April 29, 2015

Dear R&DE,

Please join me in sending hearty congratulations to Phillip Gin and the R&DE Stanford Conferences team as recipients of the ACCED-I 2015 Outstanding Institutional Achievement Award for a Long-Term Process! The Association of Collegiate Conference and Events Directors-International (ACCED-I) consists of over 1,500 campus professionals who design, market, coordinate and plan conferences and special events on the campuses of colleges and universities around the world.

This prestigious award recognizes the accomplishments of the Stanford Conferences team in achieving substantial business growth and building a collegiate conference operation that clearly reflects that team’s innovation and entrepreneurship, business acumen, work ethic, and commitment to excellence. Over the past eight years, the Stanford Conferences team has transformed its operations from a successful summer conference program to a model conference and meetings enterprise demonstrating the team’s expertise in virtually every facet of the meetings and events industry through the now robust list of services Stanford Conferences provides to its community.

In 2007, the Stanford Conferences Office was comprised of one business segment – summer conference operations - while earning a sound reputation for its excellence in most measures, including volume of business, amount of revenue realized, and quality of service. It was believed, however, that summer conferences at Stanford had essentially reached its ceiling for growth – constrained by near capacity occupancy for most of the summer and rates that were already among the highest in the collegiate industry. Revenue demands were still significant though and, consequently, Stanford Conferences was charged with a clear directive… Find a way to grow the business.

Business growth for Stanford Conferences since having received this charge to grow in 2007 includes the following:

- Growth in core Summer Conference business
- Growth in our business model to include Meeting Planning Services
- Growth in our business model to include Conference Center Management Services
- Growth in our business as an essential campus service

These milestones represent Stanford Conferences’ high level of success and accomplishments achieved through embracing the collaborative spirit of the R&DE One-team Mindset and Culture of Excellence. Truly, Stanford Conferences set out “to be the best in the business” and they have been nationally recognized for becoming exactly that!

Congratulations to Stanford Conferences for being recognized with this prestigious national award.

Warm regards,

Shirley J. Everett
Senior Associate Vice Provost
Residential & Dining Enterprises