PA Public Transportation Association

2015 Spring Conference

April 7 - 9, 2015
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2014-2015 PPTA Board of Directors

Executive Committee

Sheila J. Gombita, CCTM, Executive Director
(Chair/Class 5 Director/2016)
Washington Rides
Washington County Transportation Authority

John R. Kanyan, Executive Director
(Vice-Chair/Class 4 Director/2017)
IndiGO - Indiana County Transit Authority

Robert J. Fiume, Executive Director
(Treasurer/Member-At-Large/2015)
County of Lackawanna Transit System (COLTS)

Joseph Casey, General Manager
(Class 1 Director)
SEPTA - Southeastern Pennsylvania Transportation Authority

John H. Paul, Executive Director
(Class 4 Director/2015)
Butler Transit Authority

Daniel J. DeBone,
Senior Government Relations Officer
(Class 2 Director)
Port Authority of Allegheny County

Gerald W. Sheehan, Regional Sales Manager
(Associate Director/2015)
Gillig LLC

Richard H. Farr, Executive Director
(Class 3 Director/2015)
rabbittransit-York County Transportation Authority

Mike Tann, General Manager
(Class 3 Director/2016)
Erie Metropolitan Transit Authority

Timothy C. Geibel, Executive Director
(Member-At-Large/2017)
Crawford Area Transportation Authority (CATA)

David M. Trout, Executive Director
(Class 5 Director/2017)
Community Transit of Delaware County

Michael E. Imbrogno, Executive Director
(Class 4 Director/2016)
Area Transportation Authority of North Central Pennsylvania (ATA)

Troy P. Whitesel, Marketing Manager
(Associate Director/2016)
Avail Technologies, Inc.

David W. Kilmer, Executive Director
(Class 3 Director/2017)
South Central Transit Authority

Eric Wolf, General Manager
(Member-At-Large/2016)
Altoona Metro Transit (AMTRAN)

Cynthia Ann Zerbe, USTA Administrator
(Class 5 Director/2015)
Union/Snyder Transportation Alliance (USTA)
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DAE SYSTEMS

HybiDrive

TUESDAY AWARDS LUNCHEON

RouteMatch Software

TUESDAY EXPO WELCOME RECEPTION

avail

ROHRER

School & Commercial Bus Sales

WEDNESDAY NETWORKING BREAKFAST

PENN

Commercial Vehicle Solutions

LUMINATOR TECHNOLOGY GROUP

WEDNESDAY COFFEE BAR SOCIAL EXPO

SURE-LOK

Safe and Secure

Q STRAIGHT

WEDNESDAY EXPO NETWORKING LUNCH

MOTOR COACH INDUSTRIES

AMERICAN SEATING

WEDNESDAY BIG NIGHT OUT

NOVA BUS

THURSDAY MEMBERSHIP BREAKFAST

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### 2015 Professional Supervisor Program Graduates

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frank Alvarez</td>
<td>Erie Metropolitan Transit Authority</td>
</tr>
<tr>
<td>Mike Bismeyer</td>
<td>Seon</td>
</tr>
<tr>
<td>John J. Bowman Jr.</td>
<td>Schuylkill Transportation System</td>
</tr>
<tr>
<td>Christopher Clark</td>
<td>Williamsport Bureau of Transportation</td>
</tr>
<tr>
<td>Debbie Doran</td>
<td>Schuylkill Transportation System</td>
</tr>
<tr>
<td>Emily Garner</td>
<td>Centre Area Transportation Authority</td>
</tr>
<tr>
<td>Stephanie Henry</td>
<td>York Adams Transportation Authority</td>
</tr>
<tr>
<td>Sean Howard</td>
<td>Centre Area Transportation Authority</td>
</tr>
<tr>
<td>Leigh Ann Kanish</td>
<td>Crawford Area Transportation Authority</td>
</tr>
<tr>
<td>Becky Kellogg</td>
<td>Centre Area Transportation Authority</td>
</tr>
<tr>
<td>Tabatha McCormick</td>
<td>Cambria County Transit Authority</td>
</tr>
<tr>
<td>Ken Morder</td>
<td>Centre Area Transportation Authority</td>
</tr>
<tr>
<td>Joe Parmenter</td>
<td>Centre Area Transportation Authority</td>
</tr>
<tr>
<td>Ian Ramsey</td>
<td>Washington Rides</td>
</tr>
<tr>
<td>Craig Russell</td>
<td>Blair Senior Services, Inc.</td>
</tr>
<tr>
<td>Andrew Shultz</td>
<td>Centre Area Transportation Authority</td>
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<tr>
<td>Leslie Thomas</td>
<td>Community Transit of Delaware County</td>
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</tbody>
</table>

