recognizes, accepts and advocates the values of good community, regional and other planning programs. The Chapter's commitment to a broad public relations strategy is an example of this support strategy in development.
- **Tools, Services and Support:** A commitment at every level of the organization to offer our members the tools, services and support to achieve their goals. These include regular membership services such as: a) the newsletter; b) legislative initiatives; c) participation on task forces and local review committees; d) recognition and advancement of our professional goals through comprehensive awards programs; e) a variety of continuing education programs to foster professional growth; f) annual conferences for education and networking; and g) a variety of locally sponsored and produced programs in each of California's eight sections that respond quickly and effectively to member needs at the local level.



www.APACalifornia-Conference.org



Logo Submission Deadline: Upon contract submittal.
Ad Submission Deadline: September 1, 2015

PROGRAM AD AND LOGO SPECIFICATIONS

LOGO SPECIFICATIONS

Depending on your sponsorship level, your logo may be used for the Conference Mobile App, APA website, the printed program and signage. Please send the best quality logo that is possible. If a logo has been previously submitted and has since changed, please send an updated logo that meet the specifications below.

- Send black & white AND color if both are available.

The following formats are accepted, in order of preference

- EPS (fonts converted to curves or vector)
- PDF - high resolution, 300 dpi, 3"x4" min. at 100% size
- JPEG - high resolution, 300 dpi, 3"x4" min. at 100% size

**We can only guarantee best quality with eps files that are submitted to specifications.*

Note: Do not send png files or any files that were used in/as part of a website. They are not high enough resolution for use in print.

PROGRAM AD SPECIFICATIONS

SPECIFICATIONS

- JPEG or PDF, 300 resolution at 100% size, black and white or grayscale
- DO IMBED FONTS
- DO REMOVE ALL RGB, CMYK AND INDEXED COLOR
- A confirmation email will be sent when the file is received and verified.

SIZES AND FEES*

* Fees apply if purchased without sponsorship.

Full Page5" wide x 9.75" tall\$1,600
Half Page5" wide x 4.75" tall\$850
Quarter Page	...2.5" wide x 4.75" tall\$500
Business Card	...2.5" wide x 2.25" tall\$250

Submit ad and logo; or for information regarding specifications, please contact:
Dorina Blythe • dorina@GranDesigns.us • 951.695.3646

For questions about sponsorship contracts, please contact:
Darcy Kremin • darcy2015@norcalapa.org • 925.207.1089

For questions about sponsor payments, please contact:
Francine Farrell • ategoresources@live.com • 916.715.5479

CANCELLATION POLICY

If written cancellation of a sponsor/exhibitor contract is received by 7/15/15, a full refund will be made.
 If written cancellation of a sponsor/exhibitor contract is received by 8/1/15, an 80% refund will be made.
 No refunds or cancellations accepted after 8/1/15.

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CONFERENCE SIGNATURE & OTHER ARTWORK SPECIFICATIONS:

The Chapter's Design and Publications Management Consultant (DPMC) works at the direction of the CHC to design the Conference Signature. Once the Conference Signature is approved by the CHC, the DPMC and Chapter's Website Manager will create files mentioned below and others as needed. Ultimately, the CHC will be responsible for using a signature and other artwork (*including local photographic images*) to promote the Conference. This Specification Sheet is designed to help you better understand the process and guide you as such artwork in being developed.

I. CONFERENCE SIGNATURE

The Conference Signature (*as outlined in the Conference Manual*) which falls under the work scope of the DPMC shall be developed as a vector file and not a raster (or bitmap) file. This will allow for further modification and print preparation of the file as deemed necessary. See the example below to better understand the difference.

VECTOR



Vector art is made of paths (or lines) and is not dependent on resolution for quality

Examples include: line work or drawings

RASTER



Formats include: .ai, .cdr, .eps, .svg

*Raster images are made of a series of pixels
and is dependent on resolution for quality*

Examples include: *photos or images*

Formats include: *.jpg, .tif, .png, .bmp*

Once the Conference Signature is finalized, it will be converted to other formats (*both vector and raster*) according to the specifications needed for reproduction or use for the various Conference materials.

II. CONFERENCE ARTWORK

In certain circumstances, the signature will need to be applied to an iconic image (representing the host city or area) as a background. The CHC shall be responsible for determining such representation and procuring/ obtaining the necessary high-quality (min 3"X 5" at 150 dpi) images. The final quality or resolution of the image should be commensurate to its physical size with larger images requiring a higher resolution.

