

## Handout #1 - 2009 Comments of Steering Committee

1. My biggest concern with the EHS School is that there seems to be an increasing trend toward making it a marketing opportunity for a few firms to grab business, rather than an educational opportunity to benefit the attendees. Certainly, I realize that firms like XXXX contribute to the financial costs of the event, but I believe it should remain an MCIC event -- not a consultant's advertisement.

As I recall, the downfall of the Charlotte school several years ago was that it became more and more about business development and less and less about education. A few major players were pushing their firms and their services at the expense of the technical and informational content, and ultimately the School died out.

Of course, I realize this is a difficult tightrope to walk, and I believe there is a legitimate role for some appropriate consultant and vendor marketing in such an event, but I find the trend disturbing. This is the first year where I felt the quality of speakers and quality of content was being discounted in order to benefit one of the sponsoring firms, which frankly had less to offer on the merits or on the delivery.

The reason I help with the school each year is because I think it is beneficial to the attendees. Frankly, I have never gotten a nickel's worth of business from it, but I believe I have a professional responsibility to advance and improve the state of knowledge in my field. Clearly, I would not wish to see the school die out in the same way as the Charlotte School did. The MCIC School is a great event -- probably the premier event of its kind in North Carolina -- and I would like to see it continue with solid integrity intact.

2. I have had a question I have been meaning to ask. You mentioned that last year [2008] the school printed and mailed 3000+ hard copy flyers. However, this year the recipients were emailed. How many times were they emailed? [*Answer: 3 times*] If we could consolidate attendee targets by sharing lists (assuming other firms would be willing to share and we can certainly sanitize from where the lists originated to assure confidentiality of client relationships), we could then focus on sending cascading emails as reminders. This will take some organization, but could be better than separate group emailings from each consultant.

3. We should continue to brainstorm ways of increasing the contact base. I presume that everyone who attends the various workshops is asked to save the date and receives an invitation.

4. I suggest we start looking for a keynote speaker far in advance next year.

5. I missed the luncheon speaker and hope that it can return next year.

6. I suggest we include in the closing session a venue for audience participation to gather instant feedback, highlight key takeaways from the school and offer more of a roundtable discussion amongst the whole group- kind of an open mike opportunity. This could also

be a moment to capture any late breaking EHS news that was not anticipated when the courses were developed. 15-20 minutes would be sufficient before the keynote speaker.

7. The highlights of MCIC revolved around the “hot-topic” issues, and the ability to ask many questions in the world of the “unknown” answers. I would suggest lessening the duplicative tracks (too many GHG/CO2 reduction sessions) and allow for more time to cover the topics that concern the most people.

8. Product safety (stewardship) may be something we want to try as a session topic next year.