



*Pacific NorthWest  
Economic Region*

# Annual Summit Host Committee Manual

July 24-28, 2022 | Calgary, AB



# Host Committee Overview

Planning the 2022 PNWER Annual Summit will involve a tremendous amount of rewarding work. The PNWER Board will rely on the Host Committee to help with the planning of the meeting, especially with those aspects of the meeting that require background knowledge of key stakeholders, events, industries, places of interest, geography, and a sensitivity to local perspectives on the issues our delegates will be discussing.

The local Host Committee assists the PNWER secretariat with the following aspects of the Annual Summit:

**Sponsors:** As the Host Committee consists of local business and government leaders, the Host Committee plays a crucial role in helping to recruit public and private sector sponsors for the PNWER Annual Summit. The Summit incurs significant expenses that are not offset by registration fees. **The Host Committee is responsible to secure approximately \$150,000 in sponsorship from within the state, with the goal for commitments to be in by December 17. PNWER staff will handle follow up on sponsor commitments.** We invite sponsors to become involved in the working group sessions so that private sector innovations and solutions can be shared with the rest of the delegates.

**Theme and messaging:** This Summit should showcase the local jurisdiction to delegates from the PNWER region. The PNWER Media and Communications Coordinator will develop a promotion plan to highlight the conference. The local Host Committee is essential in providing input to the PNWER Secretariat in designing key themes and consistent messaging that will make this an extraordinary event.

**Keynote Speakers and Resource Experts:** The Host Committee has the opportunity to suggest resource experts and topics for the various working group sessions as we seek to showcase the issues important locally. We will also be looking for public and private sector keynote speakers to address the plenary sessions who would appeal to both the Canadian and U.S. delegates at the Summit.

**Policy Tours:** We will want to highlight public and private 'best practices' in the greater area for Policy Tours, especially in the issue areas that the PNWER working groups cover. Policy tours present an opportunity for local industries to engage with the Summit as a sponsor and showcase their site to regional legislators and industry leaders. We like to connect our working sessions with our policy tours by offering different working group tracks throughout the meeting. **We will need the Host Committee to suggest locations and provide contacts for policy tours to offsite venues.**

Additionally, we may offer multi-day pre or post-summit tours. The more complex tours especially require Host Committee direction.



**Business Outreach & Partnership Program:** PNWER achieves its mission by establishing and maintaining relationships with local and regional stakeholders. Broad participation from local industry and commerce associations will provide the greatest value for the state and will help focus Summit discussions around important local issues. The Host Committee will work with the Media and Communications Coordinator on targeted outreach to regional chambers of commerce, associations, NGOs, and other business communities.

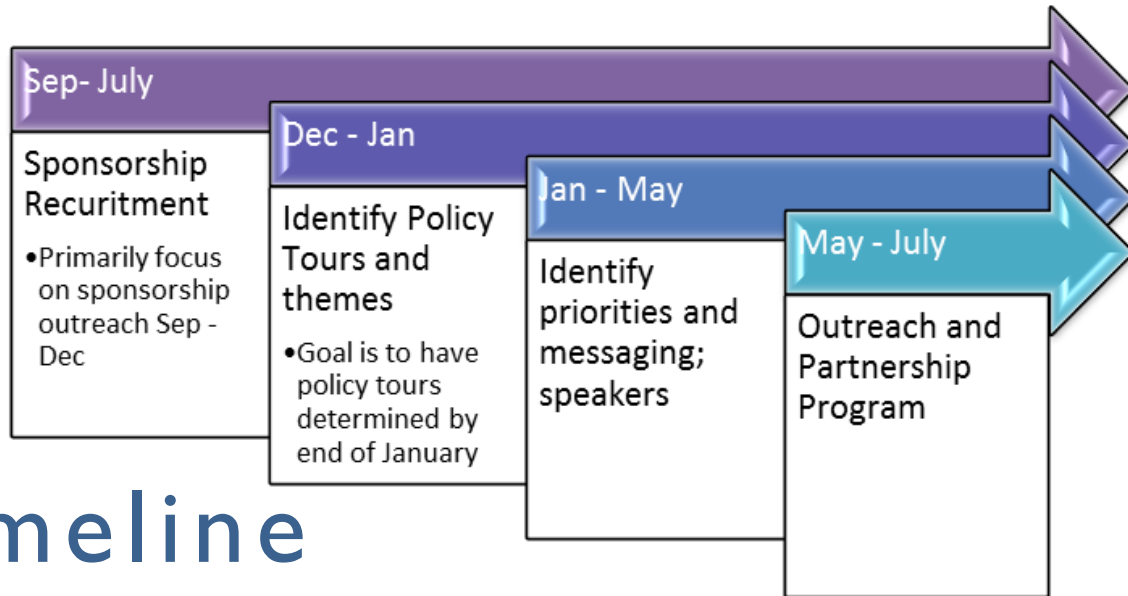
**Volunteers:** The PNWER Secretariat only consists of 9 staff members; consequently, 12 - 15 volunteers are necessary for the duration of the Summit to guide tours, take notes during sessions, and staff the registration table. The Host Committee should provide suggestions on recruiting volunteers from local universities, chambers of commerce, or legislative offices. PNWER will manage and train volunteers. Volunteers receive complimentary registration and a letter of recommendation.

