

CRRA Job Announcement Meeting Planner

March 30, 2022

To: Meeting Planners

Request: Provide a resume along with a cover letter if interested in the full-time meeting planner position for the California Resource Recovery Association's (CRRA).

Due Date: No later than April 22, 2022

CRRA is seeking a meeting planner to provide services to manage the CRRA annual conference. This position is a full-time salaried position and the hired personnel would be an employee of CRRA.

Information on the CRRA Annual Conference

The CRRA has an annual conference during the late summer. This year, we will be hosting the 46th annual conference in Oceanside California from September 6-9, 2022. Our conference is comprised of a policy roundtable, organizational awards, welcome reception, exhibit hall, Technical Council Topic Lunches, Membership Meeting, Mentoring/Job Fair, industry mic nights, NCRA players, three plenary sessions, tours and 32 sessions over three days with over 100 speakers. For more information on the conference, please visit our website <https://www.crra.com/conference>.

The past two years our conference has been virtual due to COVID, however this year will be hybrid (in person and live stream). Our conference floats between Northern and Southern California. The conference averages between 500 and 700 attendees, 35 exhibitors, and 100 speakers. The association also draws in more than \$200,000 in sponsorship each year. For more information on the conference, please refer to our 2021 conference report (Attachment A).

We are looking for an individual familiar with managing a conference, and has the knowledge and understanding to work closely with the venue, various vendors, conference committees, volunteers and other CRRA staff, as well as have the ability to develop and manage an annual conference budget. Additionally, CRRA will be able to cross-train this individual with the current planner, to streamline the process and allow for an easy transition.

Planning has already started and we are well under way with the program almost complete, awards submittals to be approved in April, registration is open, the Program

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Committee is working to finalize sessions by early June, and our plenary speaker selections are almost finalized, as our tours, initial BEOs and floorplans.

Proposal Requirements

CRRA is seeking a full-time meeting planner to manage the CRRA annual conference. Salary and other potential benefits will be discussed once a candidate is selected. The salary range is between \$60,000 and \$80,000 annually, and includes benefits. If a candidate would like to share their salary requirements, that would be helpful.

The following must be received by the requested due date.

Cover Letter

- Explain why this job interests you, and the specific skills you will bring to CRRA.

Resume

- Provide sufficient information and related experience of past work that has been performed and is relevant.
- Provide any additional information not otherwise requested that may aid CRRA, in selecting you.

Scope of Work

The CRRA Meeting Planner is responsible for working with the Executive Director, Director of Administration and Board of Directors in the strategic development, overall planning and implementation of the annual CRRA conference.

The CRRA Meeting Planner reports directly to the Executive Director.

GENERAL DUTIES INCLUDE, BUT ARE NOT LIMITED TO:

Management and Finance of CRRA Conference:

- Manage meetings /meeting planning
- Oversee all committees related to scheduling meetings, taking minutes, and providing appropriate follow-up.
- Develop and monitor budgets to ensure revenue and expenses are kept within established boundaries. Review financial information for accuracy, such as invoices for services and materials; the hotel invoice, BEO orders, subcontractor invoices, etc. and manage preparation of the final financial reports.
- Ensure walk-ins and payments received at meetings on-site are recorded in appropriate databases and appropriately invoiced/processed.
- Follow up on invoices to any non-paying exhibitors, attendees, sponsors, etc.

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- Coordinate travel, lodging and expenses for participants, staff and Board of Directors traveling to conference

Meeting Management and Administration:

- Work with appropriate individuals to develop and monitor timelines and deadlines related to all aspects of the conference, ensuring the information is communicated with staff, volunteers, contractors and other constituents.
- Work with committees to develop a program for meetings including speakers, topics, and timing and communicate with speakers regarding their commitment to the meeting and their needs related to attending the meeting (i.e. A/V, travel, reimbursement, handouts, bios, etc.)
- Manage database and Call for Papers and Call for Awards Nominations submission process, including promotion and fielding questions from submitters.
- Manage database and registration process, including on-site registrations, to assure accurate registration data, name badges, fee collection, counts for specific meetings, etc.
- Manage evaluation of meetings, ensuring continual improvement and quality customer service. Utilize survey-monkey instrument to evaluate attendees and non-attendees, as appropriate, gathering and disseminating the results received.
- Attend and manage logistics onsite.
- Provide any follow-up to the meetings such as thank-you letters to vendors, volunteers, etc., as needed. Ensure materials are sent to registered non-attendees and ensure committee meets to discuss meeting after the fact.
- Manage all special activities held in conjunction with meetings.
- Responsible to pack and oversee shipping of materials needed for meetings and ensure their prompt arrival.
- Responsible for ensuring all materials arrive back to the office after meeting.

