

## Convention Report for 2016

We made, without counting fundraising, approximately \$74,000. From Robert Kraus' report to me last June:

Our income through sales, sponsorships, suites, and the theme contest was \$291,294.00.

Our costs were \$216,308.76. There are some costs that may be missing from this amount though they shouldn't be much.

Our net was \$74,985.24 not including any fundraising. It has always been my contention that the convention should break even without relying on any fundraising, other than fundraising related directly to the convention.

For example: Theme contest – net should go to the convention.

Ribbon sales – cost and revenue should go to the convention

Torch Club breakfast fundraising should go to general donations.

We removed one meal from the weekend in an effort to keep the top price under \$500. There was some concern about making our F&B minimum but we had not trouble. However, in 2018, we need to consider a smaller convention with a big F&B requirement. It might be the time to raise ticket prices and include that extra meal OR encourage our members to throw parties that will supplement our F&B. Also, with the increasing cost of A/V, ticket prices must go up.

Things that went well:

Sales were good.

Advertising was great.

There was good communication between staff and the convention chair, though it can be better. Robert Kraus was great on keeping me informed and responding as soon as he could on all my questions.

Staff was easy to work with in all areas. I felt they did a great job overall and am glad to have worked with them.

Convention oversight committee worked well together.

Training classes were well received.

Timing for the convention main hall was good until the end of the convention.

A/V company was great for its responsiveness, though there were some surprises.

Daniel Hayes did a great job finding speakers and running the speaker program.

Alicia Mattson was absolutely the best for arranging our conference calls.

Alicia Mattson did a superb job of record keeping, including information about past conventions, making the committee's work on things like price setting much easier. I would not want to run another convention without her.

Danielle Alexandre stepped in to handle the volunteers, even bringing some of her own staff. We could not have had as much success as we did without her. She has volunteered for the next convention and we need to use her. (Her application is included with this report.)

Tim Hagan created an interactive spreadsheet for me that allowed us to track the ticket sales and the breakdown of each ticket. This told us when we had covered a fixed cost and how we were doing in covering our accordion costs. It let us do 'what if' scenarios so that when the A/V ended up over budget we could see where to move the money from. Thank you, Tim.

#### Areas to Improve:

Communication with the staff can be improved. Understanding from the beginning what staff and the oversight committee is responsible for and what each expects of the other would be of great help.

Fewer floor speakers. While we still won't start business until 9:30 am, it would be better to only have two floor speakers – an opening speaker and a Keynote speaker. We can still do speakers of the 2 to 3 minutes to cover times when voting is taking place.

Finding someone with good A/V experience is a necessity. We overspent the budget because costs have risen so much in this area but also because of my lack of understanding what we had to have and what the A/V people tell you is necessary.

The stage looked unprofessional at best. While I understand branding, we need to add at least plants to the stage, at least during our presidential years.

George was a 10K sponsor who gave up his gold ticket. Unfortunately no one thought to give him a name badge for his sponsorship. Having name badges for sponsors, speakers, volunteers, and the like that are not actual ticket holders is a must.

The convention committee should start a minimum of 18 months out to ensure a good convention. Ideally, we should have tickets ready for sale at the time of the previous convention provided the LNC creates a separate convention fund that is used solely for convention expenses.

We need to structure the convention to allow for voting on the last day.

#### The Next Convention: New Orleans

I have four people who have applied to be part of the convention team. There are three seats on the convention committee to be filled by non-LNC members. Any of these four would be a good fit. I have spoken to all of them except Justin and have communicated by email with each. I would like to see Danielle in charge of volunteers and as an onsite go to person. She is excellent with staging, planning, and execution of special events. It is her business. Bringing volunteers on early to help with brainstorming themes, events, and fundraisers can help the convention run smooth as well as creating a vested interest in the success of the convention.

It would be good if the COC had a convention team to work with them. We need to train people to follow in our footsteps and a convention team is the best way to train future workers. For those who have volunteered but are not chosen to sit on the COC, I would like to put them on the convention team.

Questions concerning how this convention compares to previous one should be directed to Alicia Mattson.

Questions concerning speakers and those logistics should be directed to Daniel Hayes.

Questions concerning the expenses and revenues should be directed to staff.

For greater detail on expense and costs, ask Robert Kraus. For ticket breakdown, email me.

All other questions can be asked of me via email.