

FIRST
MID YEAR CONFERENCE
FEB. 1987
NASHVILLE/VANDERBILT

Summary Administrative Thoughts
Cost Accounting, Robotics and the New Manufacturing Environment
by W. L. Ferrara

Start planning early

We started planning in May 1986 for a February 1987 meeting. Three prime speakers (Kaplan, Howell and Shillinglaw) were booked at the August 1986 AAA conference. Most of the remainder were booked by November 1 and the final speaker was booked by December 1.

Advertising

Our section newsletter and the AAA newsletter plus a letter to all section members was all the advertising that was needed. All this was accomplished by December 1, 1986. NAA also helped out with a letter to campus coordinators and an announcement in the "Leader".

Additional advertising (to selected NAA chapters and councils plus directors of Ph.D. Programs) was ready for January 1987 release but these were not used since the conference was judged to be drawing a more than adequate attendance and would most likely sell out.

Spread the work

Use a variety of people in the section to handle the many necessary tasks. Use distinguished members of the academic management accounting community in an effort to bring them closer to the section and take advantage of their obvious talents. Many said they could have done more (or really didn't do much), but that's the way it is when the work is spread out.

Unavoidable work

Have the good fortune to work with an outstanding section chairperson (and local sponsor) and secretary-treasurer. These two (or three) plus the symposium chairperson must inevitably carry a heavy load. Also get good people to handle the possible publication of proceedings.

Location

Obtain a location where we have friends, low transportation costs, an outstanding hotel and a chance for relief from cold northern weather. I'll go back to Nashville anytime. However Orlando, San Diego and New Orleans should also be considered good locations.

When we have the privilege of using a college or university for our sessions many additional benefits are obtainable especially if our meeting co-incides with the "Spring Break".