Rotary International District 5370 Conference
Athabasca – June 16 to 19, 2011
Final Report

This is the final report of the Rotary International District 5370 Conference held in Athabasca from June 16 to 19, 2011. The conference was coordinated by the Athabasca Rotary Club, home club of 2010-11 District 5370 Governor Jackie Hobal.

Conference successes and challenges together with the top ten messages for prospective district conference organizers are included, and are followed by appendices outlining the program, registration patterns, revenues and expenses, meal counts, and conference committee organization chart.

Successes

World class keynote speakers contributed to an outstanding conference program. The conference entertainment components were also great, and the variety of entrants in the talent show proved what we knew all along, that Rotary's Got Talent! In all, the program and entertainment (see Appendix 1) held broad appeal to Rotarians, partners, Youth Exchange Students and Group Study Exchange delegates alike. Special thanks to Jackie Hobal and the program committee for their creativity and diligence.

The House of Friendship in its entirety was a hit, notably the 24 exhibits, conversations with keynote speakers, couches to relax on, entertainment and passports.

The conference venue worked well, providing ample room for keynote presentations, dining, buffet tables, House of Friendship, breakout sessions and mingling. An onsite Youth Exchange Village was created by parking travel trailers in the arena for student and chaperone use during the conference.

The audio visual services ensured good sound quality and screen projection. The conference website, frequent email updates to Rotary members throughout the district, and local radio and newspaper publicity, were successful in communicating externally.

The enthusiasm of the inbound GSE team from Australia, vocational training team from Belize, and new generations in the Dragon's Den competition was remarkable, and added even more youthful energy.

The registration patterns are outlined in Appendix 2. Paid registrations totaled 321 and included 260 full conference, 33 one day registrations, 23 Youth Exchange Students, and five Interactors/Rotaractors. In addition, 73 extra evening meal tickets were purchased and 58 golfing fees were paid (even though it rained off and on throughout Thursday). In the last week, 41 paid registrations were received, including 12 walk-ins. Rainy weather may have contributed to the good turnout. Also, in the immediately preceding weeks, the Athabasca Multiplex had received favorable press as the main evacuation centre for the Slave Lake fire.

The conference was generously supported by two platinum sponsors—Servus Credit Union by a $10,000 cash contribution and Athabasca University with significant contributions in kind.

Revenue and expenses totaled $132,800 and $123,300, respectively, as outlined in Appendices 3 and 4. Main revenue components were $92,300 from registrations, $20,000 from District 5370 and $11,500 in sponsorships. The major expenses were $46,600 for catering, $18,700 in program expenses, $14,300 for audio/visual and $9,800 facility rental. Registration and ticket sales in the last week totaled $15,000, and resulted in the conference netting a $9,400 surplus.

Daily Newsletters by Les Dunford (see June 17 and June 18) and two photo albums (see D5370 Conference I and D5370 Conference II) highlight many of the conference activities.

Challenges

An initial challenge was developing the conference website. In the end, the ClubRunner events management website was used successfully and credit card payment processing through District 5370's central office worked well.

Technology was also challenging during the conference, as some speakers had complex audio visual needs. Most of the audio visual material was received last minute, requiring transferring of all files, and some reformatting, to be compatible with and displayed using the main audio/visual computer system in the main conference hall. Playing of *YouTube* videos requires dedicated high speed Internet, which was not available, so could not be used. Testing the digital material was nearly impossible, so the technical team often had to wing it and even led the singing of *The Star Spangled Banner*. Further, smart phone use by delegates also sapped available Internet services in the Multiplex.

Many delegates arrived at the Multiplex earlier than expected on Thursday, and stayed right through to brunch on Sunday, leaving later than organizers expected. While meal estimates for all Friday and Saturday meals were very close as outlined in Appendix 5, the Thursday supper and Sunday brunch estimates were too conservative and caterers had to scramble to prepare food to feed everyone.

Hanging on to tradition involved special guests, district governors (past, prospective, and partners), and Youth Exchange Students lining up for the Friday morning opening ceremony and/or the Saturday evening banquet processions. As there were too many to reasonably coordinate, the lining-up process was very challenging and stressful. Further, many of the special guests and various district governors attended the reception on Thursday evening, sat together for Friday and Saturday dinners, and were specially recognized otherwise throughout the conference. This recurring recognition may have detracted from mingling with other delegates throughout the conference.

