

## Outstanding Institutional Achievement Award

### Colorado State University and Colorado College

During the summer months of June and July of 2012, forest fires burned as they annually do in the dry mountain west. However, two fires were especially noteworthy, enormously large, and extremely devastating. The High Park Fire, immediately west of Fort Collins, CO, home of Colorado State University (and the ACCED-I office) ; and the Waldo Canyon Fire, west and within Colorado Springs, CO, city limits, home of Colorado College. The High Park fire began June 9 and was not contained until July 1. Once extinguished, 87,200 acres burned, or over 100 square miles. It will go down as one of Colorado's largest fires. The Waldo Canyon Fire began June 23 and was not contained until July 10. Once extinguished, 18,247 acres burned, including 346 homes and businesses destroyed. It will go down as one of Colorado's most expensive fires.



Colorado College staff

Now imagine "business-as-usual" for these two nominees. Colorado State University and Colorado College both have thriving summer conference programs that combined host hundreds of programs and thousands of guests each summer. Now imagine during your busiest months how your conference operation would rise to numerous challenges for relief assistance presented not only by your campus, but also by local, state and federal emergency service agencies. Our ACCED-I colleagues stepped up to the unknown and excelled even in adverse and unimaginable conditions. While these conditions persisted, staff in both operations remained professional, focused and continued giving full attention to their clients and guests. They revealed true creativity in rapidly developing partnership and collaboration with both campus departments and community agencies. They ultimately represented our industry extremely well. As an Association, we can take great pride in how they represented us and our profession under these unique circumstances.



Colorado State University staff

In an industry of professionals that commonly go above-and-beyond, work tireless hours, and roll with the punches, I'm honored to nominate the staff at Colorado State University and at Colorado College, and the campuses they represent, for the ACCED-I Outstanding Institutional Achievement Award. Both institutions seized the opportunity to go beyond what is expected. As I will be describing, both demonstrated a complete campus, community, and even a nation-wide effort, to accomplish much towards a greater and prolonged event. A summer both campuses would like to soon forget.

Colorado State University (CSU) and Colorado College (CC) demonstrated the value of conference and event offices and the skilled logistics professionals they employ. The devastating events of this past summer in Colorado served to reveal in an unprecedented way that our operations, when called upon, go well beyond the P&L statement, the retention of staff, and student recruitment benefits we often put in our annual reports. As we continue to prove our operational worth, it is this ultimate example of community outreach that set our operations apart.

Here is a brief listing of just a few of the contributions and actions that our nominees dealt with during the Colorado forest fires which exceeded normal business.

CSU:

- Evacuated student and conference programs from the Pingree Park mountain campus, and moved them back to the CSU Fort Collins main campus;
- Pingree became a "spike camp" for fire fighters; once staff was able to return they were served daily meals, provided showers and beds to approximately 200+, peaking at 280 fed daily and another 310 sleeping in and around Pingree;

- Established a Level One – Incident Command Center on foothills campus;
- Housed an average of 250 firefighters daily on main campus, totaling 3,800 bed nights;
- Housed some evacuees on campus, totaling 63 bed nights;
- Red Cross set up a Disaster Recovery Center on campus to assist victims;
- Daily communication sent to families of student staff;
- Provided snack pack care packages for firefighters, coordinating with local vendors for donations;
- Provided basic supplies like linens, towels, laundry cards, and coffee in the halls;
- Coordinated with youth camps and students to create “thank you” signs for firefighters in the halls;
- Worked with catering to provide coffee service and reusable bags for evacuees and staff at the disaster recovery center.

CC:

- Housed evacuated employees, students and contractors and their families, totaling 100 unexpected guests that stayed up to one month;
- Custodial turned vacated rooms immediately to maintain available inventory ;
- Updated website daily with news and air quality readings;
- Constant communications and daily updates with future conferences;
- Kept precise records of conference guests and summer session students locations and contact information;
- Daily emergency meetings with the Emergency Planning Team and President, provided daily number of guests and contact information;
- Information also shared with FEMA;
- Provide and tracked meal cards distributed to evacuees;
- Cancelled sightseeing trips scheduled for conference groups;
- Moved outdoor sports camps to indoor locations due to poor air quality;
- Oh, and then two weeks after the fire was contained, received 4 days notice to make arrangements to host President Obama on campus.

## Iowa State University

Iowa State University has a proven history of planning and hosting a variety of state, regional, national and international conferences, conventions, sporting events and special events. Typically, these events are managed by Iowa State’s conferencing unit, Conference Planning and Management (CPM) which is housed within the Extension and Outreach arm of the university. The CPM office provides two types of services: 1) Work with all the campus faculty, students and staff to host, plan and implement conferences and events year-round and 2) Act as a sales and marketing arm to recruit and attract groups to hold their events at the university. For both, they serve as a single contact to assist with contracting housing, event logistics and coordinating all the campus as well as community services related to the event.



Iowa State University staff

Iowa State University also has a proven relationship with the Ames community, specifically between Iowa State University Extension and Outreach, Conference Planning and Management and the Ames Convention & Visitors Bureau. This collaborative relationship has allowed the university and community to compete with locations across the U.S. and around the world as a premier conference and event destination. Through this partnership and their joint efforts, Iowa State University has had an exceptional year of hosting events and creating impact in 2012.

In 2012, four noteworthy events were held, all worthy of a nomination, but the achievement of hosting all four events, and enhancing those events to create a unique experience on our campus and in our community, is what we respectfully submit for nomination. In addition to the 100+ annual events we host each year, these 4 events involved extensive services, support and facilities from both the Iowa State and the Ames community, and each were enhanced in a way that left a lasting impact to our community, and to the future