Image size vs. File size: Image size refers to the dimensions of the image while file size is how much space the image requires for file storage (KB or MB).

DPI (*dots per inch*) vs. PPI (*pixels per inch*): DPI is a resolution measure for printed material whereas PPI is a digital measurement used for websites.

Example of Photo Usage Across Different Platforms:

	WEBSITE	CALPLANNER	PRINTED MATERIALS
Dimensions	8.33" X 5"	1.5" X 2.5"	3" X 5"
DPI	72 dpi	150 dpi	300 dpi
PPI	600 X 360	N/A	N/A
File Size	~650 KB	~250 KB	~ 4MB

Selecting Colors/Inks: Colors should initially be based on PMS (Pantone Matching System) Spot Colors as a reference point for all Conference materials. Colors will then be translated depending on the platform in either a CMYK (print process) or RGB (digital) format.

Chapter Branding: Where applicable, APA California branding shall be incorporated on Conference materials and implemented according to the Chapter's Branding Guidelines. The DPMC and Website Manager will be responsible for applying the appropriate branding for both APA California and the Conference.

III. IMAGE SPECIFICATIONS

Following is a list of some of the requirements for the regularly used platforms in which Conference related material and artwork are utilized. For others not listed here, please consult with the Chapter's Design and Publications Management Consultant.

1. APA California Website

Front Page: 600 (pixels) X 325 (pixels) at 300 dpi

Conference (*or Interior*) Page: 540 (pixels) X 300 (pixels) at 300 dpi

2. CalPlanner

Masthead Image: Subject matter or content should be of a horizontal orientation and ultimately fit a 6" X 3.25" at 300 dpi

Other Pages: varies depending on editorial (*check with Chapter's Design and Publications Management Consultant*), but an individual image's file size should be less than 1 MB

3. Email Alerts

E-Blasts & Other Digital Announcements: Call for specifications

4. LinkedIn and Other Social Media

LinkedIn Discussion Board Banner: 646 (pixels) X 200 (pixels) at 150 dpi

Other Social Media: Call for specifications

APPENDIX K

APA California Sustainability Principles for Conferences

The Chapter has adopted sustainability policies to demonstrate our commitment and efforts to promote sustainability in all facets of conference planning. To that end conference hosts should make every effort to promote sustainability principals when: making material purchases, food selections and catering options, transportation options, waste management decisions and venue services.

Conference Host Committees have endorsed the following types of objectives:

- Minimize waste generated from the conference, including waste from written conference materials, catering and conference operations
- Encourage sustainable practices by the conference host third party vendors, sponsors and exhibitors and conference attendees

Calculate and reduce the carbon footprint of the conference by reducing greenhouse gas emissions generated from transportation related to the conference.

APPENDIX L

ONLINE EVALUATION FORM FOR CM CREDIT (Sample)

2014 APA CALIFORNIA CONFERENCE

AICP EVALUATION FORM FOR CM APPROVED SESSIONS



PLEASE NOTE: If you are interested in receiving CM credits for those CM-approved sessions you attended during this event please complete the AICP Evaluation Form for CM Approved Sessions through the survey section on the mobile app. Only one form is required per person for the entire conference.

Please answer the following questions about this event:

I am attending: ☐ the whole conference; OR ☐ Saturday ☐ Sunday ☐
Monday ☐ Tuesday

Session Quality

1. The event has better prepared me to do my job or perform my role (e.g., provided useful ideas or techniques, speakers were engaging and knowledgeable)

Agree

Neutral

Disagree

Comment:

2. The event has elevated/expanded my knowledge as an AICP member (in my area of practice or through introducing new subject matter at a professional level).

Agree

Neutral

Disagree

Comment:

Session Balance

3. Was the material covered in the sessions you attended what you expected based on the descriptions provided in the conference program? Y

N

Please explain:

4. Was the number and variety of conference sessions available sufficient for you to obtain your required Law and Ethics CM credits? Y N

Please explain:

5. Was the diversity of topics presented adequate to allow you to meet your expectations coming into the conference? Y N
Please explain:

6. A topic or some of the material should have been more effectively organized or presented for the event to have met its stated purpose or objective.

