

Conference Report

PRIZIM Inc.
December 4, 2009



SBO/SBEAP

NATIONAL CONFERENCE

Small Business Ombudsman
Small Business Environmental Assistance Program

2009

JUNE 1-5 • LOUISVILLE • KENTUCKY

2009 SBO/SBEAP National Conference
June 1-5, 2009 Louisville, Kentucky
Conference Report • PRIZIM Inc.
December 8, 2009

I. The Conference

This report documents planning and implementation of the 2009 Small Business Ombudsman/Small Business Environmental Assistance Program National Conference (Conference). The report provides details about the Conference and a summary of the participant evaluations. The U.S. Environmental Protection Agency (EPA) Asbestos and Small Business Ombudsman (ASBO) within the Office of Small Business Programs (OSBP) and the Kentucky Division of Compliance Assistance co-sponsored the Conference. PRIZIM Inc. (PRIZIM) provided logistics support and conducted training at the Conference under a contract with EPA.

The Clean Air Act (CAA), as amended in 1990, directed each state to create programs to assist small businesses in understanding and complying with their CAA obligations. These programs, known as the 507 Programs, consist of three components: Small Business Ombudsman (SBO), Small Business Environmental Assistance Program (SBEAP), and a Compliance Advisory Panel (CAP). For the past 15 years, members of the 507 community have come together at an annual national conference to build and maintain a national network of assistance providers and to improve the technical capability of SBO/SBEAPs. To reach these goals, the conference includes training on the structure and requirements of the 507 Programs, as well as a venue for assistance providers, EPA staff, and small businesses to learn about assistance initiatives and regulations. The Conference is also an opportunity for rule writers from the EPA to meet with SBO, SBEAPs, CAP representatives, and small businesses.

In 1995, the 507 Programs created the SBO/SBEAP National Steering Committee (NSC) to represent the interests of the 507 Programs and to facilitate communications between the programs, and the EPA ASBO and EPA Office of Air Quality Planning and Standards. One representative and one alternate from an SBO/SBEAP in each EPA regional boundary serves on the NSC. The NSC also functions through the following subcommittees: awards, guidelines, measurement, multimedia, promotional, technical, and planning. The annual Conference is an opportunity for the NSC to report to the SBO/SBEAP community, hold their annual face-to-face meeting, and to gather new ideas and members from the SBO/SBEAP community. The subcommittees also report to the Conference attendees and hold meetings during the Conference.

The state CAPs, which consist of small business owners and operators, are important components of the 507 Programs. The state CAPs are represented by a National CAP, which is similar to the NSC, and also meets at the annual Conference. The participation of small business owners from the CAPs at the Conference provides them an opportunity to learn more about the regulatory process, and for EPA and assistance providers to learn more about the needs and concerns of small businesses.

As noted, the broad purpose of the Conference is to foster a national network of assistance providers and improve the technical expertise of the programs. Specific Conference objectives and how they were achieved are listed below.

Foster a national network of environmental assistance providers

- NSC meeting
- NSC subcommittee meetings
- NCAP meeting
- Regional meetings
- Networking at the Conference

Build capacity of state assistance providers

- Technical breakout sessions and site visits
- Program development breakout sessions
- Presentations by EPA rulemakers and other EPA staff
- Training

Improve and support 507 Programs

- NSC meeting
- NCAP meeting
- New member orientation
- Training
- Networking with state and EPA staff

Increase EPA awareness of small business concerns and strengthen relationship between EPA and 507 Programs

- Technical breakout sessions with EPA rule writers
- Presentations by EPA staff
- Networking with EPA staff

II. Conference Details

This Conference was a joint effort of the Kentucky Division of Compliance Assistance and the EPA OSBP with input from the 507 Programs. Details about the Conference planning and logistics are presented below.

