

From: [Koontz, Rita](#)
To: [Koontz, Rita](#)
Subject: FW: 2011 Registration Costs Confirmed
Date: Tuesday, March 15, 2011 5:39:59 PM
Importance: High

-----Original Message-----

From: Koontz, Rita
Sent: Monday, March 14, 2011 9:16 AM
To: 'Thissen, Rita'; Vince Parker; Sweeney.Joyce@bls.gov; william.w.hatcher.jr@census.gov; betsy.blunsdon@deakin.edu.au; kelter@ssc.wisc.edu; lklein@ssc.wisc.edu
Subject: 2011 Registration Costs Confirmed
Importance: High

Seems like we've agreed, \$390 will be the 2011 IFD&TC registration fee. We'll get the website up and going ASAP and you'll get an e-mail to register hopefully no later than Wednesday. Rita

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-----Original Message-----

From: Thissen, Rita [<mailto:rthissen@rti.org>]
Sent: Monday, March 14, 2011 5:25 AM
To: Vince Parker; Sweeney.Joyce@bls.gov; william.w.hatcher.jr@census.gov; betsy.blunsdon@deakin.edu.au; kelter@ssc.wisc.edu; lklein@ssc.wisc.edu; Koontz, Rita
Cc: Thissen, Rita
Subject: RE: RE: PLEASE READ THIS VERSION: 2011 Registration Costs

I am comfortable with 390 or even 400 since it appears that is what we need. I think the psychological difference between the 390 and 400 is negligible, whereas 375 was perceptually smaller.

>>> <william.w.hatcher.jr@census.gov> 03/13 5:43 PM >>>
I like this proposal. \$390; cut the sweets at opening reception, and cost of hospitality suite, keep the healthy breakfast option.

Thanks Vince for crunching the numbers over and over.

We can show we were thoughtful about costs for 2011.

Wayne

----- Original Message -----

From: Betsy Blunsdon [betsy.blunsdon@deakin.edu.au]
Sent: 03/14/2011 10:15 AM ZE11
To: "Sweeney, Joyce - BLS" <Sweeney.Joyce@bls.gov>; Vince Parker

<VParker@srl.uic.edu>; William Hatcher Jr; "rthissen@rti.org"
<rthissen@rti.org>; "kelder@ssc.wisc.edu" <kelder@ssc.wisc.edu>;
"lklein@ssc.wisc.edu" <lklein@ssc.wisc.edu>; "koontz@wsu.edu"
<koontz@wsu.edu>
Subject: RE: RE: PLEASE READ THIS VERSION: 2011 Registration Costs

Hi all

Vince, you have done an outstanding job with the costings (just keeping track is amazing).

I agree that the cereal/yogurt is best to stay in as it is a healthier option.

I think it would be fine not to have sweets at the opening reception to cut costs. I also agree to drop the hospitality suite to \$200.

Given the discussion since call I support \$390. Less risky and still less than last year.

Regards
Betsy

-----Original Message-----

From: Sweeney, Joyce - BLS [<mailto:Sweeney.Joyce@bls.gov>]
Sent: Monday, 14 March 2011 2:36 AM
To: Vince Parker; william.w.hatcher.jr@census.gov; Betsy Blunsdon; rthissen@rti.org; kelder@ssc.wisc.edu; lklein@ssc.wisc.edu; koontz@wsu.edu
Subject: RE: RE: PLEASE READ THIS VERSION: 2011 Registration Costs

Vince - thanks for all your work with this spreadsheet.

I absolutely recommend that you add the cereal back to the estimates. This is actually cereal & yogurt - not one of each per person but enough so that a good portion of the group gets one or the other. This is very important to many people---healthier breakfast option vs the pastries that usually come with the continental breakfast. We will hear it on the evals if these are dropped. If we want to cut food then we should do it elsewhere. For example, no sweets at the opening reception, no free drink tickets for new attendees (though this is not a big ticket item - no more than \$200---I think some new attendees don't use the ticket because they attend for the first hr when beer/wine is comp or they get soft drink only).

Hospitality Suite - unlike last year we will not be paying a nightly rate for the suite; however, we do need \$\$ to cover expenses. While an effort is made to break even, this doesn't usually happen with tips to housekeeping, ice, etc. I recommend dropping to \$200.

Chicago attendance - I don't think we can use Chicago as a measure of attendance this year. You are right it was location, location - Rita K has the exact numbers, but I remember that NORC greatly exceeded the cap of 16 - they may have even had 25 attendees. I am not sure about Michigan and WI and whether they sent more because a lot of people drove. BLS even had 1 local person who would not normally attend.

I support \$390.

-----Original Message-----

From: Vince Parker [<mailto:VParker@srl.uic.edu>]

Sent: Sunday, March 13, 2011 1:43 AM

To: Sweeney, Joyce - BLS; william.w.hatcher.jr@census.gov;
betsy.blunsdon@deakin.edu.au; rthissen@rti.org; kelper@ssc.wisc.edu;
lklein@ssc.wisc.edu; koontz@wsu.edu

Subject: Re: RE: PLEASE READ THIS VERSION: 2011 Registration Costs

Hi all,

I looked more closely at the history of attendance. (Thanks for drawing my attention to that Rita K.) It seems last year was one of the highest attendance in recent years. That's a good sign in that the economy was not an obvious deterrent but it may have been influenced by both an especially attractive site in Chicago and a higher number of local attendees (at least higher than I would expect in Scottsdale).

