**Date:** October 6, 2018

**To:** APA California Board of Directors

**From:** 2018 Conference Co-Chairs Carey Fernandes, Brooke Peterson, Gary Halbert and Betsy McCullough

**Subject**: Quarter 3-2018 Conference Planning Update for the 2018 Annual Conference, San Diego

The San Diego Conference Host Committee is excited to report that the 2018 Annual Conference has exceeded the Chapter’s registration and sponsorship goals and promises to be a very successful conference. Registrations were at 1,370 attendees as of September 20th and we anticipate the standard final rush of registrations in the last two weeks.

As planning for the 2018 conference in San Diego comes to an end, the CHC is working hard to execute final tasks. Specifically, our CHC has been busy working on the following:

* Our final CHC meetings in August and September to finalize the last details on mobile workshops, program session changes, the final program, and final promotions through our social media pushes.
* The Sponsorships Subcommittee (Laura Black, City of San Diego and Gary Halbert, City of Chula Vista) successfully secured sponsorships to not only meet our sponsorship goal of $120,000 but exceed it by almost $20,000. The final sponsorship raised for this year’s conference is $139,325.
* The CHC Co-Chairs have coordinated closely with the opening and closing keynote speakers - Assembly member Todd Gloria and Dr. Mary Walshock, UCSD respectively - in order to prepare their remarks and ensure they are interesting, relevant and aligned with the conference theme.
* The CHC Co-Chairs have also worked with Hanson and Kacey to review and make final edits to the final conference program for printing.
* The Mobile Workshops Subcommittee is completing final coordination for all mobile workshops.. Out of 13 planning mobile workshops, we received high enough registration for mobile workshops to keep all except for one for a total of 12 great events to take place throughout San Diego and one across the border into Tijuana.
* Final menu and programming, including securing of a great band, photo booth and other activities has been completed by Deene and the Special Events committee.
* A very useable and interactive Planners Guide has been created and loaded onto the conference website and mobile app to encourage conference attendees to get out and experience the different San Diego neighborhoods and all they have to offer.
* Sustainability and Student-YPG subcommittees have continued programming efforts which include the Sustainability Committee securing Lime bikes for transportation around the conference for 50%, minimized use of non-renewable items such as print outs, filling stations for reusable water bottles and close coordination with the conference site on menu and space planning. The Student-YPG subcommittee has worked to create a number of activities focused on the interests of new planners such as a walking tour to nearby Liberty Station on Sunday, a resume workshop on Tuesday, and pub crawl on Monday night, as well as the usual Sunday sessions. They also were contacted by Cal Poly SLO about students arriving on Saturday, hoping to have some planning activities while realizing the conference did not start until Sunday. Our local YPG and Students jumped in and are arranging for a special downtown tour for them Saturday, and other students arriving early, as well as a social gathering Saturday night before the conference.