Conference Planning and Management

The EPA ASBO, Kentucky Division of Compliance Assistance, Environmental Assistance Branch, PRIZIM, and the NSC Planning Subcommittee worked jointly to plan and carry out the Conference. The EPA ASBO provided financial support for the Conference. The Kentucky Division of Compliance Assistance, Environmental Assistance Branch helped with Conference logistics including site selection, provided personnel, and helped coordinate the Planning Subcommittee. PRIZIM, under an EPA Contract, provided Conference planning, training, and logistics support. The primary individuals from EPA, Kentucky and PRIZIM involved in the Conference planning and logistics include:

- Joan Rogers, ASBO
- Angela Suber, EPA OSBP
- Kenya Stump, Environmental Assistance Branch, Kentucky Division of Compliance Assistance
- Robert France, PRIZIM
- Tiffin Shewmake, PRIZIM

The Planning Subcommittee of the NSC provided invaluable support with Conference planning, content development, and the identification of speakers. The Subcommittee held monthly conference calls on the Conference, identified and contacted potential speakers, and helped develop the Conference agenda. The Planning Subcommittee was fundamental in ensuring that the Conference content met the needs of the SBO/SBEAP community and included the most relevant topics. A list of the Planning Subcommittee members is in Attachment 1.

Planning for the Conference started almost a year out, with the first conference call conducted in August 2008. That fall, the Planning Subcommittee conducted a survey of past Conference attendees and state SBO/SBEAP programs to ask about topics for the Conference (see Attachment 2 for the survey results). The survey, plus evaluations from the 2008 Conference, helped the Subcommittee identify Conference themes and to design the sessions. The Planning Subcommittee held monthly conference calls, except in the weeks right before the Conference when the calls were held weekly.

Location

Members of the NSC polled the states in their region and selected Kentucky as the host state for the 2009 Conference. The Kentucky Division of Compliance Assistance decided that Louisville was the best place for the Conference and evaluated hotels in the downtown area. Downtown Louisville was optimum because it was walking distance to restaurants and off-site events, and convenient to the airport. Kentucky selected the historic Brown Hotel based on the size, location, and best value. The Brown Hotel provided the Conference meeting rooms at no additional cost.

Logistics

Conducting a successful conference involves numerous tasks. As noted above, the Planning Subcommittee helped in the content development and identification of session speakers. Other tasks conducted prior to the Conference included:

- Negotiate a hotel contract for the guest room rates, audiovisual (AV) equipment, meeting rooms, and other amenities.
- Negotiate a state contract with the hotel for meals and breaks.
- Coordinate planning committee meetings (plan, develop agenda, schedule and lead meetings, take notes and post on web).
- Conduct a pre-conference site visit to review the hotel arrangements, visit the facilities for the off-site events, and get an appreciation for the area around the hotel.
- Coordinate Conference agenda development (number and length of days, number of tracks, number and length of general and breakout sessions, breaks, and site visits).
- Plan after-hours activities and transportation to and from the events.
- Identify and coordinate speakers for the general sessions.
- Send confirmation letters to the session speakers and moderators with instructions.

- Collect Conference presentations from presenters.
- Produce the Conference program.
- Create registration material for the attendees (this included a list of Conference attendees, biographies of general session speakers, a list of Planning Committee Members, and descriptions of the subcommittees).
- Create evaluation forms for the training, general sessions, and individual technical sessions.
- Implement a Greening initiative.
- Print nametags and fill badge holders prior to the Conference.
- Create large Conference sign with the agenda for the registration area.
- Assign sessions to meeting rooms and create signs for the rooms.
- Coordinate with Audrey Zelanko, AGZ & Associates, on the Conference web site at www.sbeapconference.com (registration, agenda, hotel, travel, after-hours, planning committee information, etc.).
- Collect state registration fee (determine fee and payment options, develop invoicing system, work with payment vendor, collect fee, troubleshoot).

A small registration fee was charged by the state: early registration \$160 until 5/20/09, late registration \$200 starting 5/21/09. In addition, a one-day registration fee of \$75 for Tuesday only was set. This covered the cost of the reception, breakfasts, NSC and NCAP lunches, and refreshments between sessions. Kentucky collected and managed the registration fees.

