



10.14.07 AI 13a

To: CSWEA Executive Committee
 From: Eric R. Lecuyer, Executive Committee
 RE: WEFMAX'08
 Date: September 30, 2007

In early June, CSWEA was approached by WEF to host WEFMAX'08 in order to assure that there would be a WEFMAX in the Central States region. Upon being polled, the Executive Committee overwhelmingly supported CSWEA hosting this event and the destination of choice was the Twin Cities. I have negotiated a contract with the Sheraton, Bloomington (the same venue as our 80th Annual Meeting) and we are set with the dates of March 13, 14 & 15, 2008. Below are details of our responsibilities for WEFMAX. It is my recommendation that a Local Arrangements Committee and chairperson be selected for this event in order to best prepare for an outstanding event. (We need not try to outdo what IWEA did in Chicago...) We may want to also briefly discuss entertainment and event options for our reception and Friday night social event.



WEFMAX – WEF/MA Exchange Meetings

2008 Meetings

February 21-23	WEFMAX in Asheville, North Carolina <i>(Hosted by the North Carolina WEA)</i>
March 13 - 15	WEFMAX in Minneapolis, Minnesota <i>(Hosted by the Central States WEA)</i>
March 27 - 29	WEFMAX in Philadelphia, Pennsylvania <i>(Hosted by the Pennsylvania WEA)</i>
May 1 - 3	WEFMAX in Austin, Texas <i>(Hosted by the WEA of Texas)</i>
May 1	WEF Young Professionals Summit - Austin, TX <i>(Hosted by the WEF Students & Young Professionals Committee)</i>
May 7 - 9	WEFMAX in Anchorage, Alaska <i>(Hosted by the Alaska WWMA)</i>

WEF & MA Meeting Responsibilities

WEF Responsibilities

- **Budget** - \$6,000.00 per meeting- covers all meeting and social function expenses, based on 45 meeting attendees. Expenses incurred due to increased attendance will be covered by WEF.
- **Promotion** - Distribute information on Exchange Meetings via the WEF Web site, mailings to Member Associations and E-Briefs. **(December 2007)**
- **Agenda** - Develop the agenda for the business meeting with input from the host MAs. **(December 2007)**
- **Registration** - Manage registration for all meetings. Provide weekly registration reports to host MAs. Supply name badges for all meeting attendees. **(January 2008)**
- **Meeting Materials** - Gather meeting materials and distribute with a final agenda to all registered meeting attendees. **(Two weeks prior to each meeting)**

Host MA Responsibilities

- **Hotel Selection and Contract** - Conduct site visits and select appropriate hotel. Sign contract for the meeting specifications, following a review by WEF. Send a copy of the signed hotel contract to WEF
- **Meeting Rooms** - Negotiate and reserve appropriate meeting space.
- **Hotel and City Information** - Submit hotel & city information to WEF for web site & promotions.
- **Thursday Reception & Friday Dinner** - Plan the Thursday reception and Friday dinner, coordinating with WEF. **(6 weeks prior to the meeting date)**
- **MA Exchange Session** – Coordinate and facilitate the MA Exchange Session.
- **Meeting Expense Receipts** - Forward receipts for all covered meeting expenses incurred. **(No later than three weeks following the meeting.)**



WEFMAX - WEF/MA Exchange Meetings

This document provides a guideline for Host Member Associations (MAs) in planning a WEFMAX meeting.

BUDGET

Per each meeting, a **maximum** of **\$6,000.00** is available to cover all meeting and social function expenses based on 45 attendees per meeting. When planning a WEFMAX meeting, factor in ALL event costs in order to stay within the \$6,000.00 budget. IF the Host MA exceeds the \$6K budget based on 45 attendees, then the MA will be responsible for payment of expenses over the budget.

