

TO: Gerald Morgan, President, Northern Chapter WREA
FROM: Mary Snyder
SUBJECT: Report on Convention Preference Questionnaire
DATE: February 9, 1990

PURPOSE OF CONVENTION QUESTIONNAIRE

Four weeks ago, when the state office asked us to poll our chapter members about their preferences for this year's Wisconsin Real Estate Association convention, I volunteered to prepare, distribute, and summarize the results of a questionnaire. Judging from the responses to that questionnaire (a copy of which is attached), distributed over the last three weeks, next year's convention will be well attended and productive. One hundred of our 136 members returned the questionnaire: 22 secretaries/receptionists, 57 salespersons, 12 brokers, and 9 builders. Eighty-five percent of these individuals attended last year's convention in Green Bay.

RESULTS OF QUESTIONNAIRE

Opinion sharply divided between Madison (38 percent) and Milwaukee (35 percent) for the site of the convention. Respondents were more in agreement when it came to the length of the convention; 69 percent want it to last 2 ½ days during the week, not the weekend. Pat Laskey, a salesperson from Door County, added later in his questionnaire that "if the convention were any shorter, we could not get our business completed; if it were any longer, we would be away from the office too long." Many members want to get back home the third day.

To get to the convention, 64 percent of our members will come by car. Actually, the total number of cars will be less, since twenty respondents expressed an interest in forming a car pool when asked for further suggestions in question 13. Sixty-one percent of our members will bring spouses with them. This preference plus the fact that some of our members will be sharing rooms may account for the large request for single rooms with two double beds (41 percent) and twin beds (33 percent).

An impressive majority (88 percent) wants the annual presidential address scheduled during the banquet. This may be one of the few times our chapter members see each other at meals. Sixty-seven percent disliked the idea of having meals included in the price of the convention. A representative comment comes from Marsha Jabolowicz, a receptionist from Rhinelander, "I want to be able to go to different places suited to my schedule; I do not want to be tied to a rigid itinerary." If they miss each other at meals, members may likely see each other at night spots. Forty percent prefer going to a nightclub for convention entertainment; and 32 percent voted for dancing ('a swinging disco') to be included.