



The Florida State University
Tallahassee, Florida 32306-2641

Florida Resources and Environmental Analysis Center
C 2200 University Center
(850) 644-2007 Fax (850) 644-7360

May 3, 2005

Mr. T. Wayne Furr
Executive Director, COGNA
3400 36th Avenue NE
Norman, OK 73026-7809

Dear Wayne:

Enclosed is the financial report for the conference. I will close the bank account tomorrow and send you a cashier's check. With the check I will also send copies of the bank statements and the final registration list. I feel that we did quite well considering that we had no corporate support and the numbers were a little off from some previous conferences.

There were some observations that I would like to make.

- 1) I was able to get a free business checking account as part of my personal account. This saved some money.
- 2) I used merchant services through Bank of America for the credit card transactions. This worked quite well and eliminated the need for a credit card machine. There were merchant fees based on our use.
- 3) We might want to consider a late cancellation policy. Several people cancelled the week of the meeting. I sent a full refund but we may want to consider a partial refund after a certain date.
- 4) We do not charge additional fees for spouses to attend the reception. This cost us \$15.00 per person. While we still had a surplus, if large numbers of spouses were to attend it could have a definite impact on revenue.
- 5) In setting the registration fee, the local arrangements people need to consider the cost of breaks, room rental if any, Internet and phone connections, AV requirements.
- 6) Room night guarantees are critical in securing free meeting room space. I was able to work with the hotel to extend our deadline to get the required number of nights.

7) A policy on allowing people to present by teleconference needs to be considered. For example, should the person be required to be registered for the meeting. Even if they register, they will not be staying at the hotel so their will be no room night credit. Personally, I think that this type of presentation should be discouraged unless it is solicited by the conference planners to meet a specified need.

8) The field trip fee needs to be carefully considered. I managed to have a surplus of \$128.00 which is cutting it pretty close. We had room for an additional 15 people which would have generated an additional \$600 in revenue. In hindsight, I probably would have charged a little more.

It was pleasure working with you on the conference and I think that Jacksonville proved to be a good meeting location.

Sincerely,

Jim Anderson
Director

COGNA 2004 Financial Report

COGNA 2004 Conference revenues totaled \$9988.05. Of this, \$9,185 was generated from conference registrations, there was a \$165 donation from an individual, and a \$638.05 payment from USGS to cover special AV needs for the Geographic Names Board meeting and a special teleconference presentation that was made by the University of Alabama.

Conference expenditures totaled \$9,356.04. These were as follows:

Radisson Hotel	\$6429.52
Registration Refunds	670.00
Merchant Fees (Credit Card Transactions)	246.84
Florida State University (Office Depot, Postage)	530.67
Parking in St. Augustine	6.00
Tip to bus driver	40.00
Old Town Trolley	396.00
Carey Charter Bus	950.00
Speaker Hotel Room	87.01

The checking account was closed on May 4, 2005 with a balance of \$632.01. A cashier's check for this amount was forwarded to the COGNA Executive Secretary.