At the Conference, staff from PRIZIM helped with Conference logistics, staffed the registration table, answered participant questions, checked session rooms to make sure that the AV equipment was working, and in general, ensured that the Conference went smoothly. Staff from Kentucky helped with the registration table and other tasks as needed during the Conference.

The planned meeting rooms consisted of a large ballroom for general sessions and smaller breakout rooms all on the third floor. However, there were electrical problems with the ballroom, so the general sessions were moved to the 18th floor for the first three days. While this necessitated the participants move from floor to floor between sessions, the 18th floor meeting room worked well as it had an entryway large enough for the continental breakfast and the exhibit tables.

Participants

There were over 90 registered Conference participants, including speakers, EPA staff and contractors, and Conference attendees. The numbers were down from the year before, but a good showing given the economy. Thirty-two states were represented. The list of the Conference participants is in Attachment 3. Participants were from state and federal programs, small business owners, and related non-profit organizations. The chart below has the breakout by organization type.

Organization	Attendees
Business	14
EPA (Headquarters and Regional Staff)	21
Non-governmental Organizations	2
Other federal agencies	2
State Programs (SBEAPs, SBOs, other staff of state agencies)	47

The breakdown of participants by EPA region and year of attendance is outlined in the table below. This table is not complete because not every participant filled out the appropriate section in the registration form. However, it does give a good idea of the geographic representation.

EPA Region	Number of Attendees	
	2008	2009
Region 1 (ME, NH, VT, MA, RI, CT)	4	2
Region 2 (NY, NJ, PR, VI)	2	3
Region 3 (PA, DE, DC, MD, VA, WV)	36	14
Region 4 (KY, TN, NC, SC, MS, AL, GA, FL)	19	39
Region 5 (MN, WI, IL, MI, IN, OH)	14	6
Region 6 (NM, TX, OK, AR, LA)	4	4
Region 7 (NE, KS, IA, MO)	10	7
Region 8 (MT, ND, WY, SD, UT, CO)	6	6
Region 9 (AZ, CA, NV, HI)	2	0
Region 10 (WA, OR, ID, AK)	4	3

Conference Agenda and Sessions

The Conference consisted of the following sessions:

Monday June 1	Afternoon	Training: Are You Valuable? <i>How to Report Results to Show Value</i> Newcomer Training
Tuesday June 2	Morning	General Sessions
	Afternoon	Breakout Sessions <ul style="list-style-type: none"> • Sustainable Small Business Track • Small Business Program Development Track • Compliance Assistance Technical Track
Wednesday June 3	Morning	General Sessions
	Afternoon	Regional Meetings Awards Ceremony
Thursday June 4	Morning	General Session
	Afternoon	NSC Subcommittee Working Sessions Final Closing Session

The more detailed Conference agenda is in Attachment 4. Section IV of this report includes a discussion of the participant feedback for the individual sessions. Descriptions of Conference events are presented below.

Training

Two training sessions were conducted on the day before the full Conference: Newcomer Training and *Are You Valuable? How to Report Results to Show Value*. The newcomer orientation was designed primarily for new members of the 507 community, and consisted of an overview of the 507 Program components, legal requirements, responsibilities and activities. The training also introduced the national network including the National Steering Committee (NSC) and subcommittees. The training was conducted by the NSC chair and vice-chair.

The NSC and Planning Subcommittee selected reporting as the theme of the second training. PRIZIM developed and conducted the training. The first portion covered the value of reporting, and defining and designing reports. It also included an interactive exercise. In the second portion of the training, Lissa McCracken with the Resource Center for Environmental Sustainability at the University of Louisville, discussed their effort at branding and communicating the Center's message. The training ended with an overview of the annual 507 Program survey. Slides from the training for both sessions are located in Attachment 5.