So I thought a bit more about all the input and plugged things back into the three columns to arrive at what I think are realistic best and worst case scenarios as far as attendance goes. If anything the number of submissions has increased a bit but as discussed with out some better trend data that is not necessarily an indicator that overall attendance will increase. There is an additional concern about reaction to AZ immigration policy, resulting in some staying away.

The min, expected and max are referring to attendance. Most other costs are assumed to be the same. I included a higher internet in the max attendance model as well as coverage for Bill and Todd expenses, but left out the costs that were there for cereal. I left the Bill and Todd expenses out of the "expected" model since they are less likely.

The expected figure with slightly lowered attendance is still at about \$390/attendee. The minimum attendance is at \$405/attendee. The maximum attendance is at \$399/attendee.

So I think that the minimum likely cost we'll need to cover is \$390. If covering the expected costs is the goal/recommendation that's what we should charge. We could still be covering \$10-\$15 per person if we either have low attendance or have to pick up extra internet and travel expenses for invitees.

If we increase the attendance on the expected scenario, the minimum cost is about \$387.

Based on all the above factors and opinions expressed previously to 1) keep fee lower than Chicago, 2) keep fee as low as possible to keep in mind a tougher economic climate (with 14 shops closing as an indicator) 3) to cover expected costs 4) to keep to a minimum what we might have to kick in if less than expected scenarios come to pass it would be my recommendation to go with a \$385-\$390 fee - my personal leaning is toward \$390 - still under Chicago, still covering expected costs, and since any excess monies also have other uses such as transferring web site, etc. as noted by Rita.

I do think that one of our charges for future years should to continue to think about and discuss various creative ways to ensure that participants from all organizations can participate fully in the conference and its various planning and advisory committees.

Please feel free to examine these figures, assumptions and conclusions

and pick them apart to come up with alternatives. This is in large part a summary of what the group already examined on Thursday and I think illustrates we were pretty much on target. I just played with the numbers some more to reinforce some of the other assumptions we tossed around and examining a bit more closely the attendance history, realizing that any number of factors could arise to change things for better or worse.

"Koontz, Rita" <koontz@wsu.edu> 03/12 12:23 AM >>> You could use the attendance figures from the History sheet. Not below 200 in many years, however some concern about the new law in Arizona making folks not want to attend there. Rita K

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-----Original Message-----

From: Vince Parker [<mailto:VParker@srl.uic.edu>]
Sent: Friday, March 11, 2011 5:53 PM
To: Sweeney.Joyce@bls.gov; william.w.hatcher.jr@census.gov;
betsy.blunsdon@deakin.edu.au; rthissen@rti.org; kelver@ssc.wisc.edu;
lklein@ssc.wisc.edu; Koontz, Rita
Subject: Re: PLEASE READ THIS VERSION: 2011 Registration Costs

What's the lowest attendance we've had in the last 10 years? I can put that in along with the other possible worst case scenarios to see what the least optimistic, yet realistic option we have is.

>>> "Koontz, Rita" <koontz@wsu.edu> 03/11 4:46 PM >>>
In the previous version I used the 2009 fee for my calculation not the 2010 fee of \$400*. I apologize. Rita K

Thanks to everyone for your help in compiling costs and thanks to Lisa for facilitating and taking notes on yesterdays' call. Sounds like you had a lively discussion and agree that we should 1.) keep the conference as affordable as possible and 2.) cover costs of the conference.

When I was thinking about the registration fee, I regretted not remembering a couple of crucial components. Yes, we do have a bank balance high enough that we paid taxes (some refunded), but perhaps that's not such a negative thing. We need a higher bank balance than in the past, since we now pay Director's insurance, and last year we voted in a new Charter with more organizers and with the full intention of migrating the website and associated databases to an independent site. All these things come with a price tag.

When comparing to AAPOR to set our fee, it is kind-of apples and

oranges. AAPOR charges membership fees, IFD&TC does not and AAPOR has many sponsors to underwrite breaks and other items, but for the record, AAPOR's fees for 2011 are \$455 members and \$605 non-members.

After talking with IFD&TC Treasurer, Bill Mockovak, and hearing his perspective, it seems the best approach is to cover each year's costs as close as possible. Based on the latest spread sheet it looks like \$390 would cover costs, is lower than AAPOR and \$10* less than last year, so I amend my recommendation to \$390.

One more thought, if we absolutely think \$380 is what we need to charge, there are a some options; we could cut back on food & beverage, not offer free drinks to first timers or simply subsidize the difference from the bank account. Subsidizing quickly became a moving target in my thoughts, i.e., \$10 below what we estimate it will cost, then if we have an error or something ends up costing more, it's quickly \$20 per attendee and that would be a minimum of \$4-\$5,000, a good portion of our start up funds for next year.

Thanks for taking time to consider all this and sorry I wasn't on the call to discuss. Your thoughts are welcome and invited. Rita K

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