



September 3, 2021

Friends,

When we committed to produce a Conference at the Broadmoor this fall, almost everyone was confident that with the introduction of a highly effective vaccine, we would be able to have an event with very limited health concerns. With a lower vaccination rate than expected and the continued spread of the Delta variant, concerns about the safety of in-person events have become meaningful factors.

We have made the decision to continue with plans to host the Conference as an in-person event at the Broadmoor, as scheduled, from October 10-12. In this document we will share our plans for health-related requirements, and the rationale for our decision.

We will ask that all participants wear masks while participating in the event. All participants will be expected to be able to show proof of complete vaccination for COVID 19 (less booster shots, which will not be fully available by October 10), unless they have a valid medical exemption or firmly held religious belief. Persons with valid medical exemptions will be asked to provide proof of a negative test within 3 days of the event and then will be supported as required by the Americans with Disabilities Act. Persons not vaccinated due to religious beliefs will be asked to provide proof of a negative test within 3 days of the event and may face additional restrictions on participation. Note that 94% of persons currently registered report that they are vaccinated.

We made every effort to collect meaningful information before making this decision. We evaluated the plans of 15 other events of a similar nature scheduled in September, October and November and looked at a survey of trends in the event planning industry. We surveyed the people registered for the event, sponsors, speakers, and people registered with our two hotels. We held multiple calls with our Agenda Committee, who deserve tremendous thanks for their efforts. We looked at various trends in virus infections, travel limitations, public venue restrictions, and various governmental decisions regarding health and safety. We participated in a Webinar discussing legal issues and concerns related to event planning decisions. Finally, we reviewed our existing contracts with the Broadmoor and Cheyenne Mountain Resort and identified as many viable alternatives as we could. Cost-to-benefit analysis was done for each alternative. We should also mention that our contracts with the hotel and the additional costs associated make conversion to a virtual or hybrid event a non-viable option.

We received 122 responses to our survey. 51% indicated that they preferred that the event go on as planned, plus we should also note that registrations have continued to come in over the last couple of weeks. Very few indicated a willingness to attend in December. Remaining responses were split almost evenly between January 26, 2022, and November 6, 2022. 77% indicated that if the event were held in October, we should require masks. We have surveyed sponsors and speakers as well, and each group indicates support for the October date.

69 of the survey respondents provided additional comments about their concerns and requests. These comments represented an incredibly wide range of opinions. It is clear that no decision, or combination of policies and procedures will meet with satisfaction by all parties interested in this event. Our most viable option is to proceed with the event, with the restrictions described, and do our best to provide a quality and safe event for those who choose to attend, and then make plans for the future.

With Respect for the concerns and desires of each of you,

George, Amy, Kathy, Theresa, Steve