Meetings

Regional meetings were scheduled for Wednesday afternoon (no other activities were scheduled so that there would not be any conflicts). This is a departure from previous conferences when the regional meetings were scheduled during breakfast on multiple days. These informal meetings give regional SBO/SBEAPs, EPA staff, and small businesses an opportunity to network and discuss common issues and initiatives.

NSC Subcommittee meetings were scheduled for Thursday afternoon. These meetings are open to all participants, not just committee members. The Conference is the only time during the year that subcommittee members have a face-to-face meeting. It is also an opportunity to recruit new members and for subcommittee members to hear from the SBO/SBEAP community.

General Sessions

Each day started with a general session. As in previous conferences, the sessions included updates from the EPA Asbestos and Small Business Ombudsman (Joan Rogers) and the NSC chair (Annette Fulgenzi), and a presentation from the EPA at Research Triangle Park (RTP) (Sharon Nizich). The RTP presentation has, for the last few years, focused on the development and implementation of the Area Source Rules. This conference was no exception. Other general sessions included the following speakers.

State of the Environment

Thomas FitzGerald, Kentucky Resources Council

Mr. FitzGerald is the founder and director of the Kentucky Resources Council (www.kyrc.org) and has been hailed as the "watchdog of the environment" in the Bluegrass state. Mr. FitzGerald discussed the challenges of compliance assistance in a time of increasingly stringent environmental standards, particularly air, and what the coming climate challenges mean to compliance assistance programs.

State of Small Business

Byron Kennard, Executive Director, Center for Small Business and the Environment (CSBE)
CSBE (www.aboutcsbe.org) recently completed an assessment of the economic and environmental benefits of small green entrepreneurial businesses. Based on this effort, CSBE will soon publish *Small Wonders*, a report that describes scores of innovative business models, technologies, and programs that small business owners can use to solve energy problems profitably through dramatically increased efficiency and use of small-scale renewable energy technologies.

Small Business/Trade Association Panel

Steve Levetan, PULL-APART metal salvage recycler

Lloyd "Rusty" Cress, Dinsmore & Shohl LLP

John E. Cole III, Director, Cabinet for Economic Development

This panel featured a discussion of issues faced by industries and opportunities to improve environmental performance.

Partnership Orientation: Learning How to Leverage Resources and Work Together for Small Businesses

Karin Koslow, US EPA, OECA, Compliance Assistance and Sector Programs Division

Martin Gold, US SBA, Ombudsman's Office

Suganthi Simon, US EPA, Region 4, Pollution Prevention Program

Holly Wilson, US EPA, Office of Air Quality Planning and Standards, Community Air Program

These potential partners highlighted their organizations and current activities. The panel then worked with participants to identify partnership objectives for the SBEAPs and their organization. After the panel, the session attendees broke into groups to explore partnership opportunities. The session ended with each group reporting back to the attendees.

Breakout Sessions

In addition to the General Sessions, the Conference included three tracks of technical breakout sessions: Sustainable Business Track, Small Business Program Development Track, and Compliance Assistance Technical Track. These tracks included the following sessions:

Sustainable Business Track

- Small Business Energy Efficiency Opportunities - Case study on energy efficiency practices from a small business and an assistance provider.
- Climate Change Legislation and Small Business – A discussion of EPA's climate change-related tools and resources available to small businesses followed by a presentation by Fetter Printing a small business based in Louisville, Kentucky and a member of EPA's voluntary Climate Leaders Program.
- Sustainability: The Role of Assistance Providers – An overview of The Kentucky Sustainability Institute which seeks to teach municipal and county leaders, community groups, and citizens about sustainable development techniques.

Small Business Program Development Track

- Innovations in Compliance Assistance – Discussion of the roles of Colorado and Wisconsin in environmental compliance assistance and efforts to improve environmental results and leverage scarce resources through partnering with neighboring states.
- Encouraging Self-Audits: Use of EPA Audit Policy and the Small Business Compliance Policy - An overview of eDisclosure--Electronic Audit Policy Self-Disclosure System and Audit Policy Incentives for New Facility Owners, and use of these small business compliance policies at the federal, regional, and state levels.