On the entertainment front, the Kokopelli choir presence on Friday morning in the main hall was too short, and their move to the House of Friendship, while planned, resulted in many delegates not getting to enjoy their full repertoire.

Finally, the memorial service and invocations were Christian-oriented and should have been secular.

Top Ten Messages for District Conference Organizers

1. Launch the conference website and online registration process early on.
2. Ensure keynote speakers are very high quality and have broad appeal.
3. Build flexibility into the program, as additions during the conference are inevitable.
4. Arrange for Youth Exchange Students to stay close together and close to the conference site.
5. Rehearse all technology components and presentations, and dedicate an Internet line for use by the audio/visual team.
6. Set up a computer and printer for organizers to use onsite throughout the conference.
7. Arrange for short opening ceremony and banquet procession lines, and minimize reserved seating.
8. A week or two before the conference, survey delegates to find out which meals they will need.
9. Curtail preferences, and celebrate all Rotarians and partners throughout the conference.
10. Do not be fearful of the unknown – everything will all work out!

Respectfully submitted by

2010-11 Rotary International District 5370 Conference Steering Committee (See Appendix 6)

August 31, 2011

Connect2Program D5370 Conference Appendix 1

Time	*Event*

Thursday, June 16

12:00-4:30 Golfing

5:30-7:30 Welcome reception & barbeque

7:00-10:00 Rotary Jam with The Amigos

Friday, June 17

7:30-8:30 Breakfast

Plenary Session # 1

8:50-9:50 Welcome, Kokopelli Choir & Frits Pannekoek

9:50-10:30 **Keynote – Deepa Willingham – One woman's dream**

10:30-11:00 Break & Kokopelli Choir

11:00-11:50 Meeting/Breakouts

12:00-1:15 Lunch

1:15-1:45 GSE Team, Australia

1:50-2:10 D5370 Employment Partnership

2:10-2:30 Break

Youth Exchange Students
10:30-11:50 Whispering Hills School

Youth Exchange Students
1:00-2:15 Athabasca University

Plenary Session # 2

2:30-3:50 **Keynote – Paul McQueary – Don't Meth With Us**

4:00-4:45 Breakouts

6:00-6:30 Cocktails and connecting

6:30-8:00 Dinner & Belize Literacy Program

8:15-11:00 Rotary's Got Talent & Dance to The Amigos

Breakouts

11:00 – 11:50

1. D5370 Annual General Meetings	Lounge #1
2. Fundraising ideas – Deal or no deal	Meeting Room #2
3. Collaborative project – Ft. Edmonton Park	Meeting Room #3
4. Connecting with Frits Pannekoek	AU Governing Council #4
5. Connecting with Deepa Willingham	House of Friendship

4:00 – 4:45

6. Meet D5370 incoming leaders	Lounge #1
7. Ethiopia project	Meeting Room #2
8. Employment Partnership	Meeting Room #3
9. Rotary Everest Trek 2012	AU Governing Council #4
10. Connect on the ground in Belize	House of Friendship

Saturday, June 18

7:30-8:30 Breakfast

Plenary Session # 3

8:40-10:30 **Keynote – Darrell Scott – Rachel's Challenge**

10:30-11:00 Break

11:00-11:50 Breakouts

12:00-1:20 Lunch - "BE"ing an exchange student

Youth Exchange Students
10:30-11:50 Multiplex

Plenary Session # 4

1:30-2:30 **Keynote – Michael Furdyk – Digital kids are changing the world**

2:30-3:00 Break

3:00-4:00 Breakouts/Activities

Youth Exchange Students
2:45-4:45 Landing Trail School

District Governor's Banquet & Dance

6:00-6:45 Reception

6:45-8:45 Banquet and Special Program

9:00-12:00 Dance to Applejax

11:00 – 11:50

11.Reinventing Rotary	Lounge #1
12.Project Amigo	Meeting Room #2
13.Canadian Human Rights Museum	Meeting Room #3
14.Polio National Immunization Day	AU Governing Council #4
15.Connect with Darrell Scott (10:30-11:00)	House of Friendship