**Media Outreach:** The Host Committee should offer suggestions on appealing topics and key news stories that PNWER's Media and Communications Coordinator will develop into a media strategy for the 2022 Summit. Assistance with identifying media contacts, developing opinion pieces for local media outlets, and recruiting volunteers to handle media inquiries during the Summit is also necessary.

**Special Events:** PNWER traditionally offers a special reception off-site on two of the nights of the conference.

**Family/Spouse Activities:** In the past, bringing families has made a tremendous impact in the attendance at these meetings. We would like the Host Committee to offer suggestions for special events or tours for families, with approximately 10 - 15 ppl in attendance. Also, a Host Committee lead that can take charge of daily spouse activities would be a great asset to our programming.

**About PNWER:** PNWER is the only statutory, non-partisan, bi-national, public/private partnership in North America, with the goals of strengthening relationships, finding cross-border solutions to common challenges, and advocating for regional interests. It represents the most advanced, innovative, diverse, and progressive region of the continent, and the region that others are looking to for our innovative solutions. Over twenty working groups focused on topics important to regional economic development meet during the Summit to discuss the opportunities facing the region. PNWER is recognized by both the United States and Canada as the "model" for regional and bi-national cooperation because of our proven success.



# Timeline

- June** Receive letter from the Premier inviting delegates to attend the Summit
- September** Launch Host Committee Steering Group
  - ⇒ Choose Co-chairs
  - ⇒ Invite other stakeholders to Host Committee
- September** Host Committee conference call  
Determine sub-committee chairs  
Approve Host Committee sponsorship packets to be mailed in late September.
  - ⇒ Review potential sponsorship list.
- October** All sub-committees begin to hold monthly conference calls.  
Sub-committee chairs report out to Host Committee Co-chairs and PNWER Staff. Most businesses prepare 2022 budgets by Nov - Dec. Host committee members should personally make requests to obtain sponsor commitments. **Sponsorship commitments should be in before end of December due to fiscal year planning and legislative calendars. PNWER staff will manage follow up.**  
All sub-committees continue monthly conference calls.  
Plan Summit promotion for Economic Leadership Forum in November.
- November 17-19** Key Host Committee members attend the Economic Leadership Forum in Vancouver, BC
- December** Second Host Committee meeting
  - ⇒ Review potential policy tour options
  - ⇒ Review sponsorship outreach and efforts



---

<b>January</b>	Host Committee members and PNWER staff promote Summit during Capital Visits. Delegation collects issues to include during the working group planning process. Policy Tours selected, and descriptions finalized.
<b>February</b>	Host Committee in-person meeting - location TBC <ul style="list-style-type: none"><li>⇒ Develop working group agenda topics that highlight local jurisdiction. Identify potential issue experts to speak on these topics.</li><li>⇒ Final push for to reach sponsorship goal.</li></ul> Preliminary conference packet produced to market the event across the region. Registration opens on February 7.
<b>March</b>	Host Committee Meeting <ul style="list-style-type: none"><li>⇒ Finalize sponsorship, policy tour logistics, and speakers.</li></ul> Keynote speakers and any policy tours should be confirmed by March 18 so they can be advertised in the invitation packet. Media outreach plan developed.
<b>April</b>	Sponsorship commitment forms are due; recognition placement process begins. Media outreach begins.
<b>May</b>	Host Committee Meeting <ul style="list-style-type: none"><li>⇒ Finalize speaker arrangements and any remaining details</li><li>⇒ Summit promotion and media outreach continues.</li><li>⇒ Host Committee members begin personalized outreach efforts to colleagues to attend Summit.</li></ul>
<b>June</b>	
<b>July 24-28</b>	2022 PNWER Annual Summit



