

BOARD REPORT

Northeast Region Board Meeting

March 25, 2023

DATE: March 20, 2023
TO: Northeast Region Board of Directors
FROM: Marty Helly, Conference Chair
SUBJECT: Report of Region Conference Committee



A. Report Summary

1. Conference is scheduled for March 23 to 25, 2022 at the Westin Newport, Jersey City, NJ.

2. Committee Members

Marty Helly- Chair

Joe Lobdell, NJ

Tom Feulner, MA

Mark Bess, NJ Chr

LeeAnn Slattery-MA

Barton Ross, NJ

Barbe Shaffer, MA

B. The Report

1. Summary of activities since last report:

Over \$60,000 in payments have been made to the Westin Newport, Jersey City, NJ and event orders have been finalized. Final total for food and facility should be a little over \$70,000 and final expense totals expected in the \$75,000 range.

Income to date is approximately \$78,000 so we are in good shape to break even.

The Westin has not been easy to deal with.

At the time of the Board Meeting all members will have a copy of the conference program and have participated in the event.

2. Status of current programs:

The conference will kick off on Thursday with our evening Welcome Reception and networking time in the hotel's lobby lounge. We did not host a hospitality suite due to both the cost and use restrictions imposed by the Westin.

Friday tabletop product exhibit, 9 CEU presentations, luncheon keynote, end of show cocktail party/scholarship auction, evening banquet. DSA to be presented at banquet.

Saturday Institute Update, SPECtalks sessions, awards luncheon, leadership development workshops and brief board meetings.

Expected Attendance: Approx 50 sponsors/exhibitors, 80 design professionals/attendees, 15 presenters and 6 spouse/guests.

We did not include a Friday evening cruise. Cost proved prohibitive (even compared to a Westin banquet.)

3. Problems with promotion

- a. Mid-Atlantic never put the event on their website and many Mid-Atlantic members do not open e-mail from the NE Region.
- b. Northeast Region members are slightly better at opening e-mail but still less than half open any of the 10 e-mails that were sent out.
- c. Review of chapter websites and newsletters showed only 3 of 14 of the NE Region Chapters posted promotional information on the conference or listed it in calendars.
- d. LinkedIn ads were used with limited success.

4. Schedule of activities prior to next Board Meeting:

- a. Start planning for FY24 conference in Rochester.

5. Updated conference rotation: Assumes Rochester and Syracuse to switch to allow the stronger Upstate NY chapter to host next year.

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|--------------------|----------------------|-------------------|
| a. New Jersey '23 | e. New Hampshire '27 | i. Worcester '31 |
| b. Rochester '24 | f. Syracuse '28 | j. Vermont '32 |
| c. Long Island '25 | g. Eastern NY '29 | k. Housatonic '33 |
| d. Buffalo '26 | h. Metro NY '30 | l. Boston '34 |

Respectfully submitted;

Marty Helly, Region Conference Chair
413-586-7769
martyh@nercsi.com

END OF REPORT

Cc: Region Secretary