

Agenda Item 10j

WBEA Annual Conference Advisory Committee Report
WBEA Executive Board Meeting
Torrance, California
Friday, February 14, 2020

Committee Members: Eric Swenson (MT), Dona Orr (ID) (absent), Chris Liebelt-Garcia (AZ).

Future WBEA Conference:

2021	Seattle, Washington	February 11-15	Seattle Marriott Waterfront
2022	Anaheim, California	February 17-20	TBD
2023	Helena, Montana	February 16-19	Best Western Premier Helena Great Northern
2024	TBD	February 15-18	TBD

Chris Liebelt-Garcia reported 127 attended the 2019 conference in Tucson, Arizona. The split of the proceeds was \$6716.32 to WBEA and Arizona.

Karen O’Conner reported a preliminary member registration of 88 for the 2020 Wild Card conference with about 106 total when adding in vendors, complimentary registrations, and volunteers. Tours for the conference were included in the registration fee and 70 preregistered for the tours. A cultural event was not planned for Saturday due to the conference’s proximity to the beach; therefore, everyone is encouraged to explore the Redondo Beach Pier or visit the Torrance Museum.

For financials, the exhibitors brought in \$3,600 towards a projected total revenue of \$34,870.00. However, due to lower than anticipated registration, the conference is projected to end with an estimated net loss of \$5900. The loss is based upon not meeting the minimum food and beverage and room block numbers. Additionally, some attendees booked their airfare and hotel as a package deal and the Marriott is not counting rooms booked via third party vendors towards the room block.

Ariel Dykstra reported the 2021 conference will be held at the Seattle Marriott Waterfront. The theme will be *Believe, Achieve, Motivate*. Both the conference website and registration are planned to go live on March 1. Registration will be completed via RegFox. The early-bird registration rate will be \$325 and \$250 for retirees. Rooms at the Marriott will be \$165 plus taxes and fees. The conference budget is based upon an attendance of 90. The committee recommended extending the early-bird registration rate into January instead of ending it in December and to adjust the time for the Professional Development Leadership Training to start after Friday morning’s opening session.

Nancy Backlund reported the California Business Education Association has agreed to host the 2022 conference in Anaheim in the hopes being near Disneyland will help boost attendance. Nancy will be sending out an RFP to the Anaheim Convention and Visitors Bureau with a March

30, 2020, deadline with a decision to be made by May 31, 2020. Within the RFP, conference attendance will be listed in the 75-100 range. Nancy will provide an update during the 2020 Summer Meeting of the WBEA Executive Committee.

Eric Swenson provided the initial report for the 2023 conference to be held in Helena, Montana, February 16-19. During the WBEA 2019 Executive Board meeting, a swap between Oregon and Montana was approved; therefore, Montana will host in 2023 and Oregon in 2025.

The 2023 conference will be held at the Best Western Premier Helena Great Northern Hotel. The hotel is in the Great Northern Town Center area within downtown Helena. The room rate will be \$103 with a total of \$113.24 with taxes and fees. The hotel offers free airport shuttle, breakfast, parking, and Wi-Fi throughout the facility. Current air service to Helena is provided by Alaska, Delta, and United.

As per the conference rotation, the 2024 conference is to be hosted by the Hawaii association with an Application to Host submitted this year; however, HBEA informed the committee an Application to Host for 2024 will not be submitted. As a result, the 2024 conference is currently open. Another S/T/P could opt to host/move up in rotation to host or a Wild Card year could be declared. This would allow another S/T/P to host the conference or it could be hosted by WBEA with conference committee members coming from throughout the region. WBEA hosted the Wild Card years of 2005 and 2010 in Reno. Should WBEA opt to host the 2024 conference, the proceed would be split between WBEA and all WBEA S/T/Ps with members in attendance.