Conferences and Meetings Logistics:

- Assist in the evaluation and selection of geographic locations for meetings, as far in advance as possible.
- Research potential meeting sites in selected geographic locations, utilizing the services Global Synergies. Participate in site visits, if needed. Prepare and facilitate review of alternative site information, leading to selection of a geographic location and property for the meetings.
- Work with Global Synergies to negotiate, an acceptable contract with the selected property, for review and approval by the Executive Director, protecting the financial interests of the client.
- Negotiate contracts and evaluate options with a variety of vendors for meetings and arrange for all related services with vendors, such as decorators, audio-visual needs, buses, signage, entertainment, etc.

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- Make and communicate all overnight accommodations for staff, speakers, and all other VIPs as well as communicate rooming lists and VIP upgrades to hotel, as appropriate.
- Ensure all logistical details of meetings including securing of conference line, uploading presentations to conference line website, photography, volunteer coordination on-site, moderators, room set-up, audio visual, transportation, housing, food and beverage, BEOs, etc.
- Work with vendors/exhibitors/sponsors to ensure all logistical details of working with the exhibitor/sponsor/vendor area including signage, promotion, registration, and on-site decorators.

Communication and Promotions:

- Develop and monitor timelines/promotional schedule for the conference, working with staff to ensure adequate and proper promotion.
- Manage the promotional aspects of the conference including, but not limited to the following:
 - Develop registration materials for the conference
 - Develop and review all promotional materials prior to distribution, i.e. attendee brochure, on-site program, etc.
 - Direct Communications Coordinator to draft press releases to promote the conference held, both before and after the meeting
 - Direct Communications Coordinator to promote conference on the website including details for registration, photographs (after meetings), listing of vendors, listing of attendees, etc.
 - Direct Communications Coordinator to write copy for e-blasts in accordance with promotional schedule developed
 - Direct Communications Coordinator to write copy for social media vehicles to promote meetings
 - Create and analyze online evaluations and prepare post-meeting surveys and reports
 - Review website regularly to ensure meeting sections are up-to-date and current

In Closing

Please provide all resume's, including the cover letter, to Tracie Bills, no later than Friday, April 22, 2022.

Tracie Onstad Bills
Executive Director
California Resource Recovery Association
(408) 406-1991
tracie@crra.com

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About CRRA

The California Resource Recovery Association (CRRA, founded 1974) is California's statewide recycling association. It is the oldest and one of the largest non-profit recycling organizations in the United States. A 501(C)3 organization, CRRA is dedicated to achieving environmental sustainability in and beyond California through Zero Waste strategies including product stewardship, waste prevention, reuse, recycling and composting. CRRA provides its members with resources to advance local, regional and state wide waste reduction efforts, which result in critical environmental and climate protection outcomes. CRRA's members represent all aspects of California's reduce-reuse-recycle-compost economy. Our members work for cities, counties, municipal districts, and businesses as well as hauling companies, material processors, non-profit organizations, state agencies, and allied professionals.

The Vision, Mission and Principles were adopted by CRRA Board of Directors and CRRA membership in December 2009.

CRRA Vision

Achieve environmental sustainability in and beyond California through Zero Waste strategies including product stewardship, waste prevention, reuse, recycling and composting.

CRRA Mission

Provide CRRA members with resources to advance local, regional and statewide waste reduction efforts which result in critical environmental and climate protection outcomes.

For more information on CRRA, please visit our website: <https://www.crra.com/about-crra>

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Attachment A

2021 Conference Report

2021 CONFERENCE REPORT ATTENDEE STATISTICS

639 Conference Registrations, 628 Conference Attendees

- 227 (approx.) were first time attendees
- 221 were nonmembers
 - 48 received a new membership with their full package purchase
 - 0 opted out of a membership and donated it to the YP Scholarship Program
- 488 were full conference attendees
- 3 were Exhibitors
- 72 one-day passes (does not include speakers)
- 98 speakers
 - 40 full conference
 - 58 comp'd one day (14 on MON, 19 on TUES, 11 on WED, 14 on THURS)
- 220 were attendees from sponsor companies
- 21 have attended ALL conferences between 2012 and 2020
- 402 who attended in 2021 have also attended another conference between 2012-2020
- 2191 unique attendees have been to conferences between 2012 and 2021
- **YP SCHOLARSHIP CONTRIBUTIONS: \$475** was donated to the YP Scholarship program

Sectors of Industry:

- | | |
|-----------------------------|---|
| • Affiliate - 3 | • Nonprofit – 77 |
| • Association – 10 | • Private Generator - 5 |
| • College/University – 8 | • Recycling Service Provider – 27 |
| • Consultant – 69 | • Reuse Recycling or Compost Business – 12 |
| • Government, City– 185 | • Social Marketing Business – 2 |
| • Government, County – 75 | • Solid Waste Recycle Service Provider – 31 |
| • Government, Federal – 5 | • Student/Academic - 9 |
| • Government, Regional – 18 | • Other – 15 |
| • Government, State - 27 | |
| • Individual – 3 | |

Region:

- | | |
|------------------|------------------|
| • Northern - 164 | • Southern - 175 |
| • Central - 219 | • Other – 41 |

Participates (or is interested) in a Technical Council:

- | | |
|----------------------------|-------------|
| • CDC – 33 | • GRC – 23 |
| • CORC – 42 | • HHW - 18 |
| • CSBC – 15 | • K-12 – 25 |
| • CSC (formerly RGWC) – 18 | • LATC – 30 |
| • EFR – 26 | • PRR – 22 |
| • GIVE – 12 | • ZWCC – 8 |

FINANCIALS

	Actual	Budget	over Budget
6			
7	Income		
8	132,190.00	125,000.00	7,190.00
9	5,140.00	6,000.00	-860.00
10		100.00	-100.00
11	42,460.00	50,000.00	-7,540.00
12	\$ 179,790.00	\$ 181,100.00	-\$ 1,310.00
13	\$ 179,790.00	\$ 181,100.00	-\$ 1,310.00
14	\$ 179,790.00	\$ 181,100.00	-\$ 1,310.00
15	Expenses		
16	EVENTS		
17	15,479.45	35,000.00	-19,520.55
18	2,482.74	4,500.00	-2,017.26
19		4,500.00	-4,500.00
20	474.48	1,000.00	-525.52
21	34,500.00	0.00	34,500.00
22	6,000.00	10,000.00	-4,000.00
23		1,000.00	-1,000.00
24		750.00	-750.00
25	\$ 58,936.67	\$ 56,750.00	\$ 2,186.67
26	GENERAL		
27	1,975.00	3,000.00	-1,025.00
28	25.00	3,000.00	-2,975.00
29		500.00	-500.00
30			0.00
31	718.92	2,000.00	-1,281.08
32	\$ 718.92	\$ 2,000.00	-\$ 1,281.08
33			0.00
34	5,549.00	6,500.00	-951.00
35	\$ 5,549.00	\$ 6,500.00	-\$ 951.00
36	\$ 8,267.92	\$ 15,000.00	-\$ 6,732.08
37	OFFICE		
38			0.00
39		2,000.00	-2,000.00
40	350.00	600.00	-250.00
41	3,800.03	5,000.00	-1,199.97
42	4,926.94	5,750.00	-823.06
43		2,800.00	-2,800.00
44	62,489.48	77,850.00	-15,360.52
45	287.32	800.00	-512.68
46	\$ 71,853.77	\$ 94,800.00	-\$ 22,946.23
47	\$ 71,853.77	\$ 94,800.00	-\$ 22,946.23
48	\$ 139,058.36	\$ 166,550.00	-\$ 27,491.64
49	\$ 40,731.64	\$ 14,550.00	\$ 26,181.64
50	\$ 40,731.64	\$ 14,550.00	\$ 26,181.64

***Please note:**

UNEXPECTED 2021 EXPENSE: \$34,500 deposit required at signing of 2022 Conference Contract

The following expenses are still to be paid out of the 2021 net income balance:

Staff salary and taxes (approx. \$22500)

Staff travel/lodging for remainder of year (\$2000)

Software and Marketing materials to open 2022 conf (\$3500)

PROPOSED NET INCOME FOR 2021: \$13,000 (without 2022 deposit, would have been \$47,500!)



Call for Papers:

Overall Submissions Received:

92 presentations overall: 41 Full Submissions and 51 Individual Speaker Submissions

Final Overall Sessions Presented:

36 Sessions

Marketing:

Complimentary ¼ page and digital ad in Composting News

Complimentary 1/2 page ad in Waste Advantage, social media postings

Web interstitial in Waste Dive

Tours:

Rialto BioEnergy, Live Tour - 8 registered

Puente Hills – 26 registered

Aquafil Carpet Recycling – 25 registered

Policy Roundtable:

68 registered

Jobs Fair:

16 registered

TC Topic Lunches Hosted by:

C&D – 23 registered

CORC – 65 registered

CSC (formerly RGWC) – 32 registered

EFR – 50 registered

GRC – 36 registered

HHW – 14 registered

K-12 – 28 registered

LATC – 30 registered

PRR – 49 registered

ZWCC – 12 registered