Agree

Neutral

Disagree

Comment:

7. Are there topics you would like to see covered more fully at next year's conference? Please give examples:

8. Are there topics that you felt are unnecessary to include in next year's conference? Please give examples:

General Question:

9. Do you have any comments or suggestions for the next Conference Committee?

APPENDIX M

SAMPLE FORMS/TEMPLATES FOR MOBILE WORKSHOPS

SAMPLE MW LISTING FOR MONITORING & CONFERENCE COORDINATOR & BUS

MW Coordinator can use this form to keep track of MWs; can be distributed to MW leaders during time leading up to the conference; Conference Session Submission Form should contain detailed route info or provide on separate sheet.

Mobile Workshops w/Times, Transportation Needs & Extra Costs Revised X/X/X

MW#	Title/ # Sign-ups/ # guides on bus/Contact & #	Phrase Descriptors & Leaders/Participants	Time/ Length/ CM	Transportation Details & Extra Costs
TUESDAY ALL-DAY MOBILE WORKSHOPS #2 & #3 (deleted 1 & 4)				
1	DELETED			
2	TODs & Transit on the San Diego Trolley Line <i>25 signups - LIMIT TO 25</i> <i>2-4 guides on bus</i> <i>Name & Cell #</i>	Phrase Descriptor MW Leader & contact email Other Guides & contact email	10:30 am – 3:00 pm 4.5 hours total (4.5 CM)	Transport & from to Coaster; ride MTS trolley lines <i>\$5 pp cost for trolley</i> <i>Reimburse SANDAG for lunch & trolley</i>
3	Borders, Barriers & Beaches: International Interactions (So. San Diego) <i>13 signups</i> <i>3 guides on bus</i> <i>Name & Cell #</i>	Phrase Descriptor MW Leader & contact email Other Guides & contact email	10:30 am – 5:30 pm 7.0 hours total (6.0 CM)	Bus available during whole tour; stepping on and off <i>Reimburse to MW leader for Mexican food lunch</i>
4	DELETED			

WEDNESDAY MORNING MOBILE WORKSHOPS #5, #6 & #7				
5	Transformation of the Naval Training Center into the Liberty Station Community 8 signups 1 guide on bus Name & Cell #	Phrase Descriptor MW Leader & contact email Other Guides & contact email	8:00 am – 12 noon 4 hours total (4.0 CM)	Bus to and from Liberty Station; walking around site
6	Carlsbad Habitat Preserve, Lagoons, and Desalination Project Tour 11 signups 4 guides on bus Name & Cell #	Phrase Descriptor MW Leader & contact email Other Guides & contact email	8:00 am – 12 noon 4 hours total (4.0 CM) 	Bus available whole tour; stepping on & off \$5 pp donation pp for docent tour
7	Transit in the Suburbs 18 signups 2 guides on bus Name & Cell #	Phrase Descriptor MW Leader & contact email Other Guides & contact email	8:00 am – 12 noon 4 hours total (4.0 CM)	Bus to west end of Sprinter route in Oceanside; take Sprinter east to Escondido; take bus back west along the route stopping at ~3 project sites (Sprinter tickets donated@ no cost by NCTD)
WEDNESDAY AFTERNOON MOBILE WORKSHOPS #8 & #10 (deleted 9)				
8	Sustainability Planning in San Diego's Coastal Towns 11 signups 2 guides on bus Name & Cell #	Phrase Descriptor MW Leader & contact email Other Guides & contact email	2:00 pm – 6:00 pm 4 hours total (4.0 CM)	Bus for entire trip; potential stepping on and off
9	DELETED			

10	Downtown San Diego		2:00 pm – 6:30 pm	Bus transport to downtown & during tour – walking during tour.
	9 signups	Phrase Descriptor	4.5 hours total	
	1-2 guides on bus	MW Leader & contact email		Return to La Costa after tour; otherwise join Pub Crawl
	Name & Cell #	Other Guides & contact email	(4.5 CM)	participants on busses back at no extra charge beyond MW cost