### 2015 TransitSCORE Graduates

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>John J. Bowman Jr.</td>
<td>Schuylkill Transportation System</td>
</tr>
<tr>
<td>Justin Davis</td>
<td>Luzerne County Transportation Authority</td>
</tr>
<tr>
<td>Sam DeLeo</td>
<td>County of Lackawanna Transit System</td>
</tr>
<tr>
<td>Debbie Doran</td>
<td>Schuylkill Transportation System</td>
</tr>
<tr>
<td>Stephanie Henry</td>
<td>York Adams Transportation Authority</td>
</tr>
<tr>
<td>Cameron Mitchell</td>
<td>Erie Metropolitan Transit Authority</td>
</tr>
<tr>
<td>Toni Moody</td>
<td>Erie Metropolitan Transit Authority</td>
</tr>
<tr>
<td>Ken Morder</td>
<td>Centre Area Transportation Authority</td>
</tr>
<tr>
<td>Aaron Nadolsky</td>
<td>Blair Senior Services, Inc.</td>
</tr>
<tr>
<td>Jacqueline Sheader</td>
<td>Centre Area Transportation Authority</td>
</tr>
<tr>
<td>Terry Smith</td>
<td>Lebanon Transit Authority</td>
</tr>
<tr>
<td>Valerie Snyder</td>
<td>Lebanon Transit Authority</td>
</tr>
</tbody>
</table>
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Exhibitors

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Alpine Systems
Altro Transflor
American Cooling Technology Inc.
American Seating Company
Apollo Video Technology
Avail Technologies Inc.
BAE Systems
Braun Corp.
Bus Stuf Inc.
CDM Smith Inc.
Clever Devices
Cummins Power Systems
Easter Seals Project Action
Ecolane
Enghouse Transportation
Freedman Seating
Gannett Fleming Inc.
Gillig LLC
Grayson Thermal Systems Corporation
GTS, Inc.
Hanover Displays
Hints Mounts
InterMotive Vehicle Controls
Kiddie Technologies
Lift-U
Luminator TwinVision
Michael Baker Jr. Inc.
Mobile Climate Control
Motor Coach Industries
Nevison Group Inc.
New Flyer Industries
Penn Commercial Vehicle
Pennsylvania Treasury
Proterra, Inc.
Q’straint/Surelok
RCA Rubber Company
REI
Reinsel Kuntz Lesher LLP
Rohrer Enterprises Inc.
RouteMatch Software Inc.
Seon
Shepard Brothers Inc.
Strategic Mapping Inc.
Syncromatics
Transit Cooperative Research Program (TCRP)
Transit Marketing Group
TransIT Solutions
Urban Solar Corp.
USSC LLC/4ONE LLC
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# 2015 PPTA Spring Conference Agenda

**Tuesday, April 7th**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM - 5:00 PM</td>
<td><em>Registration</em> Lobby Freedom Hall B</td>
<td></td>
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<tr>
<td>7:00 AM - 8:00 AM</td>
<td><em>Continental Breakfast</em> Commonwealth Ballroom Pre-function Area</td>
<td></td>
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<tr>
<td>7:30 AM - 9:45 AM</td>
<td><em>Committee Meetings</em></td>
<td></td>
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<tr>
<td>7:30 AM - 8:30 AM</td>
<td><em>Technology</em> Commonwealth Salon 3</td>
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<td></td>
<td><em>Maintenance</em> Commonwealth Salon 1-2</td>
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<tr>
<td>8:45 AM - 9:45 AM</td>
<td><em>Community Transportation</em> Commonwealth Salon 1-2</td>
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<td></td>
<td><em>Operations</em> Commonwealth Salon 3</td>
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<td></td>
<td><em>Marketing</em> Commonwealth Salon 4</td>
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<tr>
<td>9:45 AM - 11:15 AM</td>
<td><em>Networking Break</em> Commonwealth Ballroom Pre-function area</td>
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<tr>
<td>10:00 AM - 12:15 PM</td>
<td><em>Committee Meetings</em></td>
<td></td>
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<tr>
<td>10:00 AM - 11:00 AM</td>
<td><em>Human Resources</em> Commonwealth Salon 4</td>
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<td></td>
<td><em>Ride Share</em> Commonwealth Salon 1-2</td>
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<tr>
<td>11:15 AM - 12:15 PM</td>
<td><em>Governmental Affairs</em> Commonwealth Salon 3</td>
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<tr>
<td>12:30 PM - 2:15 PM</td>
<td><em>Awards Luncheon</em> Heritage Ballroom</td>
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<tr>
<td>2:30 PM - 3:30 PM</td>
<td><em>Concurrent Sessions</em></td>
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**Improving the Passenger Experience (O/M/E)** Independence

