

**Subject:** Conference Update: Conference on Applied Statistics in Agriculture and Natural Resources

**From:** "van Santen, Edzard" <evsanten@ufl.edu>

**Date:** 7/30/2019 10:40 AM

**To:** "Edward E. Gbur Jr." <egbur@uark.edu>, Aaron Rendahl <rend0020@umn.edu>, Alex Lipka <alipka@illinois.edu>, Andy Mauromoustakos <amauro@uark.edu>, Bill Price <bprice@uidaho.edu>, Bruce Craig <bacraig@purdue.edu>, "Bruce.Mackey@ARS.USDA.GOV" <Bruce.Mackey@ARS.USDA.GOV>, "Bryan.Vinyard@ARS.USDA.GOV" <Bryan.Vinyard@ARS.USDA.GOV>, Carla Goad <carla.goad@okstate.edu>, Dan Nettleton <dnett@iastate.edu>, Deb Palmquist <Deb.Palmquist@ARS.USDA.GOV>, Debbie Boykin <Debbie.boykin@ars.usda.gov>, "van Santen, Edzard" <evsanten@ufl.edu>, George Milliken <milliken@ksu.edu>, Guilherme Rosa <grosa@wisc.edu>, Jerry Davis <jwd@uga.edu>, John Stevens <john.r.stevens@usu.edu>, Julia Sharp <jlsharp@colostate.edu>, Jun Zhu <jzhu@stat.wisc.edu>, Jung Ae Lee-Bartlett <julee@uark.edu>, Kathy Hanford <kathy.hanford@unl.edu>, Kathleen Yeater <Kathleen.Yeater@ars.usda.gov>, "Ken Koehler" <kkoehler@iastate.edu>, Larry Madden <madden.1@osu.edu>, Linda Young <Linda.Young@nass.usda.gov>, Matt Kramer <Matt.Kramer@ars.usda.gov>, "Neil Paton" <Neil\_Paton@cargill.com>, Nick Keuler <nskeuler@wisc.edu>, Nora Bello <nbello@ksu.edu>, Phil Dixon <pdixon@iastate.edu>, Raul Macchiavelli <raul.macchiavelli@upr.edu>, Rob Tempelman <tempelma@msu.edu>, Sara Duke <sara.duke@ars.usda.gov>, Susan Durham <sdurham@biology.usu.edu>, Walt Stroup <wstroup@unl.edu>, William Bridges <wbrdgs@g.clemson.edu>, Xin Dai <xin.dai@usu.edu>, Xuelin Luo <xuelin@uga.edu>

Linda Young secured our workshop clinician and keynote speaker, Dr. Feng Chen from SAS, who is waiving his honorarium

I have signed the contract with the UF IFAS Office of Conferences and Institutes (OCI) and chose the Sorglospaket from their options. The German word is a good description for their complete service package. They have been doing this for a quarter century and never had a conference loose money

OCI is putting me on a strict timeline.

I had the following people 'volunteer' to serve on the organizing committee but we could certainly use a couple more.

Bruce Craig, Guilherme Rosa, Xin Dai, and your's truly

I am attaching OCI's Five W word document. Anyone is welcome to add to the document. I will compile the responses

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In God we trust, all others need to bring data.  
Docendo discimus

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Edzard van Santen, PhD  
Professor, Agronomy Department  
Director, Statistical Consulting Unit  
Institute of Food and Agricultural Sciences  
PO Box 110500  
Gainesville, FL 32611-0500  
Phone: 352-392-3067  
<http://agronomy.ifas.ufl.edu/>  
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— Attachments: —————

Five W's.docx	18.0 KB
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## THE FIVE W'S OUTLINE

### Who, What, Where, When and Why — and — How Much?

Defining the Audience  
Developing the Agenda  
Selecting a Site  
Scheduling Dates  
Setting Objectives

**WHO:** Define the Audience and Be Specific:

e.g., Academicians, Scientists, Local, State and Federal Government Employees, Breeders, Producers, Consultants, Company Representatives, Distributors, Wholesalers, Entrepreneurs, Students

**WHAT:**

Name of the Conference  
Purpose of Conference  
Expected Results  
Topics to be Presented  
Tentative Agenda (days, times, session format, planned meal functions)  
High Profile Speakers Expected to Present  
Speaker Selection Method / Conference Structure (i.e., abstracts, invited)

**WHERE:**

Location (city, state, country, meeting site/host hotel). This is determined after a hotel is contracted.

**WHEN:**

Dates / Year (At least specify PROJECTED timeframe).

**WHY:**

Purpose/Objectives of Conference:

Disseminate Education / Share Scientific Information  
Synthesize Multi-disciplinary Information / Fact-finding  
Issue Status Reports / Gathering to Provide Update  
Facilitate Certification (contact hours / CEUs / CMEs)  
Provide In-depth Training / Instruction  
Promote Teambuilding  
Host Social / Networking Gathering

**BENEFITS:**

State Specific Results Expected by Attending - Make Promises  
Use Active Verbs  
Use Descriptive Adjectives - "Expert" Words  
Put Benefits in Financial Terms Whenever Possible

**PUT IT IN WRITING:**

This same information will be used frequently throughout the planning process to prepare:

Your Web Site  
Brochures & Conference Announcements  
Sponsor Solicitation Materials / Fact Sheet  
Miscellaneous Publicity Items

**Provided by:**

University of Florida/IFAS  
Office of Conferences and Institutes (OCI)  
PHONE: 1-352-392-5930 / FAX 1-352-392-9734  
EMAIL: [bmt@ufl.edu](mailto:bmt@ufl.edu)  
Website: [www.conference.ifas.ufl.edu](http://www.conference.ifas.ufl.edu)