

## Southern Early Childhood Association (SECA) – 2023 Conference CKN Participation Report

Prepared by Vic Legerton on September 20, 2024 – supported at the event by Judi

SECA includes membership of early childhood education professionals at all levels from Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.

Contact was first made with a leader of SECA at the 2022 TACEE Conference in Clarksville, and the thought of expanding CKN outreach to the 12 neighboring states was enticing because the March 2-4, 2023 SECA Conference was being held in Chattanooga as it rotates among the 13 member states.

The CKN exhibit was ideally placed in the main lobby almost in the center of the row of exhibitors and directly across the aisle from the SECA silent auction table which was adjacent to the conference hall's main entrance.

There was a lot of interest in the CKN mission, vision, resources and programs. However, as the materials were available for a wholesale price and not given away (other than the postcards, stickers and MCW#3), the sales were minimal. Most attendees appeared to be representing their affiliated state's association or governmental education agency, or a regional or local district or area rather than an individual learning site.

I did get inquiries about exhibiting at the South Carolina and Alabama state associations annual conferences. There were several attendees who expressed interest and indicated that they would follow up, but none ever did.

I am not inclined to recommend this event in the future as the CKN expense and the individual time and expense is not justified for the anticipated rate of return, especially since each for the next 12 years would likely be outside of Tennessee.

The 2024 conference was in Florida. The March 20-22, 2025 conference is at the Royal Sonesta Houston Hotel in Houston, Texas.