Dear Jim, Neil, and JoAnn:

Since the combined convention is now over, we will be faced with the decision of whether to continue to hold joint meetings in the future. While the information, ideas, and problems are still fresh in everybody's mind, I would like to have each of you write down and send to me your ideas on the joint convention. Please list the areas that you thought were major problems, those areas that still could use some improvement, and also the areas that you thought went particularly well.

The reason for writing this same letter to all three of you is that, obviously, you were the most involved from the cattle feeders' standpoint. Your ideas and suggestions should be of a more technical and detailed nature. I am also writing a letter to the Directors of the Association and asking them for their opinions. Since they do not get as involved, I would imagine that their ideas would center more around the program and speakers.

Jim's input would have a significant value as to whether to continue or not. Neil and JoAnn's input would contribute a great deal toward whatever changes might be instigated. I think that it would be important for Neil and JoAnn to write their ideas down separately so that we could gain two separate opinions. I will be anxious to receive a detailed report as to the number of people registered, the total income, the number of meals served in regard to the number of tickets that were picked up, and the breakdown of the joint financial accounts. I do realize that this may be a few weeks away.

Thank you for your help and efforts for this convention.

Yours Truly,

Wm. R. Farr

WRF:lc
January 13, 1977

Directors
Colorado Cattle Feeders Association

Gentlemen:

The following analysis is a summary of the Winter Convention Questionnaire that was completed on Wednesday, January 5, at the regular Board Meeting of the Colorado Cattle Feeders Association. The results have been divided into two groups since we had a significant number of guests there that evening. There were 11 contributing members who were tabulated separately, and 33 directors, officers, and staff who would comprise the primary analysis. The number count has been converted to percentage, to be more meaningful.

Though many of the items were fairly predictable, there were a few surprises. In most cases, the contributing members had similar opinions - except in a few instances, which I will note below.

Only 23% did not like holding the meeting in Colorado Springs. About the same percentage did not care for the facilities at the Four Seasons. The Antlers' location was preferred 2-to-1 over the Four Seasons. Forty-eight percent of the people preferred holding the meeting in Denver, which, again, is about 2-to-1 over holding the meeting in Colorado Springs.

Most of the people did not prefer a downtown hotel location and, by a wide margin, would prefer a suburban location.

The interesting point is the next item, which indicated that only 14% of the people said that the location of the meeting actually determined their attendance. In other words, regardless of their preferences, the location had little bearing on their attendance. This is in contrast to the time of the year, when half of the people have said that the dates had a direct influence on their attendance. By a 2-to-1 margin, people stated that they did not like the first week in December. Surprisingly enough, contributing members dislike it more than the directors. February was an overwhelming favorite, with only 7% being against those dates. As far as holding the winter meeting during stockshow week, it was about even between those who would prefer it to those who would not. The contributing members favored that date more than the directors. Obviously, the time is important and must be considered.
As far as holding a joint meeting with the C.C.A., it was about an even split as to whether they preferred a joint or separate convention. Only one-fourth of the people who responded said that holding a joint convention would actually affect their attendance.

It came out quite strongly by a large margin that the winter meeting should not be cancelled.

One-third of the people did not care for the program, which indicates that some improvement could be made there.

About half of the people thought the convention was too long, and the other half thought it was about right. It appears that it might be shortened a little bit.

Only one-fourth of the people thought that the banquet and dance should be eliminated, but about another fourth didn't really care one way or the other.

Sixty percent of the directors felt that the program did have an affect on their attendance. This points out the necessity of scheduling interesting topics. As you might expect, the contributing members were not affected much by the actual program.

Eighty percent thought that the registration costs were fair and reasonable, and over 90% did not want to reduce quality. Another interesting point is that 94% of the directors stated that the costs of the convention did not determine their attendance.

My personal observation of these figures would lead to the following general conclusions:

We should continue having some kind of a winter program.

