## Conference Planning Committee

**Committee Meeting Objective:** Select the Theme for Nashville and Discuss Speaker Slate S19  
**Date:** September 24, 2018  
**Location:** Nashville, TN  
**Time:** 1:00 – 3:00  
**Chairperson:** Martin Morrill

### Preparation

M. Morrill will bring the Excel Spreadsheet containing past and potential speakers for future conferences.

<table>
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<tr>
<th>Item</th>
<th>Description</th>
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<tr>
<td>Review Evaluation Forms</td>
<td>We passed around the evaluation forms for people to review. Mixed reviews for John Ratzenberger, some felt there was no take away theme, just “miss those good old days”. Missed opportunity to see how EGSA could work with his Task Force on getting young people to join the trades. Ray Hassett (Hostage negotiator) got high marks across the board. Jeff Dorko – FEMA – excellent feedback – could have had more time for questions. Jim MacDonald got high marks as well, and most people felt bad that he was rushed and his talk was shortened due to Ratzenberger going too long. Panel on Remote Monitoring was well received. Andy Briggs, in particular got high marks for his job as Moderator. Some people wanted to know why we didn’t allow questions from the audience. That was decided by the sub-committee in advance, that all questions would be submitted ahead of time, so that the answers could be spread out between the panel members and answers would be well thought out. Also difficult to keep on time with unknown questions/answers format. People also expressed interest in having more time in the exhibit halls – felt rushed back to sessions. <em>Note: Consider moving to 45 minute breaks.</em></td>
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**Theme** for Austin, TX  
Lost Pines Resort  
Only a few themes submitted. Unanimous decision to choose **“Saddle up that Horsepower”** – submitted by Charlie Habic

**Speakers** for Austin  
Monday Keynote  
Working on **Bill Walton** – former NBA player and Motivational Speaker. Possible conflict with March Madness TV assignment – also may need sponsorship to afford his speaking fee. If March doesn’t work out, we will consider Bill for Arizona. F19. Will reach out to Rick Perry – Secretary of Energy.
### Keynote Tuesday
Mike Evans – recommended by more than one person. Emily Hartstone saw him speak and said it was excellent. His Keynote is titled *Disruption – Excel and Thrive in the New World of Work.*

### Member Talks on Monday
- Charlie Habic – Case Study – Hurricane Response. 20-30 mins
- Randy Knop - Nixon Power – Case Study - 20-30 mins

### Tuesday – NEW FORMAT
The executive board asked the Conference Planning committee to come up with a different format for Austin, whereby the goal would be to have “Educational Tracks” of speakers and talks, with the intent to draw out SPO’s to attend (Specifiers, Purchasers and Operators). A “must have” that was suggested by many on the Board and committee was that the Educational Sessions need to be accredited to allow attendees to receive CEU’s.

It was decided that we would have two Educational Tracks.
- **Track A** – Main Ballroom – will have educational Keynote, followed by educational topics that are broad business based, such as Sales or Management or HR related topics. The conference Planning Committee will organize and obtain speakers for track A.
- **Track B** – Educational (CEU track) – format will be determined but placeholder is for an all-day session, with perhaps up to 6 topic talks, each that would be accredited to give out CEU’s to attendees. A list of topics has been prepared by the Education committee and Mike Pope. *The Education committee will organize and obtain speakers for the Educational Track.*

### Theme for Tuesday
President Roundtree challenged the CPC to come up with a catchy, marketing name for the Educational Day on Tuesday. The Committee suggested a main theme of “EGSA U”, followed by one of two taglines – either “Knowledge is Power” or “Reliability by Design”

### First Timers Reception
Discussion on how to retain more first timers, so that they come a second and third time. There is a large percentage of first timers that come once and then not the second time. Many suggested this was geography related, and that many first timers come because the location of the meeting is within walking distance. Other ideas discussed were:

- Use a “Buddy System” – whereby long time members of EGSA would be assigned first timers to make them feel welcome, and take them around and introduce them to different committee representatives.

- A “Speed Dating System” was discussed – whereby members of each Committee or Board Members would be at a table and first timers would spend 60 – 90 seconds with each one, and then a bell would ring and they would move to the next person.

### Use of Videos
- The “pre-meeting” committee videos were well received – so we should do that again. We realized that as we do that more, the quality will improve
## Committee Meeting

### Agenda & Minutes

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<tr>
<th>Topic</th>
<th>Notes</th>
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<td>The videos used for the “Meeting of the Members” was praised while getting some criticism. We will do that again for Fall 2019. We will try to improve audio quality, and to place the video in a room where it will be less hectic for both the Filmer and the speaker. Also – speakers need to stick to the 75-90 second timeline.</td>
<td>➢ Good suggestion from Tom Black – why not have a video playing in hallway or in Exhibit hall showing the next city that we will be visiting.</td>
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| Potential Topics for Future Conferences | ➢ How to do a podcast  
➢ FEMA 2.0 (skip one meeting and shoot for F19)  
➢ Employee retention - Millennial probs, low unemployment  
➢ How to find and attract quality employees  
➢ Cyber Security  
➢ Burning without borders group |
| Reviewed Mission Statement | ➢ Determined to still be appropriate as written |
| Committee Officers | **Changes to the Committee Officers** were determined for 2019.  
➢ Tom Black was elected to the Executive Board and will step out of his role as Vice Chair  
➢ Hal Walls will move from Secretary to Board Liaison  
➢ Martin Morrill will remain as Chair  
➢ **Jessica Fernandes** from FM Generator will serve as **Co-Chair**  
➢ **Niki Pokwinski** from KHL Group will serve as **Secretary**  
Lindsey Crumling from Sentrien expressed interest in serving on Board in future. |
| Monday Night Award Ceremony | ➢ Discussion around the number of awards given out on Monday at dinner drags out a bit. The committee discussed options and traditions of long-time members vs new members feeling alienated. Committee suggestion is to move some of the awards to other events during the entire Conference. |
| Conference Fees | Committee suggested that a 5% increase would be appropriate |
| Exhibitor Comments | Many like the new 10 x 10 booth option  
Several people asked for more/longer breaks to bring attendees to the exhibits for more time |
## Action Items (additional space on back)

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<tr>
<th>Item</th>
<th>Person Responsible</th>
<th>Deadline</th>
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<tr>
<td><strong>Task</strong> Collect last 10 conferences list of all speakers and topics – commit to spreadsheet and distribute to attendees of Conference Planning attendees</td>
<td>Martin Morrill</td>
<td>June 1</td>
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<td><strong>Task</strong> Organize the working committee for the remote monitoring panel</td>
<td>Tom Black with Andy Briggs</td>
<td>June 1</td>
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<td><strong>Task</strong> Bring projector to Nashville</td>
<td>Tricia Schweiss - Sunbelt</td>
<td>Nashville</td>
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