

**NATIONAL
ASSOCIATION OF
COUNTY AGRICULTURAL AGENTS**

**ANNUAL MEETING AND
PROFESSIONAL IMPROVEMENT
CONFERENCE HANDBOOK**

DISTRIBUTION – Via Website Link for the AMPIC on www.nacaa.com

Original to be kept with the NACAA Executive Director

Revised May 2020

Table of Contents

PREFACE	5
INTRODUCTION.....	6
GENERAL GUIDELINES	7
CONTRACT WITH HOTEL.....	12
HOST STATE AND THE NATIONAL BOARD MEETINGS	13
HOST STATE RESPONSIBILITY.....	14
BUDGET AND FINANCE COMMITTEE	15
BUDGET AND FINANCE COMMITTEE CONT'D.....	16
BUDGET AND FINANCE COMMITTEE CONT'D	17
BUDGET AND FINANCE COMMITTEE CONT'D	18
BUDGET AND FINANCE COMMITTEE CONT'D.....	19
BUDGET AND FINANCE COMMITTEE CONT'D	20
ANNUAL BANQUET COMMITTEE.....	21
WELCOME MEAL COMMITTEE	22
ENTERTAINMENT COMMITTEE.....	23
EXHIBITS COMMITTEE	24
4-H TALENT REVUE COMMITTEE.....	25
4-H TALENT REVUE COMMITTEE CONT'D	26
FACILITIES COMMITTEE	27
FACILITIES COMMITTEE CONT'D	28
HOSPITALITY/BREAKS COMMITTEE.....	29

INSPIRATIONAL SERVICE AND OPENING CEREMONY COMMITTEE..... 30

LIFE MEMBERS COMMITTEE 31

PUBLICITY COMMITTEE..... 32

RECEPTION AND INFORMATION COMMITTEE..... 33

REGISTRATION COMMITTEE..... 34

REGISTRATION COMMITTEE CONT'D..... 35

REGISTRATION COMMITTEE CONT'D..... 36

SONS AND DAUGHTERS COMMITTEE 37

MEALS COMMITTEE..... 38

SPOUSES COMMITTEE..... 39

FIRST TIMER COMMITTEE 40

TOURS COMMITTEE..... 41

TOURS COMMITTEE CONT'D 42

TOURS COMMITTEE CONT'D 43

TRANSPORTATION COMMITTEE 44

EXHIBITS..... 45

EXHIBIT A - BIDDING PROCESS AND RELATIONSHIP WITH HELMS BRISCOE 46

EXHIBIT B - BID ROTATION 48

EXHIBIT C - FINAL REPORT FORM..... 49

EXHIBIT D - DISBURSEMENT FORM 50

EXHIBIT E - EXHIBIT REQUEST FORM..... 50

EXHIBIT F - MEETING ROOM ASSIGNMENTS..... 50

EXHIBIT G - MEETING ROOM & FACILITY REQUEST, DECORATIONS & SIGNS REQUEST, EQUIPMENT

REQUEST FORM, SPECIAL MEALSREQUEST, SPECIAL MEALSREPORT 50

EXHIBIT H - WEEKLY REGISTRATION REPORT 50

EXHIBIT I - TICKET PACKET SAMPLE 50

EXHIBIT J - SAMPLE BUDGET SPREADSHEET 50

PREFACE

There is no prescription that can be given to any state for hosting an Annual Meeting and Professional Improvement Conference (AM/PIC) of the National Association of County Agricultural Agents. Every meeting is unique in so many ways. It should be in order to reflect the State, its agriculture, its natural resources, its communities, and its colorful hospitality. The Host State, through its own initiative and coordination with the National President of NACAA, can then with pride become a part of the tremendous professional growth for Extension Agents, as reflected through the many meetings which an individual agent might come to experience throughout his/her career.

This handbook is put together, for the host state AM/PIC committees, with the hope it can serve as a guide to future meetings.

Selection of Location

A state association wishing to be selected to host an Annual Meeting and Professional Improvement Conference shall:

- Notify the National President and Regional Director at least 30 days before the current AM/PIC where the state wishes to extend an invitation.
- Meet with the National Board at a time designated by the National President during the AM/PIC.
- During the AM/PIC a presentation (often including a video of the prospective site and city) is typically made during a general session and during the delegate session by a state(s) bidding to host.

