

Item 1.10.2



**TO: EXECUTIVE BOARD
CONFERENCE FOR FOOD PROTECTION**

FROM: David McSwane

DATE: April 25, 2022

SUBJECT: Update on Migration to Wild Apricot

An ad hoc Digital Engagement Committee was created in 2019. One of the charges of this committee was exploring options to the Eventbrite system for member management and meeting management services. Following an investigation of different providers for this service, the committee recommended the Wild Apricot system and software as the option that would best meet the needs of CFP. Among the services provided by Wild Apricot are online database, event management, and online payments.

The migration from Eventbrite to Wild Apricot required knowledge and skills the executive staff did not possess. Therefore, the Digital Engagement Committee recommended hiring NewPath Consulting to facilitate the migration from Eventbrite to Wild Apricot. A contract for a Quick Start package of services was signed with NewPath Consulting in January 2022.

We have purchased a license with Wild Apricot for one year and a customer relationship management (CRM) consultant has been assigned to our project. While we had hoped and somewhat expected the migration of services from our current system to Wild Apricot would be seamless, that has not been the case. Some examples of the challenges we have faced so far are differences in terminology and anniversary date for membership renewal, linking membership and event management, making sure member profiles contain the information needed by CFP, and accommodating different payment options for early and late registration, etc. While the migration has not been as swift and easy as we had hoped, I believe we are making progress. Vicki Everly is to be commended for her efforts on behalf of CFP in the endeavor.