

Conference Café

EUS Continuing Education Department Newsletter

April, 2006

The Conference Café is a newsletter for EUS ACSs and HPSCs providing articles on different aspects of conference planning, with the emphasis on simplifying wherever possible. Please let us know if you cannot view this newsletter, have suggestions for future articles, or any other questions, by emailing dbaier@mac.com.



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We hope this newsletter will simplify the conference planning process, enrich your time as an ACS or HPSC, and bring more joy to the work you do.

So pour a cup of tea, cocoa, or coffee, put up your feet, and please enjoy a break on us as you read!

*Warmly, the EUS
Continuing Education
Department Staff*

Congratulations and Happy Spring!

I want to start off by congratulating each of you who have held such successful Area Conferences this spring. Hopefully you are still basking in the post-conference glow that comes from seeing all your hard work come together. There is nothing like conference day—the mothers, babies, children, fathers, and often healthcare providers all coming together to celebrate the shared vision of better mothering through breastfeeding. What a gift you and your committees have given each of them! Think of it as the pebble in the pond, some of the ripples will go on for generations.

Carol Kleffner &

Charlene McCoy..... LLL of OH March 17-19 ACf/HPS Cincinnati, OH

Kimberly Harding..... LLL of MA/VT/RI..... April 1-2 ACf..... Chelmsford, MA

Lana Siciliano..... LLL of CT April 7-8 ACf/HPS..... Cromwell, CT

Laura Chisholm..... LLL of GA April 21-22 ACf/HPS..... Atlanta, GA

Elizabeth Dunaway LLL of AL/MS/LA..... April 27-28 HPS..... Jackson, Mississippi

Tracey R. Stoever LLL of NY-W April 29 ACf..... Ithaca, NY

Teresa Vinisky..... LLL of PA-W April 29 ACf..... Greensburgh, PA

Janet Jendron..... LLL of SC April 29 ACf/HPS..... Sullivan's Island, SC

It is amazing to think of the impact that is being made in the EUS by Area Conferences—that's a lot of ripples! Congratulations again, and thank you for your dedication.

We wish the best for the two remaining spring conferences:

Peggy Christiansen Pak..... LLL of NJ May 5-7 ACf East Brunswick, NJ

Suzanne Weeldreyer..... LLL of MI May 19-20 ACf/HPS..... Romulus, MI

Some of you are moving on to other LLL work, or focusing on family or other areas of your lives. We'll miss working with you and hope to see you at an LDS this summer. As we say farewell, we will also be welcoming several new ACSs, so watch for upcoming announcements.

*May your day be filled with blessings
Like the sun that lights the sky,
And may you always have the courage
To spread your wings and fly!*



We are SO happy and excited to announce the appointment of Stephanie Jordan as the RCA for the Great Lakes region. Stephanie has most recently served as a DC of Georgia, prior to which she was the ACS, a DC, DA, and Area Secretary! She is energetic, enthusiastic, and a lot of fun. I am sure the ACSs in Great Lakes will enjoy working with her as much as we will. Here is her contact info: 689 Timothy Rd., Athens, GA 30606, 706-543-4474, ksjordan@earthlink.net. **Welcome Stephanie!** ☺



Evaluations and Reports

While you are still enjoying your post-conference high is the best time to get this reporting completed. The reporting and evaluation forms have been updated, so use the links at the right to download the latest versions. Below you'll see the section of Form 100 that lists all the post-conference activities. Check 'em off and you'll feel great! 😊

POST CONFERENCE	FORM	TIMING	SEND TO
Send thank you notes to LLLI reps, guest speakers, committees, others–ACS		1-2 weeks	
Submit CEU/CERP paperwork– CEU/CERP Coordinator, ACS		1 month	CECA
Complete Area Conference Team Evaluation	109	1 month	ACS, RCA, RA
Submit evaluation of LLLI/Division Reps–ACS & Team	110	1 month	DCEA
Submit evaluation of guest speaker(s)–ACS, Team	111	1 month	ACL, RCA, DCEA
Submit final ACS Report	112	1 month	ACL, RCA & RA
Complete Financial Report–ACFT/AFC, ACS & ACL (ACL sends)	104-R	1-3 months	RA, RCA, DFA & DCEA
Review evaluations, begin preliminary plans for next conference–ACS, Team			

Get In Style!

