

**The Value of CASA Conferences**

CASA conferences offer valuable opportunities to stay informed on issues affecting the clean water sector, as well as opportunities to connect with others who have the same vision of ensuring clean water and sanitary conditions for California.

We feel it’s important for you, our members, to understand what goes into choosing the locations and accommodations for our conferences.

The following FAQs may address many of your questions.

|  |  |
| --- | --- |
| **CASA Conference FAQs** | |
| **Question** | **Response** |
| How many conferences does CASA convene each year? | * CASA convenes two conferences within California each year – our annual conference, held in August, and our winter conference, held in January. * In addition to our two main conferences, we also host a Washington, D.C. Policy Forum in February, and a Sacramento Public Policy Forum in the spring. Where possible, we partner with other associations to help keep costs down. * We also offer our members one-day specialty workshops on targeted topics. The number of workshops varies from year to year depending on the need. |
| What is the value of these conferences/workshops? | * Provides opportunities for continuing education * Addresses current topics in the industry * Helps attendees understand complex issues that affect local, regional and state policy decisions * Offers opportunities to plan for future trends * Offers opportunities to network and exchange ideas with peers * Historically, many valuable ideas and solutions have come from members getting together at conferences to discuss situations |
| What goes into choosing conference hotels? | * We must choose a hotel that has the capability to accommodate our budget, event dates, head count (300-400 attendees) and space requirements such as meeting rooms, accessibility, audio-visual and food and beverage options. * The availability of group discounted room rates, including discounts for repeat bookings. * We negotiate hotel agreements years in advance to obtain the best possible venue within our criteria and to allow more flexibility in the negotiating process. |
| What factors into choosing the cities in which the conferences are held? | * The Public Policy Forums are held in Sacramento and Washington D.C. for their proximity to the Capitol buildings and direct access to legislators. * One-day workshops are held in both Southern and Northern California in order to accommodate our members and contain member expenses. * Conference locations must meet all of the criteria for a successful and effective conference (accessibility, hotel cost, ability to accommodate large groups, etc.) * Locations must have the ability to attract high-caliber speakers/presenters. * Our planners are always looking for new locations that can meet our needs, and historically most smaller cities have limited facilities. |
| Do conference attendees enjoy outside activities, such as golf, during the conference? | * There are no CASA-sponsored outside activities. * We offer optional evening receptions so that attendees can network with their peers. * Our conference schedule is very full, and in some cases attendees do not leave the hotel for the duration of the conference. |