Compliance Assistance Technical Track

- Area Source Rules: What States are Doing – A look at the efforts of the Georgia SBEAP to work with the collision repair sector.
- Speed-Dating: States provide brief updates on their activities and initiatives.
- Small Business Administration and Regulatory Impacts on Small Business – A discussion of findings from the study "The Impact of Regulatory Costs on Small Firms" on the impacts of environmental burdens on small firms.
- Innovative Compliance Outreach – A discussion of how Iowa incorporated compliance assistance into disaster recovery and Iowa's new disaster recovery toolkit.

Social and After Hours Events

These events facilitated networking and building relationships between providers from across the country. Monday evening featured a tour of the Louisville Slugger Museum and working Factory. The Conference held an official opening reception on Tuesday evening to encourage networking. The reception included a raffle of gifts that participants had brought that represent their state. Wednesday evening a reception was held at the Muhammad Ali Center after the awards ceremony. The Center was open for self-guided tours during the reception.

Awards Ceremony

The Sixth Annual Small Business Recognition Awards Ceremony was held on Wednesday at the Muhammad Ali Center. The awardees were:

- Trade Association Environmental Leadership Award – Georgia Concrete & Products Association. Gordon Kenna, Executive Director, accepted the award.
- Small Business Environmental Stewardship Award – Advanced Collision Repair of Seaside, Oregon. Jerry Richardson accepted the award.
- Small Business Environmental Stewardship Award – Woodfold Manufacturing, Inc. of Forest Grove, Oregon. Kevin Emerick, Environmental Health and Safety Manager, accepted the award.

Kentucky also presented The Brown Hotel with their Kentucky Excellence in Environmental Leadership (KY EXCEL) membership at the Awards Ceremony.

Greening the Conference

PRIZIM worked with the Planning Subcommittee, specifically Kenya Stump, to reduce the environmental impact of the Conference. Several efforts from the previous year were continued:

keeping paper use at a minimum by providing conference material on a flash drive; providing hard copies of material when requested instead of automatically providing copies; using a one page folded Conference program (in Attachment 6) instead of a multi-page program; and discouraging presenters from handing out copies of their presentations. Information on the greening was posted on the large agenda that was displayed next to the registration table (Attachment 7). PRIZIM estimated that the total event carbon footprint for the conference was 68,891 lbs. of CO2.

Conference planners worked with the Conference venues to incorporate greener approaches during the Conference (i.e., make sure that recycling containers were present, etc.) and also to encourage the facilities to be greener overall. The thought was that raising environmental awareness and reducing the environmental footprint of the facility will have a longer term impact that lasts past the conference. The Planning Subcommittee met with The Brown Hotel and discovered that the hotel was actively working on a number of initiatives to reduce their environmental footprint. As a result, the hotel was encouraged to join the Kentucky Excellence in Environmental Leadership (KY EXCEL). Members of this voluntary program commit to the completion of one or more environmental projects each year. The Brown Hotel applied to and was accepted by the program. Their membership certificate was presented at the awards ceremony.

Conference planners also contacted the Ali Center and offered to provide resources and consulting to help the Center reduce their environmental footprint. According to the Ali Center staff, the Center is working on several greening initiatives and has plans to become LEED certified. Conference planners provided the Center with information on KY EXCEL and sources for environmental assistance in the Louisville area.

