

# 2015 ASHE Conference Action Plan

Hosted by the Mid-Atlantic Region and Chesapeake Section

Take Action	Establish Due Date	Note When Completed	Description	Committee Assigned Task
<b>3 Yrs. Out</b>	6/15/2012	7/17/2012	Establish Dates of Conference	Region
	4/15/2012	4/14/2012	Select Conference Chair & Co-Chair	Region
	5/30/2013		Develop Conference Committee Chairs ( <a href="#">partially complete</a> ) Obtain General Liability Insurance (Minimum of \$1 Million) to Cover Participants and National ( <a href="#">we need some help/input here from national/national conference committee</a> )	Chair & Co-Chair
	TBD		Establish Web Site, Domain Name, & Host	Web Site
	4/23/2012	7/20/2012	Select Facility, Obtain Tentative Contract, National Review/Approval, & Sign Contract	Facilities
	5/06/2013	5/08/2013	Establish Tax ID for Conference	Finance
	6/01/2013		Develop Theme and Logo ( <a href="#">offered to all sections in region at 4/28 BoD meeting, aka a contest</a> )	Conference Chairs
	6/01/2013	pending	Request Advance Funds (\$8,000) from National	
	6/30/2013		Prepare Tentative Budget with Input from Each Committee	Finance
	5/30/2013		Establish Conference Checking Account ( <a href="#">to be started with \$8k national advance</a> )	Finance
<b>2 Yrs. Out</b>	6/15/2013		Develop Tentative Conference Agenda - 3-Day Conference Format	Conference Chairs
	6/15/2013		Select Printing Company for Program Book, Design Letterhead, and Envelopes	
	6/15/2013		Discuss Registration Procedures and Attendee Gifts	Registration
	6/15/2013		Develop Tentative List of Sessions, Speakers, and Project Tours	Technical Program
	6/15/2013		Compile List of Potential Exhibitors	Exhibits
	6/15/2013		Compile List of Potential Sponsors	Advertising
	6/15/2013		Guest Programs - Review and Consider Various Tours and Entertainers	Guest Program
	6/15/2013		Golf - Arrange for Course(s) - Determine Details and Prizes	Golf
	6/15/2013		Determine & Purchase Advertising Items to Distribute at Future National Conference	Conference Chairs
<b>1 Yr. Out</b>	January	2015	Hotel Space - Review Floor Plans and Activities for Conflicts	Facilities & Exhibits
	January		Refine Technical Program Sessions and Develop Technical Tour(s)	Technical Program
	January		Select Attendee(s) to the Current Year's Conference to Handle Exhibit Booth	
	January		Determine What Company will Handle Online Registrations	Registration

January	Prepare ad for publishing in this year's National Conference Program Book.	Publicity
January	Invite National Board to Facility for their October Meeting	
March	Order Letterhead/Envelopes	Advertising
March	Determine Mailing Method (Bulk or Standard Postage)	Advertising
May/June	Attend Current National Conference to Handle ASHE Exhibit Booth to Promote Your Conference	
April	Prepare and Submit Ad for Fall Issue of SCANNER due in July	Advertising
June	Link Conference Web Site to National	Web Site
June	Determine Nomination Candidate for Robert Pearson/Person of Year Award	
September	First Mass Mailing for Sponsorship/Exhibits/Program Advertising	
September	Develop "Draft" Conference Agenda, Activities Brochure, & Registration Form & Submit to National Conference Committee for Review and Approval	Registration
September	Send Program Book Advertising Request to All ASHE Sections & Other Agencies	Advertising/Program
September	Prepare Page Ad for Golf Registration	Golf
October	Develop Mailing List (Database) - Obtain from National Secretary	
October	Prepare article and registration forms for publishing in spring issue of the SCANNER due January 15 <sup>th</sup> .	
November	Confirm Entertainment for Banquet Dinner, Etc. and Sign Contracts	
November	Attend Other Conferences to Advertise ASHE National Conference	Advertising
November	Confirm Technical Program Agenda (Speakers Bios and Topics)	Technical Program
November	Follow-Up on Ad Solicitations	Advertising
November	Submit Conference Registration Forms to National no later than January 1 <sup>st</sup> for their review and approval prior to submitting to SCANNER for spring issue (submission due January 15)	Advertising
December	Develop Final Conference & Activities Registration Form	Registration/Publicity
December	Develop "Draft" Conference Brochure	Advertising
December	Select Gift Items for Attendees, Golf Participants, and Guest Speakers	
<b>5 Mths.</b>		
January	Confirm Transportation/Bus Costs (Coordinate with Technical & Guest Committees)	Transportation
January	Establish Food and Menus	
January	Encourage Firms' Sponsorship via Personal Contacts	
January	Second Solicitation for Exhibitors	Exhibits
January	Conference Brochure to Printer	Publicity
January	Submit article and registration forms for publishing in the spring issue of the SCANNER.	Advertising
January	Contact National Secretary and obtain National Membership Mailing List	Registration