Sample Budget Based on 45 Attendees:

Facility Rental	300.00
A/V Equipment	200.00
Welcome Reception (45 attendees / \$30.00 per person)	1,350.00
Friday Dinner (45 attendees / \$50.00 per person)	2,250.00
Breakfast, Lunches & Breaks	<u>1,900.00</u>
TOTAL	\$6,000.00

Budget Includes the Following Items:

- Hotel Catering – Include ALL taxes (hotel, local, state) and gratuity
- Thursday evening Reception
- Friday morning breakfast
- Friday lunch
- Friday evening Dinner
- Saturday morning breakfast
- Facility Room Rental for the reception, and meeting on Friday and Saturday
 - AV equipment i.e. screen, microphone, lavalier, podium, extension chord(s), speakers + taxes
 - Flip Chart and Markers for Friday and Saturday meeting
 - Bar Tender for reception

Budget Does Not Include the following:

- Entertainment
- Alcohol – WEF does not pay for alcohol
- Transportation such as a bus
- Gifts
- LCD – MA Host to provide at no cost. If Host does not have access to a LCD, then WEF will provide

Additional WEFMAX expense items that will be covered by WEF

- **Attendance over 45** - Food/Beverage expenses incurred due to increased attendance.
- **Guest** - A \$25.00 fee will be charged and collected by WEF for guest attending the dinner. Based on a dinner cost of \$50.00 pp, WEF will then cover the \$25.00 difference pp.
- **HOD Meeting** – WEF will pay for beverages (coffee/tea/soda/water) and room rental. Budget for this meeting is not to exceed **\$250.00**.
- **Canadian Meeting** – Host to arrange for room and conduct meeting; WEF will cover room rental only.

Steps to Planning a WEFMAX Meeting

SELECTING a CITY - Help minimize attendee expenses by choosing a city that:

- Preferably is a Major airline hub
- Is close to an airport (no more than 30 minutes from airport)
- Offers a airport shuttle or reasonable taxi service verse having to rent a car

SELECTING a HOTEL - In looking for a Hotel choose one that:

- Is close to the airport (no more than 30 minutes from airport)
- Is a “Smoke Free” facility
- Hotel room rates should be below US\$200.00 per night to include ALL taxes
- Has in-house catering service
- Available parking
- Negotiate Hotel fee to be honored two days prior and two days after scheduled meeting
- Prior to Host MA signing contract, WEF must review contract

HOTEL ROOM BLOCK - The following is suggested for a room block of 60

- Wednesday – 5 rooms
- Thursday – 25
- Friday – 25
- Saturday – 5
- Avoid attrition fees. Keep in mind that not meeting a room block can result in hefty fees

MEETING ROOM SPACE – Negotiate “at no cost” for meeting room(s) based on having met the room block

- **HOD Meeting** – Set room for 25
 - Arrange meeting tables in rectangle or U shape
 - Provide beverages i.e. coffee/tea/soda/water
 - Reserve room from 1:00 – 5:00 pm
- **WEFMAX Meeting** – Set room for 60
 - Tables -12 half rounds of 5
 - Podium and Screen to Front of room; Beverage at opposite end
 - 2 skirted 8 ft tables in back of room for materials
 - One skirted 4 ft narrow table at front of room for LCD
 - Reserve meeting room on Friday from 7:00 am – 5:00 pm; Saturday 7:00 am– 12:00 pm

FOOD and BEVERAGE REQUIREMENTS – Provide menus to WEF.

Thursday Evening Reception – Keep it simple. Estimate 50 to attend

- Event to last no longer than 1 ½ hours (from 6:00 – 7:30 pm)
- Plan to have light food such as: fruit, cheese, vegetable platter
- Cash Bar
- Bar Tender
- Provide a list of local restaurants for attendees

Breakfast on Friday and Saturday – Keep it simple. Select a “Continental” menu.

- Set buffet style inside meeting room
- Refresh beverage service only at morning break

Lunch on Friday - Think “light” for lunch as the group will be going out for Dinner Friday evening.

- Set in rounds of 8
- Should be located in a nearby room from the meeting
- Serve dessert from lunch menu as afternoon snack; or eliminate dessert

Friday Dinner- Estimate 50 to attend.

- Choose a restaurant within walking distance of the Hotel (*WEF does not pay for transportation*)
- Choose a restaurant in the Hotel
- Alcohol on a per person cash basis. WEF does not pay for alcohol
- Plan dinner from 6:30 – 9:30 pm