# Content Development

The PNWER Annual Summit reflects the interests of the entire region, with a balance of Canadian and U.S. speakers and content. At the same time, we look to highlight the Host jurisdiction, and especially best practices suggested by the Host Committee, in as many of the working groups as possible.

The basic process of developing the agenda for the working group sessions is an integration of the following elements:

- The working group's expressed priority issues developed during the previous summit or from previous summit's action items.
- The Co-Chair-led process of conference calls with key thought leaders from the region.
- The PNWER Board Capital Visits during the winter and spring to jurisdictions to speak with legislative and private sector leaders.
- Identified issues from the Host Committee.

The annual schedule of developing and prioritizing the content for the working group agendas begins at the previous Winter Meeting Executive Board meeting. A very preliminary draft may be produced for the January Capital Visits – where we will be soliciting key issues from each state and province. Working groups generally hold monthly conference calls where they work on current projects and draft action items for the upcoming year.

## Host Committee Responsibility

Because of the multi-jurisdictional nature of PNWER, the need to represent both Canada and the U.S. and all 10 jurisdictions in the region, the Annual Summit content must be coordinated to reflect a multitude of stakeholder input. **We recommend that the Host Committee review the PNWER Working Groups and determine where the highest priorities are for your jurisdiction**, to share a best practice or innovative solution that your jurisdiction has developed, and that you think would be of interest to the rest of PNWER.

**These priority issues should be suggested to the PNWER Secretariat, if possible before the end of 2021** so that they can be included in the first preliminary draft agenda that may go out to the Capital Visits in January. These will also be communicated to all Co-Chairs of working groups. It is not necessary to address all working groups but choose the 6 or 8 highest priority issues to your jurisdiction.

**Assign a representative, either public or private**, for your high priority issues to collaborate with the Co-Chairs of the appropriate working groups and to be included in the ongoing conference calls which will develop the specific working group agenda for the Summit. The representatives can report back on progress of each specific working group and communicate directly to the Co-Chairs input from the Host Committee.

**Suggest keynote speakers for the Summit** via a short list of first tier and second tier speakers with



suggestions on outreach. There will be approximately 6 keynote speaking slots; we would like 3 or 4 suggestions on private and public sector leaders from the Host Committee. The Host Committee's preferred theme/issue area can guide speaker selection.

## Sub-Committees

The Host Committee is divided into sub-committees by content area and responsibility. Each sub-committee is led by a chair who maintains communication with the Host Committee Co-Chairs and the PNWER Secretariat. Each sub-committee is expected to hold monthly conference calls to track progress.

### **Sponsorship**

Developing a robust sponsorship strategy early in the summit planning process is crucial to the overall success of the program. The cost of operating the summit is considerable, and a minimum of \$150,000 must be raised by the Host Committee from local companies. Outreach, calls, and in-person meetings are critical in securing support from local companies. Ideally, Platinum and Diamond Level sponsors will be confirmed by the end of December in order to assign their plenary event recognition and provide stability in the budget.

The role of the sub-committee regarding **Sponsorship** involves:

- Identifying a list of companies, with the key contact person's information, appropriate to PNWER's work and issue areas as well as key local priorities.
- Each sub-committee member (or other Host Committee member as necessary) will be assigned certain companies to reach out to following the initial request sent by PNWER staff.
- Keeping the Host Committee and PNWER Secretariat apprised of progress toward the financial goal for the Summit as well as sponsor requests during the process.