**APA California 2015 Conference
Estimate Revenue from Mobile Workshops**

Workshop	Name	Number of Hours	Minimum Participants	Maximum Participants	Transportation Mode	Cost/Person					TOTAL COST	Proposed Fee	TOTAL REVENUE
						Travel (excl. BART)	BART	Food	Other	TOTAL			
1	Walkable Small Town in Sonoma	8	20	45	Chartered Bus	71.82		5.00	1.00	77.82	3,501.90	75.00	3,375.00
2	Mission Bay	4		20	BART/MUNI	4.50	6.60	5.00	1.00	17.10	342.00	35.00	700.00
3	Lake Merritt	3		30	Walking	0.00		5.00	1.00	6.00	180.00	25.00	750.00
4	Green Infrastructure	4	15	30	Chartered Bus	23.94		18.00	8.10	50.04	1,501.20	50.00	1,500.00
5	Black Panthers & South Asians	5	15	25	Chartered Bus	31.92		5.00	1.00	37.92	948.00	50.00	1,250.00
6	Hayward Mural	4		30	BART	0.00	3.70	5.00	1.00	9.70	291.00	35.00	1,050.00
7	Missing Middle Housing	4		24	BART	0.00	3.70	13.00	6.00	22.70	544.80	45.00	1,080.00
8	Pedaling Path of the Progress	4		25	Bike*	7.50		5.00	1.00	13.50	337.50	45.00	1,125.00
9	Central Waterfront Public Transportation	4		30	BART/MUNI	4.50	6.60	23.00	1.00	35.10	1,053.00	60.00	1,800.00
10	Technologies	4		20	BART/OAC/Bus	0.00	13.85	5.00	1.00	19.85	397.00	45.00	900.00
11	Bay Bridge Bike Tour	4		20	Bike*	7.50		5.00	1.00	13.50	270.00	45.00	900.00
12	Uptown	4		30	Walking	0.00		30.00	1.00	31.00	930.00	45.00	1,350.00
13	Castro	4		20	BART/MUNI	4.50	6.60	5.00	1.00	17.10	342.00	35.00	700.00
14	A Tale of Two TODs	4		25	BART	0.00	5.50	5.00	1.00	11.50	287.50	35.00	875.00
15	Downtown Berkeley	3.5		30	BART	0.00	3.70	5.00	1.00	9.70	291.00	35.00	1,050.00
16	Company Town 2.0	7	15	20	Chartered Bus	55.89		18.00	1.00	74.89	1,497.70	75.00	1,500.00
TOTAL		70.5		424							11,216.90		19,905.00

* Bike cost may be sponsored

Net Income **\$8,688.10**

Notes:

BART may donate transit tickets (Lead: Jean Long) - Approximate value \$1200- 1500

Adopted Budget: (1,500 attendees)

Projected Revenue **\$15,000.00**

Projected

Expenses **\$7,500.00**

Net Income **\$7,500.00**

3 MW sponsorships has been secured

For a charter bus MW, assumed max number of participants in calculating per person cost

Updated as of May 13

APPENDIX N

(UPDATE INSTRUCTIONS ANNUALLY)

Release to Record Forms for Distance Education Sessions from
Conference and Moderator Instructions



American Planning Association
California Chapter

Making Great Communities Happen

**PERMISSION TO TAPE AND PERMISSION TO USE POWER POINT PRESENTATION
IN DISTANCE EDUCATION SESSIONS FOR MEMBERS OF THE APA CALIFORNIA
CHAPTER**

(APA California Chapter Annual Conference)

(LOCATION – DATE)

SESSION TITLE:

SESSION BLOCK (day & time): _____

MODERATOR (ON BEHALF OF OTHER SPEAKERS):

I am the Moderator of a session being presented at the APA California annual Chapter conference. I give the Chapter permission, on behalf of the members of my panel, to record my session as part of a Chapter effort to provide Distance Education to members who were not in attendance at the conference.

I also give APA California permission to use the PowerPoint presentations from this session as the visual component of the Distance Education session. I have already received permission to use any material in the presentations that is copyrighted and I allow this permission to be utilized by APA California for the benefit of its members.

Moderator Signature:

Title/Organization:

Cell Phone number where you are reachable at Conference:

Email address:

Date:

PLEASE EMAIL SIGNED FORM BACK TO WHO AT:

THANK YOU!!

INFORMATION FOR MODERATORS PARTICIPATING IN APA CALIFORNIA'S PILOT PROGRAM RECORDING ANNUAL CONFERENCE SESSIONS FOR FUTURE DISTANCE EDUCATION FOR CHAPTER MEMBERS

Thank you for participating in the APA California Program to record annual conference sessions for future Distance Education for APA California members. The information on this sheet includes instructions to you to prepare for your session to be recorded as well as giving a few in-session advisories.