Presented by
- Natasha Manbeck, P.E., AICP, Project Manager at McMahon Associates, Inc. (Moderator/Facilitator)
- Mark Cassel, AICP, Senior Operations Planner at SEPTA
- Brendan Cotter, Director of Planning & Development at LANTA
- Joanne Haracz, AICP, Senior Project Manager at McMahon Associates, Inc.
Learn innovative and cost effective strategies to improve the passenger experience for bus riders by reducing travel times, enhancing bus stops, and providing other passenger amenities. Presentations will highlight best practices and lessons learned from SEPTA’s Bus Stop Design Guidelines, LANTA’s Enhanced Bus project, and MBTA’s Key Bus Routes project in Boston.

**Five Critical Elements of Board Reports (E)** Commonwealth Salon 3

Presented by
Mark Zettlemoyer, CPA, CFE, Partner, Audit Services Group, Reinsel Kuntz Lesher LLP
Gretchen G. Naso, MBA, CVA, Principal, Business Consulting Services Group, Reinsel Kuntz Lesher LLP

Are your Board Reports effective? Do they present adequate and necessary information to equip the Board to make sound business decisions? This session explores five key elements that should be addressed in every Board meeting.

**Expanding Modal Options: What to Expect (O/E)** Commonwealth Salon 1-2

Presented by
Lisa Kay Schweyer, Program Developer, CommuteInfo Program, SPC
Stacy Bartels, Commuter Services, DVRP
Terri Quici, CATACOMMUTE
Louise Spieglemyer, USTA Commute

The Ridesharing Committee invites you to learn more about what to expect when expanding modal options: resources already available, how to choose which services to offer, whether to start a program from scratch and effective ways to get the word out. The session includes tips from established commuting options programs, as well as ones still getting started.

**PennDOT Highway Initiative Information Update (O/MT/E)** Commonwealth Salon 4

Presented by
Daniel Farley, Manager, Traffic Signal and Operational Analysis, PennDOT
Justin Brewer, P.E., Asset Management Coordinator, PennDOT

An update on PennDOT projects including Green Light Go, Bridge Bundling and more.

**1:00 PM - 6:00 PM** Expo Set Up (Buses 1:00 PM, Booths 2:30 PM) Freedom Hall B

**3:30 PM - 4:45 PM** Concurrent Sessions

**Legal Update on Transit & Federal Issues (HR/E/O)** Commonwealth Salon 3

Presented by Jill Nagy, Partner, Summers Nagy Law Firm

Right-to-Know, catastrophic loss mistakes organizations make and medical issues from a litigation perspective are all the rage today. Find out more about protecting your authority from high verdicts and recovery from Day 1 of a claim. We will also discuss important legal updates that will protect your authority and its Board.

**KEY- SESSIONS GEARED TOWARD THE FOLLOWING:**

HR = Human Resources | M = Marketing | MT = Maintenance | E = Executive | O = Operations
An Overview of Customer Driven Service (HR/O/E)
Commonwealth Salon 1-2

Presented by Michael R. Noel, Senior Associate, RLS & Associates, Inc

All transit systems have a huge responsibility to ensure their entire team is providing quality customer driven service. This workshop will overview a comprehensive customer service training program specifically developed for the transit industry. The workshop will overview the big picture of customer service, how organizational culture is created and affects customer service, what customers want, need and expect from their service providers and why we struggle as individuals and organizations with customer service.

Crisis Management: What You Need To Know (HR/M/E)
Commonwealth Salon 4

Presented by Joe Downing, Ph.D., The Pennsylvania State University

The presentation uses examples from recent bus accidents to highlight why understanding social media is critical during a crisis. We will also discuss specific tactics to deal with local media following such events.