3:00 – 4:00

16.Meet 2011 D5370 Outbound GSE Team	Lounge #1
17.Dragon's Den	Meeting Room #2
18.Afghanistan Challenge	Meeting Room #3
19.Polio National Immunization Day	AU Governing Council #4
20.Learning from failure – Michael Furdyk	House of Friendship
21.Guided historical walk	Riverfront Stage
22.Fun walk/run with Wayne Hobal	Multiplex Lobby

Sunday, June 19

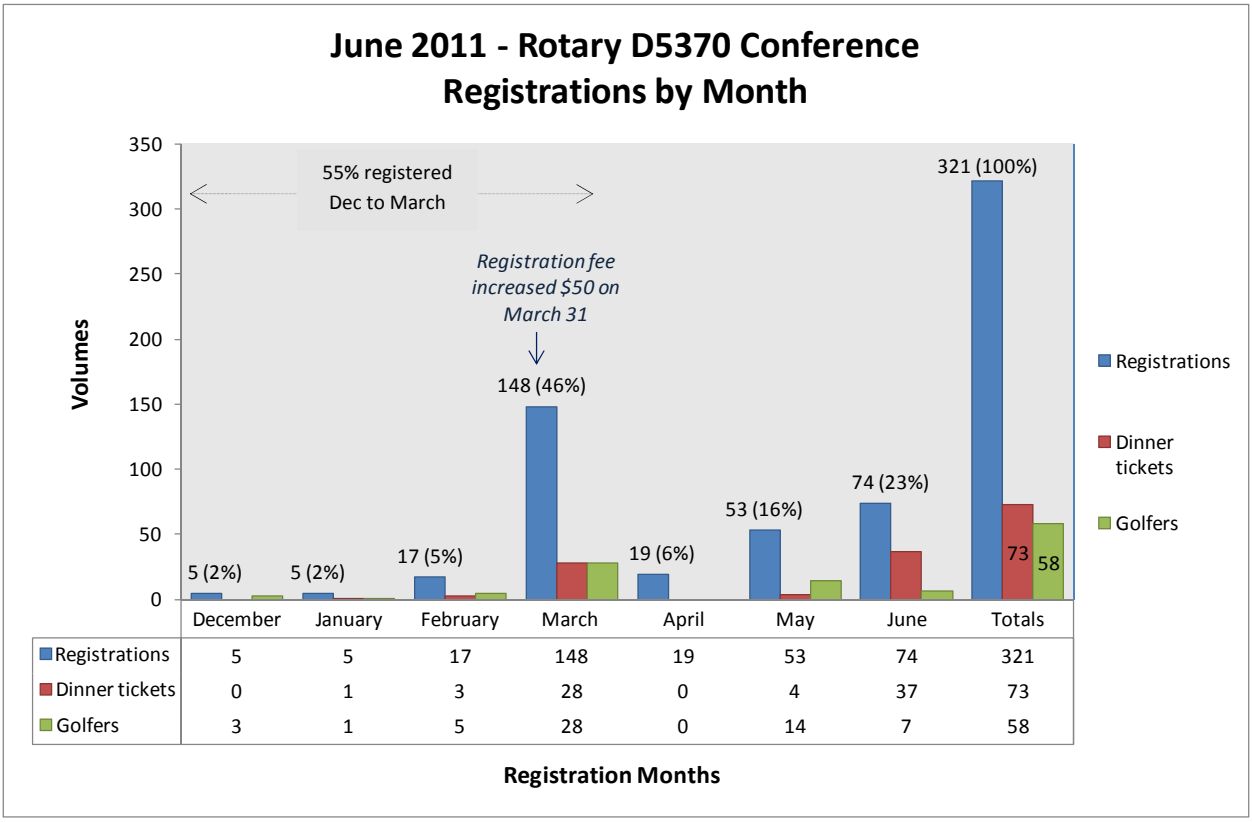
8:30-9:15 Celebration of Life Ceremony

Closing

9:30-10:45 Brunch, Youth Exchange Students' Reflections & Closing Remarks

Registrations

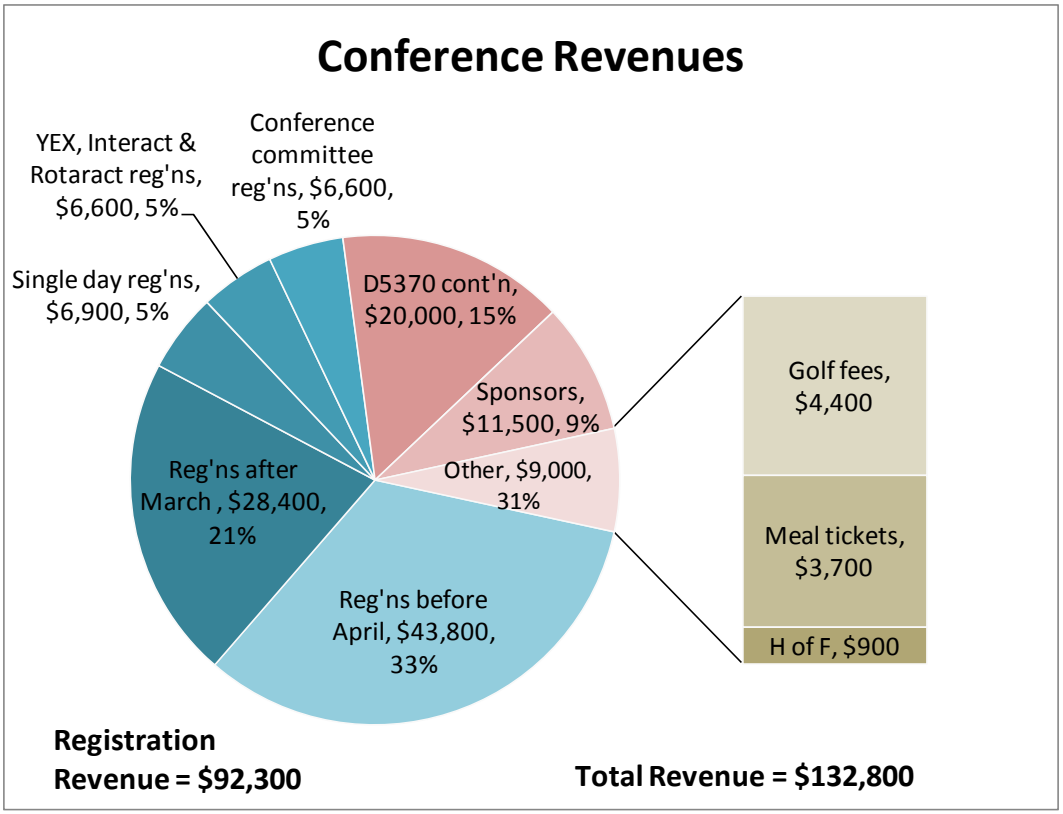
Appendix 2

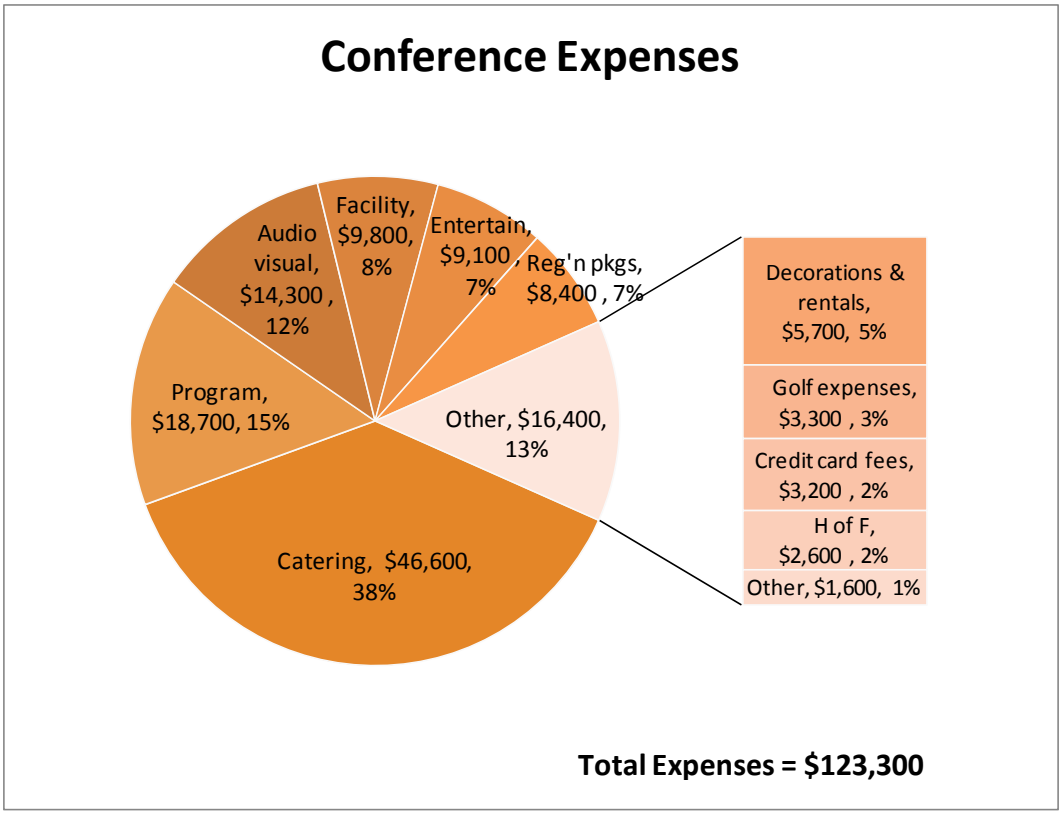


Last week - Registrations

June	Conference registrations	Dinner tickets
9	6	2
10	4	2
11	1	0
12	2	0
13	4	2