PNWER's responsibilities include:

- Providing a base list of past PNWER sponsors and potential 2020 sponsors. The Host Committee's further additions will contribute a strong potential sponsor database.
- PNWER will reach out to existing PNWER members and sustaining sponsors to encourage them to increase their sponsorship for 2022. Increased sponsorships from local jurisdiction sustaining sponsors will contribute to the Host jurisdiction's goal.
- Developing a sponsorship information packet and sending this packet to the contacts identified by the Host Committee.
- Creating a sponsorship request letter and Host Committee letterhead.
- The PNWER Secretariat will be responsible for all invoices and sponsorship fulfillment.
- Other assistance as necessary.



## **Policy Tours**

We would like to offer our delegates a chance to visit sites in the greater area relevant to our discussions. We will need advice and local assistance to arrange these tours.

The role of the Policy Tour sub-committee involves:

- Brainstorming ideas for potential policy tours; ideally policy tour hosts would sponsor the tour to offset transportation and other costs.
- Providing a brief description of each policy tour with photo to be included in the online registration - **Policy tour descriptions ready by January 2022.**
- Interfacing with policy tour hosts on all details.
- Maintaining regular communication with PNWER on details of the tours as they develop.
- Providing a volunteer to attend policy tours with the delegates.

PNWER responsibilities:

- Give approval for policy tours in consideration of sub-committee recommendations.
- Sign contracts and pay invoices.
- PNWER will coordinate details of the tour including transportation, arranging meals, etc.
- Maintain a registration list for the policy tours and collect necessary attendee information.
- Regularly update the sub-committee with attendance information.

## **Business & Partnership Outreach**

The role of the sub-committee regarding **Business & Partnership Outreach** involves:

- Identifying local chambers of commerce, associations, NGOs, and other business communities that may be interested in partnering with PNWER- such as co-hosting a special plenary meal where the organization can invite up to 100 of their members for \$45 for a specific meal, offering Summit discounts to their members, or sponsoring a business showcase; work with PNWER's Media and Communications Coordinator on targeted outreach.
- Working with local organizations to help identify working group speakers and best practices that are relevant to the region.

PNWER responsibilities include:

- Providing promotional materials including postcards, one-page brochures, conference packets, etc.
- Providing access to PNWER contact database.
- Other assistance as necessary.





# Pacific NorthWest Economic Region 27th Annual Summit

## Portland, Oregon - July 23-27



### 2017 Annual Summit Host Committee

Date

Address

Greeting line

Sen. Arnie Roblan,  
PNWER Vice President

Rep. Deborah Boone

Sen. Chris Edwards

Sen. Bill Hansell

Rep. Jeff Reardon

Sen. Rod Monroe

Rep. Ken Helm

Rep. Mark Johnson

Rep. Caddy McKeown

Sen. Alan Olsen

Rep. Greg Barreto

Rep. Bill Kennemer

Dan Kirschner  
Northwest Gas Association  
Private Sector Co-Chair

Rich Angstrom,  
OCAPA

Mark Systema,  
Portland State University

Ethan Martin,  
Woodworks

\*Partial listing

Our economy is strengthened by our regional connections and it was the recognition of the need to build strong partnerships across these borders that first prompted the formation of the Pacific NorthWest Economic Region (PNWER) 26 years ago. Its reach cross-border and region-wide makes PNWER a valuable organization for business and government leaders alike. I hope COM-PAN will consider getting involved with PNWER in the coming year as Oregon plans to host over 550 regional leaders at the 27<sup>th</sup> Annual Summit in Portland on July 23 -27, 2017.

PNWER brings together key business and government leaders from the Pacific Northwest and Western Canadian provinces and territories to address the important issues of our bi-national regional economy. The group includes Oregon, Montana, Washington, Idaho, Alaska, Alberta, British Columbia, Saskatchewan, Yukon, and Northwest Territories. PNWER has consistently been recognized as a leader in the region, bringing together the public and private sectors to tackle our common challenges and share innovative best practices for growing our regional economy. More information on PNWER can be found at [www.pnwer.org](http://www.pnwer.org).

The Summit will feature over 20 sessions highlighting emerging issues and innovative practices in energy, resiliency, mining, regional tourism, transportation, agriculture, market access, workforce development, water policy and many more. We are excited that our delegates, over 550 key state and provincial legislators, business CEOs and community leaders will have an opportunity to experience Portland's diversity and natural beauty next July. More information on the Summit is available at [www.pnwer.org/2017summit](http://www.pnwer.org/2017summit).