5:00 PM - 6:30 PM  PPTA Board of Directors Meeting  Federal Room
6:30 PM - 8:30 PM  Opening Reception Dinner & Networking with Exhibitors  Freedom Hall B

Wednesday, April 8th

7:00 AM - 5:00 PM  Registration  Lobby Freedom Hall B
7:15 AM  EXPO Opens  Freedom Hall B
7:15 AM - 8:15 AM  Breakfast & Networking with exhibitors  Freedom Hall B
8:00 AM - 10:45 AM  “Chat with Staff” - PennDOT & DHS  Lobby Freedom Hall B
8:15 AM - 9:15 AM  Concurrent Sessions

P3 CNG Update (O/E/MT/M) Commonwealth Salon 4
Presented by Bryan Kendro, Director, Public Private Partnerships Office, PennDOT

PennDOT will present on its goals and objectives for the CNG Fueling Stations P3 project for interested and participating transit agencies. It will include an update on the status of the procurement, including ongoing discussions with the short listed firms and will outline the timeline going forward and next steps.

KEY- SESSIONS GEARED TOWARD THE FOLLOWING:
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Contracts 101 (HR/E) Commonwealth Salon 3
Presented by Anthony Bowser, Thomas, Thomas & Hafer LLP
A presentation on best practices and strategies for negotiating and entering into contracts on behalf of agencies. The discussion will focus on tips to help you negotiate better terms and address common pitfalls to help you minimize risk when entering into agreements with vendors and outside business partners.

Electric Buses: Everything You Want to Know (O/MT) Commonwealth Salon 1-2
Presented by Kevin Dawson, Regional Sales Manager
Ouellet Maxime, Chief Project Manager, Nova Bus
Presenting eBus with Q & A technical questions.

9:30 AM - 10:30 AM General Session

FTA Policy & Regulatory Update Heritage Ballroom DE
Presented by Theresa Garcia Crews, Regional Administrator
Vida Morkunas, Director, Office of Planning & Program Development
Anthony Tarone, Director, Office of Program Management & Oversight
Jay Fox, Regional Counsel

FTA will provide information and answer questions on a variety of issues. Don’t forget to stop by the FTA Chat with Staff on Wednesday afternoon outside Freedom Hall B
10:30 AM - 12:00 AM  **Stand Up for Transportation Press Conference**  
(Coffee Bar Social) Freedom Hall B

12:00 PM - 2:00 PM  **FTA “Chat with Staff” outside EXPO Hall**  
Lobby Freedom Hall B

12:30 PM - 1:45 PM  **EXPO Lunch, Networking with Exhibitors & Door Prizes**

2:00 PM  **EXPO Teardown**

2:00 PM - 3:00 PM  **General Session**

**National Association Update with APTA & CTAA**  
Heritage Ballroom DE

*Presented by Brian M. Tynan, Director - Government Relations, APTA  
Charles Dickson, Associate Director, CTAA*

Representatives from our National Associations will provide an update on several issues including legislative, initiatives on the national level and answer questions.

3:15 PM - 4:15 PM  **Concurrent Sessions**

**Upcoming Changes to Wheelchair Securement Safety Regulations (HR/O/E)** Commonwealth Salon 3

*Presented by Darren Reaume, Northeast Regional Manager, Q’Straint / Sure-Lok*

Rehabilitation Engineering and Assistive Technology Society of North America (RESNA) has made significant revisions to long standing industry wheelchair safety standards, which will take effect in December 2015. These updated regulations provide additional precautions based on today’s transportation environments to further ensure passenger safety, and will have significant implications for transportation providers. Q’Straint / Sure-Lok will provide an overview of the changes to these standards and discuss their effect on wheelchair tie down manufactures, transportation providers, and other key stakeholders.

**Developing Dynamic Career Ladders for Public Transportation’s Frontline Workforce (HR/E)** Commonwealth Salon 1-2

*Presented by Pam Boswell, Vice President-Workforce Development and Educational Services, APTA  
Louwana Oliva, General Manager, Centre Area Transportation Authority*

The public transportation industry is about people. Attracting, developing and sustaining the talents, skills and leadership abilities at all levels of our national workforce is a top priority for the American Public Transportation Association (APTA). This session focuses on APTA's partnerships to develop the “Transit Virtual Career Network (TVCN)” - a career exploration and training tool to help job seekers prepare for front-line positions.

