



MEMORANDUM

**TO: EXECUTIVE BOARD
CONFERENCE FOR FOOD PROTECTION**

FROM: Jeff Lineberry

DATE: April 5, 2011

**SUBJECT: APRIL BOARD MEETING
EXECUTIVE DIRECTOR**

1) Indianapolis Timeline

The event cycle leading up to the 2012 biennial meeting is beginning. The following time line will be implemented.

May 2011 – Postcards mailed to membership announcing the meeting dates and location and the opening of Council member online application.

June 2011 – Council application period closes.

August 2011 – Council members nominated and approved by the Board

September 2011 – Notifications to council applicants

October 2011 – Online registration opens

November 2011 – Delegate letters to agency heads and program managers mailed.

December 2011 – Committee reports and Issues due.

January 2012 – Issue submission period opens.

February 2012 – Issues submission closes and Issues assigned to councils

March 2012 – Issues posted online.

2) Crumbine Award

There were six applicants for the Crumbine Award this year.

1. City of Bloomington Environmental Services, MN
2. Coconino County Public Health Services, AZ
3. Salt Lake Valley Health Department, UT
4. Toronto Public Health, ON
5. City of Vineland Department of Health, NJ
6. Wake County Environmental Health and Safety Division, NC

CFP provides a juror on the panel to determine this year's winner. Our juror is designated to represent consumers on the panel. I have asked Sarah Klein to represent CFP, but have not received her commitment at the time of this writing.

3) Hyatt Regency, Indianapolis

Through the efforts of Terri Ribble of ConferenceDirect the 2012 room blocks were renegotiated to reduce the number of rooms required to meet our attrition limits and mitigate the potential financial penalties if the minimum number of room reservations is not met.

4) LAC

The Indianapolis LAC has been meeting regularly in preparation for the 2012 biennial meeting. The LAC has requested that CFP provide 5 sleeping rooms (30 room nights) for LAC member volunteers during the biennial meeting in addition to the suite already allocated to the LAC. The contract with the Hyatt provides for one free room night for each paid room night during the biennial meeting. I estimate that we will accrue no more than 24 or 25 complimentary room nights, some of which may be allocated to speakers or VIPs. If the minimum number of rooms is not met, the 1 for 50 complimentary room clause is void. The Board will need to vote on a motion to fund accommodations for LAC volunteers at the 2012 government rate plus tax (approximate \$105/night).

5) 2014 Site Selection

The selection process for the 2014 biennial meeting location was a bit unusual. I was not personally able to visit and evaluate the eventual selection, The Buena Vista Palace (BVP) in Orlando. The BVP did not respond to the CFP request for proposals (RFP) submitted to the Orlando Convention and Visitors Bureau in November, 2010. Three potential sites that did respond to the RFP and a fourth added during the site visit were evaluated in December 2010. A suitable site was picked from among the four, but through the efforts of the LAC, the Buena Vista Palace was persuaded to bid after the site visit. Michael Roberson toured the hotel and evaluated the space on behalf of CFP. Terri Ribble was able to negotiate a reasonable contract based on the class (◆◆◆) and location of this outstanding hotel and meeting facilities.

6) 2012 Meeting Registration

I recommend several changes for the 2012 meeting registration.

1. Third party online registration. Based on discussions at the Fall 2010 Board meeting, I evaluated two third party registration firms. Please see my attached report and recommendation. Recently, I was contacted by a third firm which is cheaper and may be more suitable to our needs.
2. Registration booklet available online only. Most meetings like ours require online registration and make all meeting documents available online. In the event that a member wishes to have a printed copy we can make a file available on our website in pdf format. For members who wish to pay by fax or check they can print out the registration form and send us their payment. Using our third party registration program we can enter the data into the attendee list ourselves (without incurring any cost.)
3. Registration fees. We can anticipate higher expenses for the biennial meeting, board meetings, and administrative costs. Registration fees have not risen since 2008, and only rose by 5% at that time. Dues have not risen in many years. I recommend we adjust our fee schedule as follows:

Registration (including two year dues):	\$425 (early)
Registration (including two year dues):	\$475 (at the door)
Workshop	\$125
Registration plus workshop	\$525 (early)
Registration plus workshop	\$625 (at the door)
Dues (two years)	\$75

Full refunds given upon request minus \$75 for two year dues and processing.

This represents less than a 6% increase over the current base fee for early registration and workshop. Workshop fees should remain at current levels. Even with these changes, I believe our conference will remain a bargain compared to others of similar length and amenities.

Submitted March 22, 2011

Jeffrey C. Lineberry
Executive Director