

## NWLC Post Mortem 2007

Ten committee members were in attendance for the meeting at Roger Dreher's lake home at 46560 Tri Lakes Road, Drummond, WI 54832. The business session was approximately two hours long and followed by a pot luck supper and refreshments. GREAT EATS!!

Acting for the 2007 NWLC Planning Committee, we offer the following recommendations to the 2008 committee and WAL:

1. Continue to follow the format used in the past two years with multihour workshops on Thursday and the conference on Friday. The NW region needs a "mini conference" annually to keep our constituents informed of the ever changing issues affecting our lakes and shorelands. Few people who have property or lake interests in this area will come to Lakes Convention in Green Bay due to the distance, so we need to fill that gap.
2. Keep the focus on statewide issues of importance to NW and on regional concerns.
3. Telemark, while expensive, is the only viable venue in the region so long as we invite exhibitors and expect over 200 people to attend.
4. Telemark is not available the weekend prior to July 4, so we considered alternate dates: June 19-20, July 17-18 and July 24-25. We recommend holding the event June 19-20, same weekend as this year, in spite of some concerns that many lake people may have not arrived or have conflicts such as graduations and weddings. On the other hand, we are quite concerned about the problems with lack of A/C if we hold it in July as well as the number of competing events all over the region during the second half of the month.
5. Construct a program stream which is focused on teaching the basics of lake and shoreland science to youth (9-17) and first time attendees. This might consist of two sessions in the morning and a pontoon ride on Lake Owen or Namakagon in the afternoon. Subsidize the youth registration fees to encourage family groups to attend.
6. Invite Laura Erickson to present 101 Bird Thing. Many were very disappointed in her cancellation.
7. Each presentation which deals with actionable issues should contain a section on what the attendee could do with the information to enhance the lake environment. They need something to carry back to their organizations (handouts, CD, or ??).
8. Promotion efforts should include schools, museums, libraries and youth clubs. Sell the fun and informative aspects. Tell them to bring a parent.
9. Offer more variety of goodies for breakfast and afternoon break which include more healthy fare such as fruits, iced tea, less sweet pastries such as bagels. Reduce or eliminate use of disposable serving items.
10. In keeping with past tradition, invite the area legislators but don't give them the podium as 2008 is an election year. We want to remain neutral as to candidates but issue focused.
11. Seek key note speakers who are relatively well known, inspirational and "make you think". They don't have to talk specifically about lakes. We would like to attract more media coverage as well.
12. On the registration form ask for an indication of session preferences and whether they want vegetarian fare for lunch. Session preferences information will help us properly assign the meeting rooms and avoid situations where one room is nearly empty and another is packed and SRO.

13. Continue to put the most attractive sessions in the PM slot. Have a "winner must be present" drawing immediately following the last session in the lobby. Maybe \$100 will keep a few more through the final session and result in more evaluations being turned in. Have a raffle to incentivize turning in the evaluation.

14. Reduce the time allocated to lunch to reflect the efficiency of table service and lighter fare. Move the closing time up accordingly.

15. Stay with the 30 minute break structure. It worked to get more face time for the exhibitors and more networking time for attendees. Exhibitors were much happier with this than with any of the other formats we have used. If we get significantly ahead of schedule, 15 minutes or more, move the schedule to keep the post lunch break at 30 minutes or a little less.

16. Reassess current policy of charging committee members for their registration. They worked many hours and drove many miles and paid for their lunches for 9 months. They deserve a gratis registration.

17. BBQ and entertainment is a valuable perk for the exhibitors and speakers who come from some distances and stay overnight before the conference. It also enables the committee to get to know exhibitors and speakers better. Do something to upgrade the food quality. Entertainment should be outside, starting at 6:30 unless weather is bad.

18. The evaluation notes contain other suggestions that should be considered. We didn't get to some.

19. Some of the recommendations will reduce revenue and increase expenses. Some grant funds may be needed to offset those costs.

Finally we discussed the financial outcome of NWLC 07 and the use of funds. The conference would have broken even, barely, without the \$3000 grant. With grant funding, we netted about \$3300. The committee recommends that 20% go to WAL for a regional conference reserve and the remaining 80% be split equally among the 5 county organizations to fund their educational and communication activities. Each group would receive about \$520.