

# SER SW 2023 Annual Conference Planning

## Nov 16 – 18 @ Drury Hotel, Santa Fe

### BOARD UPDATE

3 October 2023

#### Publicity

- Website is updated as details emerge
- Email Marketing with Mailer Lite
  - Carianne created a new account. It's FREE! But we do not have our Constant Contact Lists.
    - 775 contacts
  - Next email coming out today/tomorrow
    - Program information, Field trips
    - Reminder to book hotel (by 10/14)
    - Please forward to your networks!

ITEM	ISSUED	PRICE	FEE	TOTAL
Early Bird Member (until Sept 1)	28	295.00	0.00	8,260.00
Early Bird Non-Member (after Sept 1)	18	325.00	0.00	5,850.00
Regular Member (Sept 1 - Oct 31)	6	375.00	0.00	2,250.00
Regular Non-Member (Sept 1 - Oct 31)	6	405.00	0.00	2,430.00
Late Registration (Nov 1 and after)	0	445.00	0.00	0.00
Student	20	200.00	0.00	4,000.00
COMP	19	0.00	0.00	0.00
SPONSORSHIP: Rio Chama Level	0	1,500.00	0.00	0.00
SPONSORSHIP: San Juan Level	0	1,000.00	0.00	0.00
SPONSORSHIP: Gila River Level	3	500.00	0.00	1,500.00
Extended Early Bird Non-Member	1	325.00	0.00	325.00
Student	0	200.00	0.00	0.00
Donations Fund Student Scholarships!	3	Varies	0.00	110.00
<b>Total</b>				<b>24,725.00</b>

## Registration

- <https://sersw2019.wixsite.com/conference2023>
- Registration Snapshot: 101 registrants so far
  - **To do: cross-reference presenters with registrants and reach out to any not yet on the list**

## Sponsorships

- RIO GRANDE (\$2500)
  - TETRATECH (thank you Ondrea!)
- RIO CHAMA (\$1500)
  - Rio Grande Return (thank you Cameron!)
- SAN JUAN (\$1000)
  - Natural Channel Design
- Gila River (\$500)
  - Taproot Collaborative
  - Institute for Applied Ecology
  - MHR confirmed (thank you Vickie!)
  - Strategic Habitat Enhancements
  - Quivira Coalition
- Carianne to continue targeted reach out to sponsors (room for about 7-8 more)

## Students

- SER Grant Request (\$4800) to fund student travel was not approved.
- Scholarship apps due 10/15
  - Scholarship winners are asked to sign up as helpers for conference tasks at check-in
- Currently 7 applicants
  - I have approved them and registered them – a perk of being early; I want them to have ample time for travel arrangements
- Current Sponsorships cover 6
- More expected – Denver Community College and others
- Special networking opportunity
  - Carianne will figure out some

## Swag

- T-shirts (for sale)
- Coffee mugs (one comp per attendee, extras for sale)

## Program

- Needs:
  - Moderators
    - Elise's students available
  - 11 more talks to fill program
    - Will reach out individually to folks – let me know if you have any leads
    - Reach out to people who have registered but are not giving a talk
- DRAFT schedule below; still working on filling gaps and a 9am start time if possible!

## Wednesday, November 15, 2023

5:00 - 7:30pm WELCOME HAPPY HOUR (no host) and early check-in at the Drury Restaurant (downstairs near lobby)

## Thursday, November 16, 2023

	Palace Ballroom	Rivera	Lamy
6:30 AM	Registration Opens		
7:30 AM	Welcome		
8:00 AM	KEYNOTE ADDRESS: Eva Stricker		
9:00 AM	BIOCRUST #1 (3)	RIPARIAN (3)	INVASIVES (3)
9:30 AM			
10:00 AM			
10:30 AM	<b>BREAK</b>		
11:00 AM	BIOCRUST #2 (3)	RIPARIAN (3)	INVASIVES (2)
11:30 AM			
12:00 PM			
12:30 PM	<b>LUNCH (on your own)</b>		
1:00 PM			
1:30 PM			
2:00 PM	BIOCRUST #3 (3)	RIPARIAN (2)	OPEN
2:30 PM			
3:00 PM			
3:30 PM	<b>BREAK</b>		

4:00 PM	BIOCRUST #4 (3 + discussion)	<b>OPEN</b>	SEEDS (3)
4:30 PM			
5:00 PM			
6 - 8 PM	<b>POSTER SESSION</b>		

## Friday, November 17, 2023

	Palace Ballroom	Rivera	Lamy
8:45 AM	Welcome Back		
9:00 AM	MYCORRHIZAE SYMPOSIUM #1	NATIVE PLANT MATERIALS SYMPOSIUM #1 (3)	MONITORING (3)
9:30 AM			
10:00 AM			
10:30 AM	<b>BREAK</b>		
11:00 AM	MYCORRHIZAE SYMPOSIUM #2	NATIVE PLANT MATERIALS SYMPOSIUM #2 (3)	MONITORING (1)
11:30 AM			
12:00 PM			
12:30 PM	<b>LUNCH BUFFET</b>		
1:00 PM	<b>Talk: Adapting Field Research in a Time of Climate Crisis</b>		
1:30 PM	<b>RAFFLE</b>		
2:00 PM	DRYLANDS RESTORATION (3)	NATIVE PLANT MATERIALS SYMPOSIUM #3 (2 + discussion)	FIRE* (2)
2:30 PM			
3:00 PM			
3:30 PM	<b>BREAK</b>		
4:00 PM	<b>WRAP UP DISCUSSION</b>		
4:30 PM			
5:00 PM			

\*must be Friday

### Catering

- All day beverages (coffee, herbal tea, juice, soda, water – not bottled!)
- PM snacks – we will provide separately (Costco)
- Poster reception – hors d'oeuvres & cash bar (free drink tickets provided to those of age)
- New Mexican lunch buffet on Friday

### Saturday Field Trips & Workshops

- Need Field Trip Leaders for each below:
  - Santa Fe Botanical Garden <https://santafebotanicalgarden.org/>
    - CONFIRMED – we will have a docent-led tour
    - SER will cover \$10 per person fee

- ONDREA: Randall Davey Audubon Center & Sanctuary <https://randalldavey.audubon.org/visit>
  - Self Guided Tours
  - Suggest donation on behalf of SER
- Museum of Indian Arts & Culture
  - In process
- CAMERON: Santa Fe River
  - Cameron volunteered to lead this trip and will send Carianne a brief description and photo
- Erosion Control Workshop – Institute of the American Indian
- Other ideas?
- Dismissed options;
  - Bandelier NM -logistically difficult due to bus shuttle
  - Leonora Curtin Wetland Preserve – now managed by Los Golondrinas – closed in November

## Other topics?

- Try to fix SEO issue with wix so that 2023 conference comes up first in google search
- Try to tweak Thursday schedule to start at 9am if possible
- Elise to send out zoom link for follow up meeting the week before the conference

## NEXT:

- Continue publicity
- Continue Sponsorship recruitment (send sponsor call to board)
- Continue website updates
  - Program Page
  - Field Trips Page
  - Sponsor Page
- Reserve poster boards
- Email presenters with presentation parameters