III. Conference Evaluations

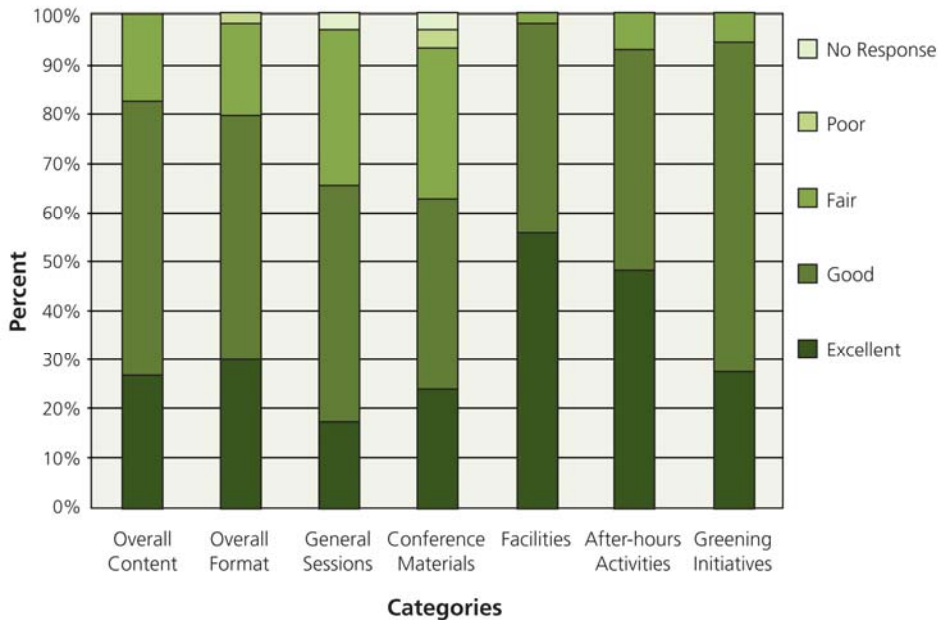
Conference staff requested that participants fill out evaluations for individual Conference events and for the Conference as a whole. However, many participants left before the final closing session and as a result very few participants turned in the overall Conference evaluations at the end of the Conference. To collect additional feedback, after the Conference the Subcommittee asked attendees to complete the Conference evaluation posted on Survey Monkey. This was a very successful strategy. A summary of the evaluation results is provided below. The raw data is in Attachment 8.

Overall Conference Evaluations

Attendees returned 32 completed evaluations for the overall Conference (about 35.5 % of attendees). The responses (selections were “excellent, good, fair, and poor”) were generally positive. The table below shows the distribution of “*excellent*,” “*good*,” “*fair*,” “*poor*,” and “*no response*” ratings for the Conference overall by percentage for each category. Figure 1 shows the same data graphically.

	overall content	Overall format	General Sessions	Conference Materials	Facilities	After-hours activities	Greening
Excellent	27%	30%	17%	23%	57%	48%	28%
Good	57%	50%	48%	40%	40%	44%	66%
Fair	17%	17%	31%	30%	3%	7%	7%
Poor	0%	3%	0%	3%	0%	0%	0%
No Resp.	0%	0%	3%	3%	0%	0%	0%

Figure 1: Overall Conference Rating



The evaluation included several open-ended questions. All of the responses to these questions are in Attachment 8. When asked to comment on the *most useful* portions of the Conference overall, multiple respondents mentioned networking as the most useful part of the Conference. Respondents also mentioned the general sessions and breakout sessions as useful, as well as, the opportunity to hear from EPA, both the SBO and Office of Enforcement and Compliance Assurance.

There were no strong trends on the *least useful* portions of the Conference overall, although a few respondents noted that the variety/content of the break out sessions could be improved, as well as the content of the opening session and the need for opening speakers who could "energize" the group for the rest of the conference. There were some interesting suggestions for improving the conference which included:

- “Assigned seating on the first session. I think it would have been great to make the association of other participants who were from my region on the initial session. Assigning seating by EPA region on the first day might offer a quicker way to make these connections. National folks could be spread among these regions.”
- “More technical sessions - call for papers. Make it a little more competitive.”
- “Brain storming session - the group tries to solve a problem - i.e. increase funding, improve marketing, expand subcommittee work.”
- “It would be great to identify people more easily, perhaps a colored name badge corresponding to the EPA region...”