**KEY- SESSIONS GEARED TOWARD THE FOLLOWING:**

HR = Human Resources | M = Marketing | MT = Maintenance | E = Executive | O = Operations
Upcoming Ecolane Implementations and Software Enhancements (O/E) Commonwealth Salon 4

Presented as a joint session lead by PennDOT and Ecolane

This Ecolane session will focus on group discussions to include:

- Implementation schedule and agency preparation
- Project Management
- New software version upgrade; 4.2.2
- Feature enhancement requests submitted during PennDOT implementation
- Attendee participation: Summarize and prioritize future enhancements for Ecolane DRT, PennDOT, and Steering Committee, to guide 2015 development
- Process for submitting new enhancement requests and review UI changes

4:30 PM - 5:30 PM   Concurrent Sessions

Collective Bargaining Bonanza (HR/E) Commonwealth Salon 1-2

Presented by Anthony Bowser, Thomas, Thomas & Hafer LLP

Soup-to-nuts overview of collective bargaining, from the certification process to negotiations to impasse procedures. The discussion will highlight recent trends and cases impacting your negotiations.

Understanding Marketing Matrixes (M/E) Independence

Presented by Elizabeth Bradford, Director of Marketing & Advertising, SEPTA

Exploring tools to help marketers generate ideas for engaging content for their audience(s) with the goal of attracting and retaining new customers. Discuss the different strategies a company can use in order to increase ridership or introduce a new service and ways to measure outcomes.

Bed Bug Eradication at Your Transit System (MT/O/E) Commonwealth Salon 4

Presented by Michael DeVaney, COO, York Adams Transportation Authority

This is a session to discuss a glaring issue that can have a profound effect on ridership. Learn what to do in the event that you receive these uninvited “riders” and what you can do to help prevent them from returning.

The ADA and Transportation: An Open Q&A Session (O/HR/E) Commonwealth Salon 3

Presented by Kristie McLaughlin, Easter Seals Project Action

Twenty-five years after the passage of the ADA, most professionals in the field of transportation have some level of understanding of regulations and are looking for answers to questions pertaining to their specific situations. Join us for a brief introduction to the ADA and how it relates to transportation, followed by an open Q&A with the audience. We will have some of our most-asked questions ready to get discussion going.

Learners will:

- Gain a greater understanding of the ADA
- Get answers to their ADA questions
- Get an ADA refresher by listening to questions from others
5:30 PM Depart for Evening Networking Event (6:00-8:00 PM)
*Federal Tap House (201 N Queen St, Lancaster, PA 17603)*

**NOVA Bus**

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**THURSDAY, APRIL 9TH**

8:00 AM - 9:00 AM **Membership Breakfast**
*Commonwealth Salon 1-2*

9:15 AM - 10:00 AM **PennDOT Update**
*Commonwealth Salon 3-4*

Staff will update attendees on various items, projects and answer questions.

10:00 AM - 12:00 PM **Improving the Health Care-Transportation Connection— Mission Possible... Mission Critical**
*Commonwealth Salon 3-4*

Presented by a select group of panelists
- **Lyn Robertson**, UPMC Cancer Centers
- **Bette Grey**, Columbia County Volunteers in Medicine
- **Jim Mathiesen**, American Cancer Society
- **Kristi McLaughlin**, Easter Seals Project Action
- **Danielle Nelson**, FTA/Rides to Wellness Program
- **Charles Dickson**, Associate Director, CTAA
- **Richard Farr**, Executive Director, York Adams Transportation Authority

Moderated by **Keith Chase**, Senior Consultant, Gannett Fleming Inc.
Facilitated by **Cliff Deardorff**, PSE Change Manager, PA Dept of Health

U.S. health care spending grew 3.6 percent in 2013, reaching $2.9 trillion or $9,255 per person and represents over 17% of the U.S. GDP. Access to healthcare is a major challenge. It is also an opportunity for innovative new approaches--particularly by leveraging new partnerships and technology. This session will address those challenges and opportunities along with audience engagement and idea sharing. The expert panel includes transit providers and those involved in this access issue from the public health perspective. This session will be a learning and contribution opportunity for all conference participants to be actively engaged in developing potential solutions.

**Special thanks to our give-a-ways sponsor**
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CamTran Construction Committee
Cambria County Transit Authority

Outstanding Associate Member
William Davis
Michael Baker Jr., Inc.

System Achievement
New Facility Project
Cambria County Transit Authority

Distinguished Service Award
Reserve-a-Ride/Shared Ride Service
Cambria County Transit Authority

Outstanding Manager
Alison Lambdin
Washington Rides

Hall of Fame
Karen Hoesch
Access Transportation Systems

Rising Star
Jennifer Gojmerac
Cambria County Transit Authority

Outstanding Front Line Staff
Fred Pinkas
Cambria County Transit Authority
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**CONFERENCE EVALUATION**

**PLEASE ANSWER THE FOLLOWING:**

I attended the PPTA 2015 Conference & Expo as a(n)?