Please review the attached documents and let me know if we can count on you to assist us in planning this major event. **We need private sector leadership to help identify topics, speakers, and best practices that showcase Oregon's innovative industries and key issues to the region.**

We look forward to speaking with you soon. This is a great opportunity to highlight the work of your organization in front of policy makers and forge valuable business connections with your peers. If you have specific questions about our plans to host the PNWER Summit, please contact PNWER Executive Director Matt Morrison at (206) 443-7723 or [matt.morrison@pnwer.org](mailto:matt.morrison@pnwer.org). I hope we can work together over the upcoming year!

Sincerely,

Senator Arnie Roblan  
Oregon State Legislature  
PNWER Vice President

Matt Morrison  
Executive Director  
PNWER

**Save the Date!**

**July 17 - 21, 2016**

## 26th Annual Summit

Calgary, Alberta

[pnwer.org/2016-Summit](http://pnwer.org/2016-Summit)



*Pacific NorthWest  
Economic Region*

Pacific NorthWest Economic Region  
2200 Alaskan Way Suite 460  
Seattle, WA 98121  
(206) 443-7723

# SAMPLE

### 26th Annual Summit

July 17-21, 2016

Calgary, Alberta

*Come early to see the world-famous  
Calgary Stampede July 8-17.  
Stay to experience Banff National Park!*

Join more than 550 legislators, business leaders, academics and local government representatives in Calgary, Alberta for four days of in-depth work sessions, high-level networking and enlightening keynote speeches.

The PNWER Annual Summit addresses challenges to growth, trade and environmental stewardship across 10 jurisdictions in the Pacific Northwest U.S. and Western Canada. Network with leaders from the Northwest states, provinces and territories and explore the beauty and innovative practices of Alberta on guided policy tours.

Visit [pnwer.org/2016-Summit](http://pnwer.org/2016-Summit)

 @PNWER

 [facebook.com/PNWER](https://facebook.com/PNWER)

*Photo courtesy of Visit Calgary*

### Sessions and discussions to include:

- Agriculture
- Border Issues
- Cross-border Livestock Health
- Disaster Resilience & Cybersecurity
- Energy & Environment
- Natural Gas
- Forestry
- Infrastructure Finance
- Innovation
- Invasive Species
- Market Access
- Municipal Economic Development
- Mining
- PNWER Arctic Caucus
- Tourism
- Transportation
- University Presidents' Roundtable
- Water Policy
- Workforce Development



*Save the Date*  
July 12 - 16, 2015

25 Years • Silver Anniversary



*Pacific NorthWest Economic Region*

# 25TH ANNUAL SUMMIT BIG SKY, MONTANA



Pacific NorthWest Economic Region  
2200 Alaskan Way Suite 400  
Seattle, WA 98121  
(206) 443-7723  
[www.pnwer.org](http://www.pnwer.org)

**25th Annual Summit**  
**Big Sky, Montana**  
**July 12 - 16, 2015**

# SAMPLE

Join over 600 legislators, business, and local government leaders in Big Sky, Montana for four exciting days of in-depth work sessions. The PNWER Annual Summit is designed to build innovative solutions to regional challenges and craft collaborative partnerships that will enable us to capture new opportunities for sustainable growth of our communities, while preserving our world-class environment and quality of life. Networking events will give you a first-hand opportunity to work with key leaders from the Northwest states, provinces, and territories, while a variety of policy tours provide a chance to take in the beauty and innovative practices of our host state.

#### **Sessions and discussions to include:**

- Energy
- Agriculture
- Livestock Health
- Market Access
- Innovation
- Invasive Species
- Workforce
- Water Policy
- Transportation
- Tourism
- Mining
- Border
- Ocean Policy
- Disaster Resilience
- Forestry

For more information, visit:  
[www.pnwer.org/2015Summit](http://www.pnwer.org/2015Summit)



Pacific Northwest Economic Region | 206-443-7723 | [info@pnwer.org](mailto:info@pnwer.org)  
2200 Alaskan Way, Suite 460, Seattle WA 98121 | Twitter: [@pnwer](https://twitter.com/pnwer)