Another new form that you should begin to use on all conference correspondence or publications is the **CED Stylesheet**. This has been compiled to help us all be consistent with capitalization, punctuation, and usage of terms for Area Conferences. It is not meant to be one more thing to worry about; but a tool to help your materials be as professional as possible. It will be distributed to other Team members who may be reviewing conference publications so everyone will have the same guidelines. It is to be used in conjunction with, and as an addition to the EUS and LLLI Stylesheets. Download this form with the link at right, print it on some bright-colored paper, and keep it handy for easy reference. 😊

Money Talk

Last month's Conference Café contained a long article about creating a budget. We want to just touch on a few basics here as some ACSs and HPSCs are in the beginning stages for fall events.

First of all - why should you bother to make a budget? Believe it or not, some people would rather go to the dentist than face those columns of figures and make guesses about future attendance and spending. It can be daunting, especially if this is the first conference you have planned. On the other hand, some seasoned event planners don't feel the need to create a budget since they have had successful events and plan to just use the same formulas.

So, is it a necessary step? Yes it is! Making a budget is critical to your planning. Setting registration fees, meal prices, tickets to banquets or dinners, and even costs for children's sessions is best done when you have your expenses for these aspects clearly defined. For instance, you need to know how many meals will be comped in addition to the meal cost, in order to set your prices for meals, since the comps should be covered in that price.

Many Areas depend on Area Conference profit to cover yearly operating costs. In order to plan an Area budget, the conference profit, even if it is an estimate, needs to be known.

The good news is that using the new Form 104 makes budgeting actually fun (at least we think so!). Don't be hesitant to download the form, open it in Excel, and begin playing. It really is plug-and-play



Click to download forms

Form 109

Form 110

Form 111

Form 112

Form 104



CED Stylesheet

as you plug in figures and watch the totals update. Make changes and it keeps up with you. Keep tinkering with it until you get the bottom line you desire!

Registration fees, categories, and LLLI membership

Registration categories should include non-members, members, Leaders, and caregivers/spouses, from highest to lowest. It is strongly recommended that Areas not include a separate fee for Area Council, conference committee members, or speakers—this should be handled with discount coupons.

The practice of including membership in the registration fee should also be avoided. This makes the Area Conference an exclusive member-only event, and does not welcome the public without forcing them to become a member. Memberships should be offered so registrants can take advantage of the lower member fee. ☺

2006 CED Mini Workshops

Please continue to RSVP to Diane Baier as your plans for the summer are finalized, with the site you will attend and your discussion preferences. We want this time we spend together to meet your needs and answer any questions you have. ☺



2006 Leader Development Seminars

July 7-9 University of Massachusetts, Amherst, MA

July 14-16 Furman University, Greenville, SC

July 21-23 Denison University, Granville, OH

Conference Planning FAQs

Q: Do all the books we sell in the conference bookstore have to be approved for Group libraries?

A: No. You should post a sign stating that all books are not on the LLLI Bibliography. The ACS, ACL, and other Team members should screen the list of proposed sale books and delete any that have incorrect breastfeeding information or parenting advice that conflicts with LLLI philosophy.

Q: A company wants to donate free items for us to give to attendees. Is it OK for us to accept them?

A: This is a great marketing ploy on their part. At first glance it seems very generous, and you want the attendees at your event to receive as much as possible, so you want to accept this. First of all, the attendees at Area Conferences are coming because they want to attend an LLL event. The Area has spent money advertising and talking up the conference to get them to come. They are YOUR audience.

The Exhibit Guidelines in the *Conference Planning Guide* have an exhibit category called “stuffer.” This is set at 150% of a commercial exhibit. The reason is that each attendee is likely to take home their registration packet, along with the company’s advertisement. This gives close to 100% exposure, as opposed to on-site exhibitors whose tables may or may not be visited.

Now think about the other advertisers or exhibitors, who have paid a fee, travel expenses, and spent their time to come and reach your audience. It is not fair to them to give other companies all of this for free.

So in the end, do you want to jeopardize relations with current, and hopefully future, exhibitors and also lose out on the revenue that should come from this transaction? We think not.

This is not to say that bartering or trading products for ad space or a reduction of exhibit space cannot benefit both parties. Make sure that the amount you think you can sell the item for (Silent Auction) or its value is equal to or greater than the value of the ad or reduction of exhibit space that you trade for. ☺

FAQs



On Simplicity

“Three rules of work: Out of clutter find simplicity; From discord find harmony; In the middle of difficulty lies opportunity.”

Albert Einstein