Participants had the opportunity to comment on what topics they would like to see at the next Conference. Suggested topics from the comments are listed in the table below.

Technical Sessions	More success stories like the Brown Hotel, hear from local businesses
More technical training	Area source rule outreach
Details on Air/Water/Haz. Waste/Universal Waste, SPCC, etc.	SBO/SBEAP Programs
Multi-Media	Resource sharing among SBEAPs/SBOs
Carbon footprints, calculating GHG emissions	Surveys - how to ask the right question to get the right data you need
Energy (efficiency, sustainable energy)	How to improve your Web site
Climate-change	Status of actions discussed at the previous conference
Industry examples of state of the art environmental pollution reduction practices	SBEAP's strategic plans
Wood coating, gas dispensing, auto body	Grants – what is available and how to get grants
Greening	Accomplishments of SBO, SBEAP, and state programs
Compliance Assistance/Policy	Marketing/promoting events
Small Business Compliance Policy	Social networking-twitter and facebook.
Stimulus money -- how small businesses can use those funds to "green" their businesses	EPA priorities

The evaluations included questions on suggested improvements for the Conference. The following issues were noted by more than one person:

- The Conference should have been a day shorter.
- Design the Conference so that people would not leave early.
- Enhance the awards, have the highest ranking EPA person and Steering Committee Chair involved.
- Have the regional meetings during breakfast, have alternatives for attendees with few people from their region.
- Have more breakout sessions and more in-depth sessions.

Greening Initiatives

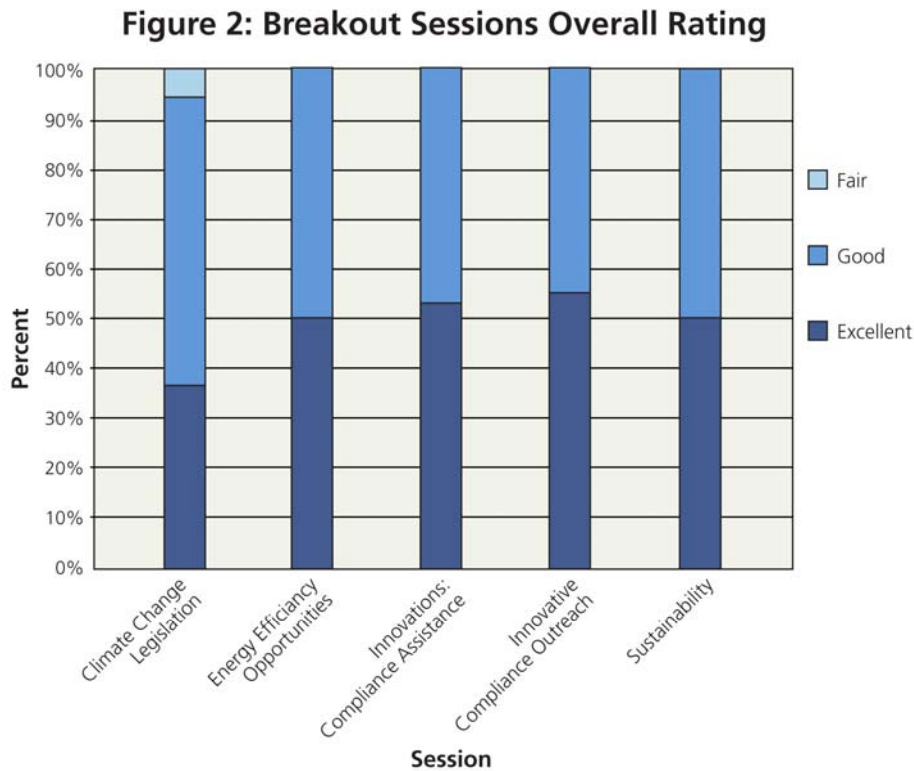
The greening initiatives were well received (28 percent thought that the greening efforts were excellent and 66 percent good). The Brown Hotel and staff received high marks: “I think the Brown is making excellent progress towards becoming a Green Hotel” and “the cleaning person for my room actually paid attention and did not change out my towels everyday which was a first for a hotel that claimed if you hung your towels up they would not be washed.” Ideas for next year include:

- Discourage random distribution of notepads by hotel.
- Keep venue in a city like Louisville where access to restaurants and evening activities are within walking distance.
- Encourage vegetarian options. Eliminate beef.
- Get the hotel to turn the AC down.