14	4	0
15	8	0
16-18 walk-ins	12	8
Totals	41	14

Revenues and Expenses Charts Appendix 3





Statement of Revenues and Expenses Appendix 4

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Statement of Revenues and Expenses

	Budget		Actuals		
Revenues					
Registrations	Volume	$ Total	Fees	Volume	$ Total incl GST
Full conference - before April			$ 300	140	43,748
Full conference - after March			$ 350	78	28,437
Sub-total	200	62,000		218	72,185
Single days	30	6,000	$ 200	33	6,930
Youth Exchange Students	20	5,000	$ 250	23	6,038
Interact & Rotaract	25	6,250	$ 100	5	525
Conference committee	40	6,000	$ 150	42	6,615
Sub-total	315	85,250		321	92,293
District 5370 contribution		20,000			20,000
Sponsorships		10,000			11,500
Golfing fees and prizes		-	$ 60		4,410
Meal tickets					
Friday	-	-	$ 40	17	714
Saturday	40	2,000	$ 50	57	2,993
House of Friendship rentals		-			875
		117,250			132,784
Expenses					
Program					
Honorariums		16,000			11,473
Travel		1,500			4,450
Subsistence		1,000			2,759
Sub-total program		18,500			18,682
Catering		45,675			46,615
Audio Visual		15,000			14,250
Facility rental		10,000			9,797
Entertainment & prizes		7,800			9,056
Registration packages and tags		8,741			8,369
Decorations and other rentals		2,000			5,724
Golfing fees and prizes		-			3,320
Credit card fees		3,150			3,210
House of Friendship		-			2,565
Supplies and signs		945			1,499
Exchange students		5,000			230
Total expenses		116,811			123,316
Net income (expense)		$ 439			$ 9,468

