



## PIEDMONT ECONOMICS CLUB

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### 2019 Season Ending Report 4 Program Content

We're all in general agreement that the speaker program content has been good especially considering our budgetary concerns. Bruce has done a masterful job with little resources. In the 2019 season, Bruce put together a package of 6 speakers with diverse topics for an all-in cost of 3965 (speaker fees, travel, mileage, overnight stay). As mentioned before, the speakers market commands fees of 1000 and up nowadays. Speakers at a reasonable cost is always going to be a challenge. It would be a mistake to set the budget at 660.83 for all costs associated with each speaker that comes to visit Piedmont Economics. If we do, budget revisions are likely before the year is up. Aside from the budget the challenge of booking a good speaker on an issue of timely importance is always a concern. This is especially true when you're booking speakers months ahead of time. And it's not unusual to have cancellations that have to be filled with other speakers on short notice. We know that we have a few unhappy members due to certain speakers. That's to be expected for a whole host of reasons. We agree however that any one issue, any one speaker, is not going to define the success of our program content. What will define the success of our speaker's program will be timing and diversity of content ranging from national to regional to local issues. To give you some sense of clarity in the program content we have developed a spreadsheet showing the last several years of speakers, issues, attendance and issue type. As we have looked at the data there does not appear to be any one issue that jumps off the page to suggest one speaker was better or worse. Timing and issues make the difference.

One source of additional program content comes via Camp's excellent idea of off-season roundtable discussions. Last performed on August 9, 2016 (speaking of timing) the 4 topics of discussion with 20 members was as follows:

1. Where is the economy heading?
2. What is next for the Fed?
3. Will we begin to discuss geopolitics impact on the economy as we have the Fed's?
4. Are the U.S. equity markets expensive, cheap or fairly valued?

The time schedule was the same as our normal PEC schedule and time was tight. A three-topic discussion with Camp leading the show would offer a lot of value to the membership.

Finally, we all believe there is merit to investigating the idea of a lunch version PEC meeting at some point at another venue in Greenville with hopes to steer traffic to our evening program.

Please open the attached spreadsheet to review a history of past programs and attendance.