<b>4 Mths</b>	February	Initial Mass Mailing of Conference Information (Save the Date Cards)	Registration/Publicity
	February	Start 'On-Line' Conference Registration	Web Site
	February	Confirm Technical & Guest Tours	Technical/Guest
<b>3 Mths</b>	March	Send Letter to Speakers Acknowledging their Speaking Date and Time	Technical Program
	March	Confirm Transportation/Bus Service	Transportation
	March	Send Letter to Sponsors & Exhibitors with Registration Form (Identify their "Free" Entitlements)	Reg./Adv./Exh.
	March	Solicit Volunteers to Assist with Conference Activities	
	March	Send Letter to Exhibitors with Specific Instructions (Equipment, Hookups, Etc.)	Exhibits
	March	Compile Information & Ads for Program Book	Advertising/Program
	March	Confirm Entertainment at Various Events	
	March	Send Letter to Sections/Region/Section to Provide their Banners for Display at Conference	
<b>2 Mths</b>	April	Conference Program Book to Printer <b>(Hold Off as Long as Possible to Accommodate Changes)</b>	Advertising/Program
	April	Order all Registration Gifts, Prizes, Speaker Gifts, Golf Gifts, Etc.	
	April	Arrange for Digital Photos to be Taken at Various Functions	
<b>Deadline</b>	May	Prepare Signs & Posters	Various
	May	Assure Gifts & Prizes Have Been Received	
	May	Obtain Hospitality Room Supplies	Guest Program
	May	Provide Hotel/Caterer with Head Count for Various Meals	
	May	Coordinate with National on Past National Presidents Luncheon & Annual Banquet Presentations	
	May	Discuss Seating Arrangements for Various Dinners with Hotel	
	May	Develop Agendas for Various Dinners	
	May	Distribute Assignments to Volunteers - Area Coverage and Shifts <b>(Need Several People)</b>	
	May	Golf - Establish Foursomes, Scoring Rules, Handouts, etc.	Golf
	May	Ensure CEU/PDH/CPC Units are Available for Attendees at Technical Sessions	Technical Prog
	May	Assemble Registration Packets, Name Tags, List of Attendees	Registration
	May	Treasurer to Prepare Selected Checks for Conference (Do Not Endorse till Turned Over)	Finance
		Take Digital Photographs at Selected Conference Events	
	ASHE National Conference - Day 1		

	ASHE National Conference - Day 2	
	ASHE National Conference - Day 3	
	ASHE National Conference - National Board Meeting Held Morning Following Banquet	
June	Send Thank You Letters to Speakers, Printer, Etc.	
June	Hold Close-Out Meeting with Conference Committee Chairs	
June	Develop Summary Article and Photos for SCANNER Following Conference & Submit	
June	Develop Summary Binders for Distribution to National & Future Conference Hosts financial audit	Audit
June	Prepare Financial Audit	Finance
June	Distribute Conference Profits Between Sections and National	Finance
Sept./Oct.	Develop Report to National on Conference, Return Advanced Funds and Profit Share to National	