- [ ] Member
- [ ] Non-Member
- [ ] Speaker
- [ ] Transit Agency
- [ ] Exhibitor/Associate
- [ ] Affiliate

How many PPTA Educational Conferences have you attended (Spring, Summer, Winter or other)?  
- [ ] This was my first
- [ ] 2-3
- [ ] 4-5
- [ ] More than 5

How did you hear about the Conference?

- [ ] Newsletter
- [ ] Web Site
- [ ] E-Mail
- [ ] PPTA Member
- [ ] Staff

**ON A SCALE FROM 1 TO 5, (5 being the best) PLEASE RATE THE FOLLOWING SESSIONS**

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<tr>
<th>Session</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
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<tr>
<td>Committee Meetings</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Improving the Passenger Experience</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Understanding Financial Audits</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Expanding Modal Options: What to Expect</td>
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<td>PennDOT Highway Initiative Information Update</td>
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<td>Legal Update on Transit &amp; Federal Issues</td>
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<td>PennDOT “Chat with Staff”</td>
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<td>An Overview of Customer Driven Service</td>
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<td>Crisis Communication: What You Need To Know</td>
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<td>P3 CNG Update</td>
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<td>Contracts 101</td>
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<td>Electric Buses: Everything You Want to Know</td>
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<td>FTA Policy &amp; Regulatory Update</td>
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<td>National Association Update with APTA &amp; CTAA</td>
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<td>Upcoming Changes to Wheelchair Securement Safety Regulations</td>
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<td>Upcoming Ecolane Implementations and Software Enhancements</td>
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<td>Collective Bargaining Bonanza</td>
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<td>Bed Bug Eradication at Your Transit System</td>
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<tr>
<td>The ADA and Transportation: An Open Q&amp;A Session</td>
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<tr>
<td>Improving the Health Care-Transportation Connection—Mission Possible... Mission Critical</td>
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</table>

**PLEASE RATE THE FOLLOWING NETWORKING EVENTS**

<table>
<thead>
<tr>
<th>Event</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
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</thead>
<tbody>
<tr>
<td>Opening Reception</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Wednesday Breakfast</td>
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<td>2</td>
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<tr>
<td>Wednesday Lunch</td>
<td>1</td>
<td>2</td>
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</tr>
<tr>
<td>Networking Evening Event</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Membership Breakfast</td>
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</table>
# Conference Evaluation

On a scale from 1 to 5, (5 being the best)

Please circle the following:

<table>
<thead>
<tr>
<th>Category</th>
<th>Low</th>
<th>High</th>
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</thead>
<tbody>
<tr>
<td><strong>Overall Evaluation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time of year</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>Conference format</td>
<td>1</td>
<td>2 3 4 5</td>
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<tr>
<td>Promotional materials</td>
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<td>2 3 4 5</td>
</tr>
<tr>
<td>Your experience with the hotel</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
<tr>
<td>On-site registration assistance</td>
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<td>2 3 4 5</td>
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<tr>
<td>Value received for registration fee</td>
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<td>2 3 4 5</td>
</tr>
<tr>
<td>Overall quality of events</td>
<td>1</td>
<td>2 3 4 5</td>
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<tr>
<td>Overall organization of events</td>
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<td>2 3 4 5</td>
</tr>
<tr>
<td>Seminar program content</td>
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<td>2 3 4 5</td>
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<tr>
<td>Content was geared toward my level of experience</td>
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<td>2 3 4 5</td>
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<tr>
<td>Overall speaker expertise</td>
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<td>2 3 4 5</td>
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<tr>
<td>Overall quality of presentations</td>
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<td>2 3 4 5</td>
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<tr>
<td>Meeting room management</td>
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<tr>
<td>Seminar content matched literature</td>
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</tr>
<tr>
<td>Variety of exhibitors</td>
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<td>2 3 4 5</td>
</tr>
<tr>
<td>Amount of time with exhibitors</td>
<td>1</td>
<td>2 3 4 5</td>
</tr>
</tbody>
</table>

Would you be interested in attending the 2016 Spring Conference?

- [ ] Yes  
- [ ] No  
- [ ] Maybe

Suggestions for future Topics or Speakers:

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Additional suggestions/comments:

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Your Name/Company_______________________________________________

Thank You For Completing this Form!

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