

May 16-17, 2006 OWEB Board Meeting Executive Director Update #1: 2006 Biennial Conference

Background

The OWEB Biennial Conference is Oregon's largest gathering of practitioners of watershed restoration and enhancement. The 2006 conference will be the 9th Biennial Conference sponsored by OWEB or the Governor's Watershed Enhancement Board (before 1999).

Conference participants include volunteers, watershed council and soil and water conservation district staff and members, non-profit organizations, and representatives from state, federal, local, and tribal agencies. The conference allows participants to exchange ideas, share experiences, learn about the latest technology and science relating to watershed restoration and enhancement and discuss how to maintain and increase public involvement in watershed restoration and enhancement. The conference helps maintain and enhance local capacity to carry out the Oregon Plan for Salmon and Watersheds (Oregon Plan).

2006 Conference

The 9th Biennial Conference will be held October 25-27 at the Convention Center in Seaside, Oregon. We expect 350 to 450 participants to attend. The 2006 conference will celebrate the ten-year anniversary of the Oregon Plan and look prospectively at how to keep Oregonians engaged and involved in the Oregon Plan. The conference theme is:

Communities Working for Healthy Watersheds *Celebrating Oregon Plan Accomplishments and Looking Ahead*

Each Board member will receive an invitation to the conference later this year. Your expenses will be covered by OWEB similarly to a Board meeting.

The Oregon Association of Conservation Districts (OACD) has decided to hold their annual meeting separately from the OWEB Conference this year. The OACD conference will be held November 12-15, 2006, in Newport, Oregon.

Conference Planning

Planning for the conference is being conducted by a Conference Planning Team. In addition to the Conference Coordinator, the Conference Planning Team includes Ann Hallornan of MarroneHallornan Event Management, eight OWEB staff, and the following individuals:

Sam Chan, Oregon Sea Grant Extension, OSU
Jason Dedrick, Crooked River Watershed Council Coordinator
John Ilg, Clatsop Soil and Water Conservation District Board Member
Jamie Sheahan, Yamhill Basin Watershed Council Coordinator
Janelle St. Pierre, Scappoose Bay Watershed Council Coordinator

The Conference Planning Team met on March 27 and April 10, 2006. The next meeting is scheduled for May 1, 2006.

Fundraising

Contributions from sponsors help reduce conference registration fees and keep conference costs reasonable for our local partners such as watershed councils and soil and water conservation districts that work with limited resources. In the past, Board members have assisted with securing financial support for the conference. We hope that each Board member will be able to assist again this year in identifying and helping to solicit sponsors.

The attached Sponsorship Program was developed to describe the recognition sponsors will receive at various sponsorship levels. We have submitted a sponsorship proposal to the Oregon State Lottery (OSL) asking OSL to sponsor the 2006 conference at the "Basin" (\$10,000 and above) sponsorship level. OSL's decision on our sponsorship proposal will be made during the week of May 1, 2006.

We are now ready to seek other sponsors. Board members recently received an e-mail listing prospective conference sponsors and a sample letter that Board members could use to solicit funds from prospective sponsors.

Staff Request

Staff would like to invite Board members to be involved in planning efforts, including suggesting conference speakers or other prospective sponsors, sending a personal letter to solicit funds, or providing assistance with funding or contacting sponsors. Please contact Gail McEwen, 2006 Biennial Conference Coordinator, at gail.mcewen@state.or.us or 503-986-0026. Potential sponsor names and contact information are requested by May 31, 2006.

2006 OWEB Biennial Conference Sponsorship Program

Levels:

Basin Sponsorship	\$10,000 and above
Subbasin Sponsorship	\$5,000 -9,999
Watershed Sponsorship	\$1500-5000
Stream Sponsorship	\$500-1500
Reach Sponsorship	less than \$500

Sponsorship Benefits:

Basin Sponsorship

- Logo on all conference materials, signage, and website
- Verbal recognition at conference
- Opportunity to provide attendees with logo item
- 1/2 page advertisement in conference registration brochure (if sponsorship confirmed by July 1, 2006)
- One full-page insert in event registration packet
- Opportunity to place banner at event
- Listed in onsite conference materials
- Listed on conference sponsor signage
- Listed on conference website
- One room at the conference for videotaping selected attendees for future promotional activities
- Time to present certificates of appreciation to selected attendees at a conference luncheon or other session
- Two complimentary exhibitor spaces

Subbasin Sponsorship

- Logo on all conference materials, signage, and website
- Verbal recognition at conference
- ¼ page advertisement in conference registration brochure (if sponsorship confirmed by July 1, 2006)
- Listed in onsite conference materials, on conference sponsor signage, and on conference website
- One complimentary exhibitor space

Watershed Sponsorship

- Logo on conference materials
- Logo on conference website
- Listed in conference registration brochure (if sponsorship confirmed by July 1, 2006)
- Listed in onsite conference materials
- Listed on conference sponsor signage
- Listed on conference website
- One complimentary exhibitor space

Stream Sponsorship

- Listed in conference registration brochure (if sponsorship confirmed by July 1, 2006)
- Listed in onsite conference materials
- Listed on conference sponsor signage
- Listed on conference website
- One complimentary exhibitor space

Reach Sponsorship

- Listed in onsite conference materials
- Listed on conference sponsor signage