FORWARDING POWERPOINT and INFORMATION TO CHAPTER REPRESENTATIVE SCOT MENDE:

- Rather than using your own computer, we will use one computer loaded with recording software which will be on Scot Mende's computer. Because this is our first time attempting to record, we would ask that you also bring your computer loaded with your PowerPoint presentations just in case we have a glitch: we want you to have full access to your visual information even if we fail at recording your session!
- Please follow Moderator instructions to send PowerPoint presentations for all speakers to Francine Farrell at ategoresources@live.com by Friday September 12. Scot will retrieve them from Francine to load onto the laptop with the recording software. We know that changes are sometimes necessary at the last minute, but it is important to our pilot that we have your final PowerPoint presentations no later than Friday as requested.
- PowerPoint presentations should include a photo and caption for each speaker. This will help the distance learners connect with the speakers.
- Send individual speakers' PowerPoint presentations in separate files but please clearly title each.
- We expect to ask for your PowerPoint in its final format so in ".pps" if at all possible. Please let Scot know if you will be unable to use that format and use ".ppt" instead.
- Email typically has a size limit of 8 MB; if the size exceeds send/receive capacity, please use Dropbox and share with (who). Upon receipt, (who) will send you a confirming email. If you do not receive a confirming email, there may have been a transmission glitch so please contact (who).
- After Saturday September 13, if you must make changes to your PowerPoint presentations, please text (who at what number) as an alert.
- Moderators and speakers should arrive at your assigned session room at least 10 minutes before the session. (Note: there is a 15-minute break between sessions in a room) Scot will meet you there after he finishes recording the prior session in a nearby room in the building.
- As is APA California practice, PowerPoint presentations should not be printed for session attendees. Conference attendees will be able to retrieve presentations from the APA California website within two weeks following the conference.
- **PLEASE SIGN & RETURN THE "PERMISSIONS SLIP" TO (who) AT:**

IN-SESSION INSTRUCTIONS

- Please indicate to attendees that the session is being recorded by APA California for future Distance Education opportunities for Chapter members as part of a Pilot Program this year to expand opportunities for CM credit.
- Please discuss prior to your session with your panelists that the session will be recorded. Indicate that they should introduce themselves when they begin and that they should use microphones when speaking.
- Please instruct audience members who want to ask questions during the Q&A period of your session that we must record the Q&A part of the session also. Ask them to come to the microphone and keep their questions short. Indicate that you or a panelist may need to repeat the question so it is captured for the audio recording.

IF YOU HAVE ANY QUESTIONS OR INITIAL FEEDBACK, PLEASE EMAIL (who – name & cell) or Chapter vice President of Professional Development (who – name & cell)

APPENDIX O

STATEMENT ON STUDENT ATTENDANCE & COST AT THE ANNUAL CHAPTER CONFERENCE

APA California values its student members and works hard to help our students to transition into new professionals. To this end, we provide mentoring and educational opportunities geared to students.

At our annual Chapter Conference, our goal is to incorporate our students into the conference program as much as possible. The Chapter provides a 'Free Student Saturday' which includes a series of educational sessions focused on advanced students and their needs as they prepare to enter the job market. There is breakfast, at least 2-3 sessions, and a luncheon for CPF Scholarship winners that students are invited to attend. Students are also welcome to the Chapter's beloved Diversity Summit. Those events are all free to students. Sections are encouraged to underwrite the conference registration cost for their students to the degree they are able. Several years ago the Chapter also reduced its Student Rate to \$50/day for each of the 3 regular conference days following Free Student Saturday. On those days of attendance (at \$50/day), students receive breakfast and lunch and are invited to either the CPF Auction or Consultants' Reception in the evenings for networking and more food.

When we compare this opportunity to the National Conference, we believe that while our registration fee is similar to National's, a national conference does not provide free meals and is often held in a 'big city' where expenses are higher than in California locations. Also, the Chapter is interested in having students stay and participate in the conference. We do not look to student volunteerism as a way to save the Conference money – we look at it as a way of helping

students take advantage of professional level training and networking among hundreds of California planners. Our policy is that if students are interested in attending the full conference want to save 1/3 off, they can volunteer for 8 hours and still have 2 days to attend sessions.

While it may vary slightly year to year, that is the Chapter's basic approach. We believe one of the hidden benefits of volunteering is that students who volunteer interact with a number of professionals, which is a great way to network. This year, for the first time ever, we are subsidizing student tickets to the Opening Reception. Rather than asking for the full ticket price (\$60) we are charging the students \$30 to attend.

Your contribution as a volunteer at the Chapter Conference is your first step in a long and prosperous career in the planning profession.

