Beginning in 2017 the ISAC Fall School of Instruction will be given a new date and name. The ISAC Annual Conference will be held on August 23-25, 2017 in Des Moines, and conferences will continue to be held in August at least through 2021. The Spring School will continue to be held in March, but it will be known as the ISAC Legislative Conference. Changing the Fall School from November to August was a difficult decision made by the ISAC Board of Directors after a lot of research and discussion. This change was made due to the following reasons.

1. **Legislative Process** – Giving the ISAC Government Relations team as much time as possible to begin the lobbying process prior to the start of each legislative session is extremely important. Receiving the final legislative package in late November/early December does not allow this time. Moving the conference will enable ISAC to be much more effective and proactive in its government relations approach.

2. **Cost** – Moving the conference to August will enable ISAC to keep member registration rates as low as possible. November is an extremely popular and competitive time for conferences in Des Moines, and therefore, there is no leverage for negotiating low rates for hotel rooms, conference meeting space, food, etc.

3. **Dates** – Again, November is an extremely popular month, so there are a very limited number of dates that are available to book a conference of this size in Des Moines. Dates in November are further limited due to elections, Veteran's Day and Thanksgiving. Because of these circumstances ISAC hasn't been able to "lock in" a consistent date causing a variance in attendance from year to year due to scheduling conflicts with other events and activities – for ISAC, the affiliates, and the exhibitors. Having a consistent date will assist everyone in planning and budgeting in advance for the conference.

4. **Location** – Since November dates in Des Moines are so competitive, why not move the conference around the state or have it in Coralville or Cedar Rapids every year? When the conference moved to Coralville from 2008 to 2011 an overwhelming majority of the membership made it very clear that holding the conference in Des Moines was fair for everyone and was preferred due to its centralized location. We received this feedback consistently, and our registration numbers backed up those complaints by dropping by up to 18%. Also, there is only a small number of venues in the entire state that can host our conference due to the need for a large space for the general session in addition to over 15 breakout rooms for the affiliates and various other meetings that vary in size.

5. **Why August** – The ISAC Board of Directors considered virtually all realistic options, and this particular week in August presented the least number of conflicts among all affiliates. The Board was able to "lock in" at lower rates than in November and other dates that were considered. It also thought it was important to avoid other obstacles, such as the State Fair, harvest, weekends, and traditional back-to-school dates. Lastly, August offers the ability to host conference activities and events outside, as well as avoiding the risk of winter road conditions.

6. **Influencing Candidates** – An August conference is in the prime timeframe for hosting candidates during election years. An invitation to candidates to speak in front of over 800 local decision makers from across the state so close to the election will be extremely appealing during campaign season. Through these speaking engagements our membership will be given the opportunity to educate and influence candidates prior to the elections on issues that matter most to counties.

The ISAC Board and staff know that this change will require planning and additional changes on the part of most affiliates. We are seeking feedback to make this transition as smooth as possible. Please know that we are here to serve our members as best we can and although it may present some challenges, moving the conference to August will allow us to be more effective in our service to you.

ISAC
Iowa State Association of Counties