Meal Counts

Appendix 5

Rotary International District 5370 Conference
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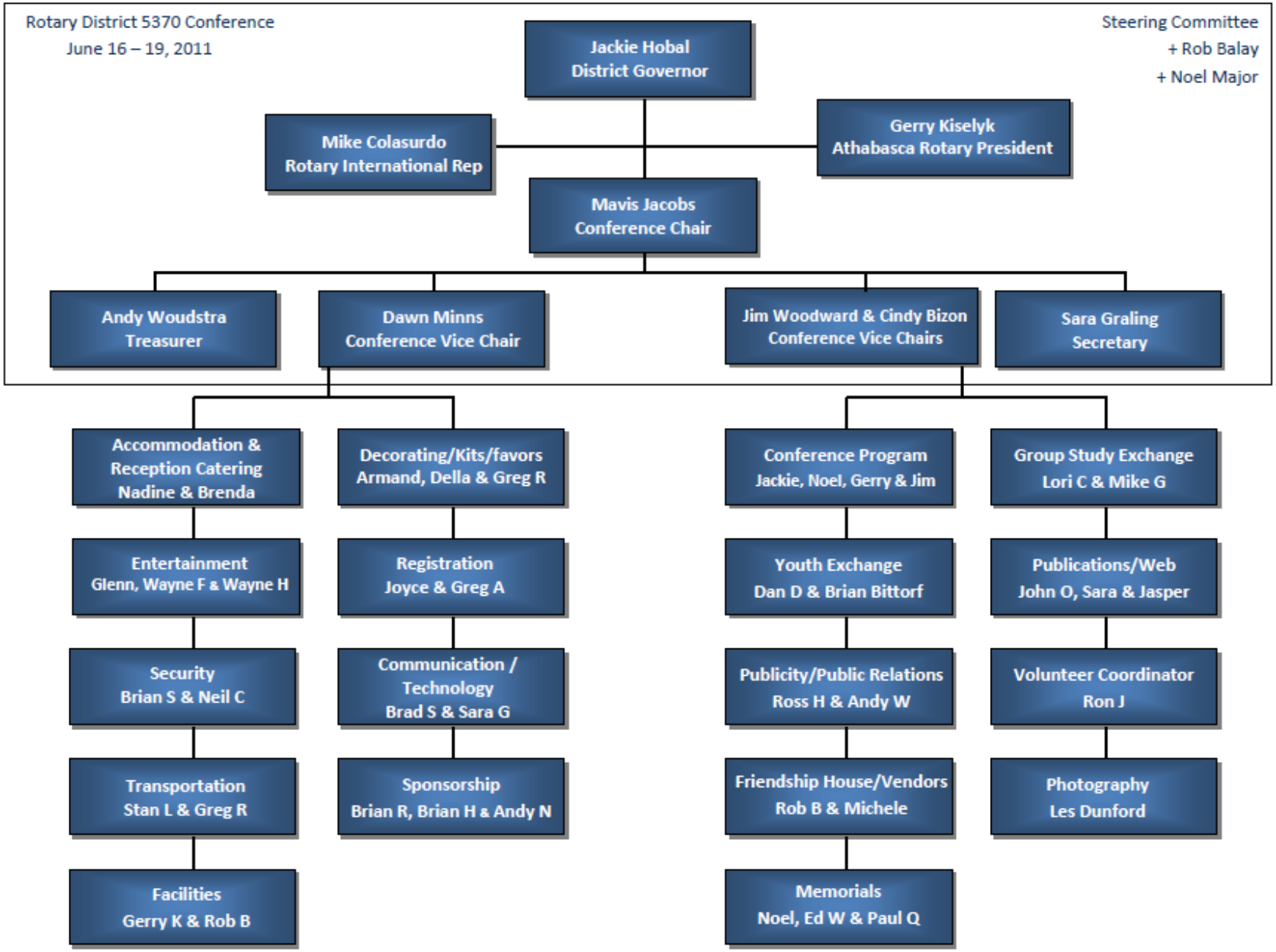
Meal Counts

MEALS	Counts			No shows	
	Estimates *	Per caterer	Difference	Estimate %	Actual %
THURSDAY					
Supper	150	225	75	50%	25%
FRIDAY					
Breakfast	270	270	0	10%	14%
Lunch	330	338	8	10%	8%
Dinner	290	290	0	10%	15%
SATURDAY					
Breakfast	280	280	0	15%	18%
Lunch	320	320	0	10%	13%
Dinner	350	366	16	10%	5%
SUNDAY					
Brunch	120	200	80	60%	35%

* Estimates included paid guests, speakers, inbound/outbound GSE teams, entertainers, Belize representatives, House of Friendship guests and volunteers.

Organization Chart

Appendix 6