



Genesee Valley Chapter

Military Officers Association of America

P.O. Box 20874, Rochester, N Y 14902-0874

www.gvcmoaa.org

Comprehensive State Convention "How to" Guide

Date

- Choose to avoid MOAA conflicts (National Convention, "Storming the Hill", Symposia, etc.) taking into consideration local historical convention period and slack vacation periods.

Location

- Choose venue that offers 'Military Discount' for rooms and/or Complimentary Meeting Room and Hospitality Room with a set minimum room reservation.
- Location should be central to area in which tours are planned to cut down travel time.

Schedule

- Produce a draft schedule for approval of Council President. After approval, Council President should notify MOAA, requesting a speaker for the event.
- Council President should apply for a Council USAA grant.

Planning

- Overall Planning Chairperson appoints subcommittee Chairs. Suggest 2 person co-chairs so that no continuity is lost due to illness or travel. One model is to use five subcommittees: Registration and Finance; Publicity; Activities; Meals; Hospitality. See Tab 1 for detailed responsibilities. Set a definitive time line of each subcommittee to accomplish their tasks. Hold meetings at critical completion points to check progress and define and solve problem areas.
- Focus on the overall goals of the convention. Example. Provide a venue to conduct the business of the Council; an opportunity to exchange ideas relative to the mission of MOAA; time and an atmosphere conducive to recreation and camaraderie, at a reasonable cost to MOAA, Council and Chapter attendees.

Execution

- Sign appropriate contract documents to lock in dates and preliminary numbers.
- Obtain cost data from sub committee co-chairs and have Finance Chair put in a spreadsheet dividing it into: fixed costs to be spread across all attendees and variable Per Capita costs divided by day – this will help if you offer ala carte attendance packages. Try to get as many contracts on a Per Capita basis (maybe with a minimum). This strategy will reduce the risk exposure with the number attending an unknown. See Tab 2.
- Publicize event at a Council meeting – perhaps with a Power Point presentation and tri-fold hand out. Put on the Chapter web site. See Tabs 3 and 4.
- Send out general invitation package to the Council Officers, Chapter Presidents and the MOAA Director of Council and Chapter Affairs. A personal invitation to the MOAA Staff must be made well in advance due to their schedule. See Tab 5. Send out confirmation notices via email. Provide draft email of the event to the Council and Chapter Affairs Office. They will send out a blanket email on the event to all National members who are not Chapter members. See Tab 6

Comprehensive State Convention “How to” Guide (Continued)

- Consider incentive for first XX full package registrants to get the ball rolling.
- Maintain a spreadsheet that contains all the information regarding the convention. Keep this information segregated by Chapter for ease of use. This information is required for name badges, meal choices, tour scheduling and any special requirements. See Tab 7.
- Send out via email periodic Bulletins about the area in which the Convention is being held. This information keeps up the interest in attending the Convention and provides ideas for side trips either before or after the Convention. Post on Chapter web site. See Tab 8.
- Consider Chapter members providing transportation from airport to Convention site and return to reduce car rental cost to out of town participants attending traveling by air.
- Have plenty of Chapter members at the convention registration table to assist participants. Their name badges should have some special designation so that they are recognizable to participants for questions and assistance.
- Distribute the Welcome Bag of goodies donated by the Chamber of Commerce and other vendors at the check-in table. In addition, have an envelope with the participant’s name on the outside indicating the events for which they have registered. See Tab 9. Inside the envelope are the meal tickets, tour or special event tickets and the final schedule. The schedule should include not only the times and places of the events, but also the dress code and weather forecast for the day. A copy of the venue floor plan should appear on the back of the final schedule along with an alpha list of attendees by Chapter. See Tab 10.
- Produce a quality program for the banquet dinner and memorial service (if appropriate). See Tab 11.
- Produce questionnaire to be filled out by participants at last meal together. Collect, review and provide a ‘Lessons Learned’ to the following year’s Host Chapter. Tab 12. Have a container for returning name badges and pass these on to the following year’s host Chapter.
- Send out Thank You letters to those the committee deems deserving.