APPENDIX P

APA California – Program Document Development and Review – May 2015

The format and layout for the program document is based on a template maintained and managed by Dorina Blythe, the conference's Graphic Designer. The program document differs year-to-year based on theme and content. The program document template feeds information to the conference website and to the mobile app.

Final program review - when each Part is assembled – is done by ALL – i.e., One CHC designee, VPC, and all contractors. Only directed changes should be passed on to Dorina.

❖ PART A – EVENTS, INFORMATION, AND HIGHLIGHTS

CONTENT	DEVELOPMENT & REVIEW ROLES
Sponsors list by event; Co-Chairs letter; Mayor's letter; List of CHC members;	-Gathered by CHC -Sponsor list updated by Dorina -Review by contractors -Final review by ALL
Chapter leadership roster; welcome from APA California President;	-Gathered by Laura Murphy & Dorina -Welcome letter (&photo?) requested by Dorina -Review by contractors -Final review by ALL

General Information: registration hours; exhibitors hours; mobile app info; breakfasts hours & location; MW meeting place; speaker bio location; speaker registration?; wifi; electronic devices; attire & age requirements; disability; sustainability by hotel & city; carbon offset; program document greenness;	<p>-Gathered by HPN (some of this is standard language year to year)</p> <p>-Mobile app info provided by Francine</p> <p>-Review by contractors</p> <p>-Final review by ALL</p>
Session info: finding posted presentations post-conference; CM credit requests; sessions for targeted audiences (law sessions, ethics sessions, YPG sessions, C&B sessions); some sessions being recorded for DE	<p>-Gathered by VPC & Laura Murphy</p> <p>-Review by contractors; Programs Chair to confirm law, ethics, DE recordings, etc. listings</p> <p>-Final review by ALL</p>
Highlights & Special Events: special events (including plenaries) by day; volunteer service opportunity; CPF Auction; pre-conference sessions; Student Poster contest	<p>-From Part B</p> <p>-Any event requesting CM must submit the CM Data Collection form to Laura</p> <p>-Gathered by Dorina and added to by CHC as info is available</p> <p>-Review by contractors & CHC designee</p> <p>-Final review by ALL</p>
Mobile Workshops: listing and description, cost, speakers, times, CM credit request, MW sponsors	<p>-From Part B</p> <p>-Gathered by CHC/MW Chair & provided to Laura Murphy on CM data forms & then goes to Dorina</p> <p>-MW sponsor info solicited by MW Chair and provided to Dorina for MW entries</p> <p>-Review by contractors & MW Chair</p>

Special sponsors: UCLA, UCD, Solano	-Requested by VPC to work with Dorina -Review by contractors -Final review by ALL
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❖ **CONFERENCE-AT-A-GLANCE – from final separate Glance**

❖ **AWARDS LISTING: CHAPTER AWARDS; RECOGNITION OF NATIONAL WINNERS – Dorina requests: Statewide Awards Coordinators to provide Chapter winners; VPC to provide APA National winners; VPPD to provide new FAICP members in even # years; CPF President to provide CPF Scholarship winners. Review by Awards Coordinators & VPC**

❖ **PART B – PROGRAMS DAY-BY-DAY – built out from Glance and other online materials**

All Session Block sessions	-Gathered by Laura Murphy from Session Submittal Forms (& Programs Chair as needed) -Review by Laura, VPC, Dorina -Final review by ALL
Mobile Workshops (placed in their appropriate day and time)	-Gathered by MW Chair and provided to Laura Murphy on CM data forms
All special events including plenaries, CPF Auction, MWs, Student Posters, Opening Reception, Diversity Summit, Keynotes, etc	-Gathered by CHC -Any event requesting CM must submit the CM Data Collection form to Laura -Review by contractors & CHC designee
All breakfasts & breaks & registration times	-Gathered by HPN -Review by contractors (CHC designee?)

	-Final review by ALL
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❖ **PART C – SPONSORS AND MAPS**

Sponsors' ads	-Gathered by Dorina Blythe from Francine after payment confirmed -Review by contractors -Final review by ALL
Save the Date for next year's conference	-Gathered by Dorina Blythe from 2016 Co-Chairs -Final review by ALL
Maps: of site if needed; exhibitor booths & tables	-Gathered by Dorina Blythe from HPN, drayage company and CHC -Review by contractors & CHC designee -Final review by ALL

❖ **BACK COVER – SESSION ROOMS MAP – assembled by Dorina from info provided by HPN & conference center/hotel. Review by Programs Chair (session rooms map). Final review by ALL**