It should be held during stockshow week or the first couple weeks in February, and the location could be determined early, depending on the kind of specific program that was to be presented.

The program must be interesting, with as good speakers as possible, and be challenging to the people in attendance.

The length should be held to a maximum of two days.

Registration costs should be established high enough to cover all out-of-pocket expenses, and to keep the program on a high-level basis.

There is a good feeling of cooperation with the C.C.A., but many obstacles in trying to hold a winter convention on a joint basis.
Perhaps the best bet would be to pursue some other format of joint cooperation, such as some common committee meetings, or perhaps a legislative meeting held in December concerning agricultural problems.

Other ideas that appear to have some merit in C.C.F.A. pursuing would include the hosting of educational seminars such as marketing, health, and nutrition. This appealed to about two-thirds of the respondents. An industry-oriented trip into neighboring feeding areas on a group basis appealed to about 55% of the people. Hosting beef eats similar to the one held at Eaton was favored by about two-thirds of the people; although the contributing members, naturally, did not get too enthused over that idea.

A strong two-thirds of the respondents liked the idea of attending the National Cattlemen's Association Convention on a group basis, and about the same number favored attending some of the neighboring states' cattle conventions that are held from time to time throughout the year.

One of the strangest points was having a special session with the leadership of the State Legislature. This was favored by 80% of the respondents. Once again, the idea was more strongly endorsed by the directors than by the contributing members.

General membership meetings held for cattle feeders throughout the state was a "push," with about half being in favor.

The idea of a State Livestock Convention, including lambs, dairy, swine, and poultry was turned down by 70%.

The purpose of this questionnaire was not to establish any formal policy of the C.C.F.A., but merely to give the directors some ideas on how to continue to improve the service that our Association provides to its membership. These ideas, as well as many others, will be utilized for future planning.

Sincerely,

Wm. R. Farr

WRF:1c
TENTATIVE CONFERENCE AGREEMENT

SUBJECT GROUP: Colorado Cattle Feeders Association

CONTACT: Mr. Neil Skau, Jr.
411 Livestock Exchange Building
Denver, Colorado 80216

CONFERENCE DATES: Arrival February 9, 1978
Departure February 11, 1978

ROOM COMMITMENT: Thursday, February 9, 1978 125 rooms
Friday, February 10, 1978 125 rooms

CONVENTION RATES: We cannot commit firm convention rates until one year prior to your convention date. However, our current convention rates are as follows:

Singles $21.00
Twin or Doubles $26.00
Triples $33.00

COMPLIMENTARY: The Antlers Hotel will confirm one complimentary single room for every 50 rooms occupied during the convention.

CUT-OFF DATE: One month prior to your arrival is your assigned cut-off date at which time the unused portion of your room block will be released. We will, however, continue to take reservations on a first come, first serve basis as long as rooms are available.

MASTER ACCOUNT: A master account will be set-up as follows:

Colorado Cattle Feeders Association
Attention: Mr. Neil Skau, Jr.
411 Livestock Exchange Building
Denver, Colorado 80216
THE DAILY ITINERARY IS AS FOLLOWS:

Thursday, February 9, 1978:
All Day Meeting

Friday, February 10, 1978:
9:00 A.M.-5:00 P.M. Meeting (250)
12:00 Noon Luncheon (250)
6:30 P.M. Reception (240)
7:30 P.M. Dinner/Dance (240)

SPECIAL NOTES:
We can order pre-printed postage reservation cards to be used by the Colorado Cattle Feeders Association.

We would appreciate your finalized conference arrangements (i.e., coffee breaks, meeting room set-ups, audio-visual equipment) at least one month prior to your arrival.

If the above itinerary and arrangements meet with your approval and you decide to hold this space on a definite basis, please sign and return one copy.

I am in total agreement with the above itinerary and arrangements and agree to hold this space on a definite and confirmed basis.

Neil Skau, Jr.
Ed Leuzarder
Director of Sales

Date
March 5, 1976
Date