- Place recycling points near sessions.
- Use local produce.

Breakout Sessions

Nine breakout sessions were held (ten were planned but one was cancelled because the audience was so small). Participants turned in evaluations for five breakout sessions (this does not include one session for which only one participant turned in an evaluation). The number of completed evaluations per session ranged from 6 to 18. Generally, for the *Overall* category, the ratings were evenly split between “excellent” and “good.” Only one participant gave a “fair” rating and that was in reference to the topic of the breakout session. There were no ratings of “poor.” Figure 2 shows the percentage of “excellent,” “good,” and “fair” overall ratings awarded to sessions.



The raw data with comments is in Attachment 8. The comments were overall quite positive. When asked how the session could be improved, a number of participants wanted to see more specific examples and details. Participants also specifically mentioned “case studies” in the question about what they liked about the session.

IV. 2010 Conference Planning Meeting

To begin planning for next year’s Conference, the new 2010 Conference Planning Subcommittee met at the end of the 2009 Conference. Usually, the host state for the next Conference has been selected by this time. However, the location of the next Conference had not been determined by the end of the 2009 Conference. The meeting included a short discussion centered on identifying

members of the new Planning Subcommittee, and some thoughts on where the next conference should be held.

V. Lessons Learned

There are a number of valuable lessons learned from this Conference which are listed below.

Conference Schedule

A number of participants felt that the Conference was too long, and that shortening the Conference would save participants at least one day of expenses and hotel costs. In addition, because the final session was Friday afternoon, the majority of participants left on Thursday or Friday morning. As a result, the final session was little more than an informal meeting and there were no updates from the NSC subcommittees as planned.

The next Planning Subcommittee might want to consider returning to a shorter conference (three and a half days). The final session also needs to be scheduled to encourage more participants to attend. In 2008, the conference started on Tuesday with the training in the afternoon and the closing session was on Friday morning (ending at 11:30 am). This way, participants did not have to travel on a Sunday and could attend the closing session and still catch an afternoon flight home.

There were also several comments about the length of the days. In the past, general sessions started at 8:30 or 9:00 am, to allow time for breakfast meetings. Holding the subcommittee and regional meetings over breakfast, allowed the same number of events but in a shorter time-frame.

Sessions

There were a few comments about the need for more engaging general sessions speakers and the need to make sure that they understand the audience and tailor their remarks accordingly. Overall, the evaluations were positive for the general sessions. This should be kept in mind in the next Conference when selecting speakers and in helping them prepare for the Conference.

Evaluations were not turned in for all sessions. This indicates the need to work more with the moderators to make sure they get participants in their sessions to fill out evaluations.

Participants were generally happy with the breakout sessions. Comments on the evaluations, indicate that participants really like case studies and detailed examples. This should be conveyed to speakers early in the process.

One session, ***Program Marketing: Doing More with Less***, was cancelled. This was surprising since program marketing had scored high in the pre-conference survey. This may have been the result of lower overall attendance due to the economy or because of the scheduling. Participants had to choose between popular topics during that session time (Energy Efficiency and Area Source Rules: What States are Doing). To avoid this in the future, the Planning Subcommittee might consider scheduling topics like area source that apply to almost all of the participants during general sessions or not opposite other breakout sessions..

List of Attachments

1. Planning Subcommittee Members
2. 2009 Pre-Conference Survey Results
3. List of Conference Participants
4. Conference Agenda
5. Training Slides
6. Conference Program front and back
7. Agenda Poster
8. Evaluation Data
9. Evaluation Comments