



Board Resolution: Location of Board Meeting A Case for Support

Background: Currently, the location of the IRWA Annual Education Conference and Board Meeting is selected annually by the Board of Directors. Chapters interested in partnering with the association to host the event complete a bid package and compete with other chapters during the week leading up to the Board of Directors meeting. The pros and cons for the current process are:

Pros:

- Chapters competing for conference host are keenly interested in the success of the event.
- More chapters are currently interested in hosting the conference than in past years.
- The host competition adds an element of interest to the overall conference, followed by a much anticipated vote of the Board of Directors to select the site.

Cons:

- Our current practice pits chapter against chapter, creating winners and losers and the hard feelings that go with it.
- Most chapters are reluctant to bid, believing they don't stand a chance against stronger destinations and long time bidding chapters.
- Many chapters are reluctant to rebid, after losing to a rival chapter.

Case for Support for a Regional Approach: A regional approach to hosting our annual conference allows all chapters within a region to partner on the event, sharing in the leadership opportunity and financial benefit. A set schedule, with geographic distribution of our event, presents an equal opportunity for members outside the core group of current annual attendees to experience conference without cross country travel. (West coast members will travel to the East coast three out of the next four years. Midwesterners will not have a conference in their nearby area for the next five years.)

A region rotation will push competition to the city/hotel level within regions, potentially generating the best possible experience for our members, at the lowest possible cost. A three year planning cycle will also allow us to negotiate better hotel rates and concessions from host cities. Annual Conference awardees will be active in our trade show area promoting upcoming destinations, tours and events, shifting the focus to future attendance for all members, rather than votes at the BOD and staff time currently spent on previsits (three days per bidding site) each year will be rededicated to building a stronger Conference program and experience for our members, while saving travel budget.