

Date: June 15, 2019

To: Julia Lave Johnston, APA California Chapter President and Board of Directors

From: Hanson Hom, Vice President for Conferences

Subject: Conference Theme for 2020 Conference in Riverside

**RECOMMENDATION**

*The Riverside Conference Host Committee (CHC) recommends that the Board approve the theme for the 2020 Conference:* ***“Cultivating Our Future”****.* *While the logo itself does not require Board approval, it is a nod to the agricultural roots and landscape setting of the Riverside area and is tied into the conference theme.*

**DISCUSSION**

The CHC has been form and has begun its meetings to plan the 2020 conference. One of the first orders of business was to agree on a conference theme and to design a corresponding logo for this theme. Through a request for proposals from local firms and through an iterative process, the final theme and logo were developed as shown below. Several variations of this logo will also be developed to meet different conference applications. The logo and theme will be used on promotional items at the 2019 conference in Santa Barbara.

