



CALIFORNIA MUNICIPAL TREASURERS ASSOCIATION
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To: CMTA Board Members
From: Brian Starr, Education Committee Chair
Subject: Quarterly Education Committee Report

CMTA held its annual Essentials of Treasury Management workshop at the Kellogg West Conference Center in Pomona September 18th and 19th. There were 47 attendees, 33 from Southern California (defined as south of Monterey/Fresno/Mono counties) and 14 from Northern California. One person registered, but could not attend.

Of the attendees, 32 stayed on-site and 15 commuted. Of the 32 who stayed on-site, 13 arrived at the conference center the evening before the workshop began. These 13 were from Northern California and the Central Coast area. Only 6 people requested shared rooms.

Pricing and attendance were as follows:

	Off-Site Workshop Only	On-Site 1 night Shared room	On-Site 1 night Single room	On-Site 2 nights Single room
Pricing	\$225	\$325	\$425	\$525
Early bird discount	\$50 credit for registering ≥1 month before start of workshop			
Attendance (people)				
Early Bird Rate	13	3	9	12
Standard Rate	1	1	4	0
Waived/Scholarship	1	2	1	0

The collectable revenue for the event (excludes waivers/scholarships) was \$14,425. Expenses for the event, primarily attributable to the Kellogg West Conference Center were \$11,292.92, resulting in a net profit of \$3,132.08 (21.7%). Revenue collected prior to the event totaled \$10,000, or 69.3%.

The post-workshop survey was completed by 20 attendees, with 90% saying that the workshop was of value to their professional development (the remaining 10% said it was "somewhat" valuable). The



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workshop overall was rated 8.6 of 10 by respondents. Proving the diversity of needs among attendees, several sessions in the workshop appeared both on the "most favorite" and "least favorite" lists.

There were a few concerns expressed about the location - both through the survey and to me directly. In particular, the rooms were not in the best condition and their location within the conference center resulted in some rooms having an inordinate amount of noise. Many of the attendees who arrived the evening before the workshop also found themselves without the ability to access (purchased or otherwise) food or drink.

There continues to be frequent questions about the potential for having seminars in Northern California, but economics of such an event continue to seem tenuous, at best.

Recommendations for future workshops:

- Upon completion of registration, an automatic email should provide registrant with information on the location of the conference and travel (for example, a map of the conference center area and an explanation of where/how the shuttle operates)
- Coordinate closely with the conference center to ensure they understand the difference between the number of attendees (for meal planning and seating issues) versus the number of people staying on-site
- Ensure that early arrivals have access to food and drink - either on their own or coordinated by the conference center
- Set expectations with speakers that presentations must be provided prior to the event so that they may be posted online ahead of time.

Upcoming events:

CMTA and CSMFO are sponsoring a joint workshop on investment accounting, December 11-12. The first day will be in Northern California (San Francisco Bay Area) and the second day will be in Southern California (Orange County area)

Advanced Treasury Management in January/February 2014 in Pomona?

Annual Conference in April 2014 in Burlingame