The decision of where the AM/PIC will be held is determined four years ahead of time by the voting delegates. The rotation of the AM/PIC is a part of **Exhibit A** in this publication.

Note: This document shall be updated yearly by the Past President. The recommendations of the Past President should be approved by the NACAA Board at the Winter Board Meeting.

INTRODUCTION

Your State Association of County Agricultural Agents has just won the bid to host a future AM/PIC of the National Association of County Agricultural Agents! Congratulations! You've got a great experience ahead. It should add growth to each agent in your state, provide for good opportunities for public relations with your many publics, and build teamwork and an Esprit de Corps among your entire group.

The AM/PIC of NACAA is a professional meeting. It is not a convention and should never be referred to as such. Host states provide the framework of support for the meeting, but the program content is the responsibility of the National President. Thus, many activities host states might like to include should be suggested and coordinated with the National President. Host states will be expected to present to the National Board a comprehensive plan for hosting the meeting at the Winter Board Meeting in the year of the meeting. This Winter Board Meeting will be held at the city where the AM/PIC will be held only a few months in the future. The National Board provides oversight to each meeting.

Host states may plan for events, functions and ideas; however, until the National Board reviews the entire host state plan and approves those plans, the host state should recognize that parts of their plan might be modified or dropped. If the host state must make a firm decision on some part of the AM/PIC they are hosting prior to the Winter Board Meeting, the host state should address the issue with the National Board at an earlier National Board Meeting. The NACAA President can advise host states on such issues.

AM/PIC Committees and their functions should build a bridge with the State Association to enhance cohesive teamwork.

GENERAL GUIDELINES

Host State associations should select a person as Chair or Co-Chairs of the AM/PIC. The Chair or Co-Chairs, in consultation with the State Association, should appoint an Executive Committee to serve as the key committee to provide oversight for host states. The Executive Committee should select a Vice Chair, Secretary and Treasurer.

Meeting Planner Policy – NACAA works with Helms Briscoe to assist with hotel and/or conference center negotiations or with Annual Meeting and Professional Improvement Conference planning. See **Exhibit A** for more details about working with Helms Briscoe. A state association, at their expense and after obtaining approval from the NACAA Board, may contract with a professional meeting planner. The state association and the meeting planner should understand that the NACAA President is responsible for the AM/PIC program. The meeting planner may serve in an advisory capacity at the discretion of the NACAA President and the AM/PIC committee chair. The meeting planner MAY NOT sign any contracts obligating NACAA. An NACAA officer (typically the current president) must sign all AM/PIC contracts.

The current policy, as enumerated by the National Board of Directors, is included in this handbook. However, from time to time the board adopts policy relating to the AM/PIC. Such policies are continually updated in the NACAA Policy Handbook in the section on the AM/PIC. It is the immediate Past President's responsibility to update the Annual Meeting and Professional Improvement Conference Handbook. The Executive Director shall be responsible to maintain a copy that is current.

Host State AM/PIC Executive Committees should review this section of the NACAA Policy Handbook to be familiar with any policy changes that have not been updated in this handbook. These policies provide general guidelines for various phases of the AM/PIC, especially as it relates to budgets and program.

Purpose of the Annual Meeting and Professional Improvement Conference -

The purposes of NACAA as outlined in the Articles of Incorporation include educational opportunities; high standards of professional performance; promotion of cooperation and loyalty; increase effectiveness of the work of County Agents and Specialists, in close cooperation with the Land Grant Colleges. These purposes form the framework for planning by AM/PIC committees. The purposes of an AM/PIC are more specifically set forth in the thrusts, which are designed to provide new opportunities, to stimulate and to serve as an incentive whereby County Agents can develop new methods, innovative approaches, and new program models.

Length of the Annual Meeting and Professional Improvement Conference

The AM/PIC shall be a maximum of five days, including Sunday.

Responsibility of the NACAA Board

The NACAA Board shall be fully responsible for AM/PIC arrangements and may designate committees and representatives to make plans and arrange details. The actions and programs developed by the AM/PIC committee or subcommittees must be within the policies and precedents as established by the National Officers and Board of Directors. The National President is responsible for the Annual Meeting and Professional Improvement Conference Program and will utilize an Annual Meeting and Professional Improvement Program Committee as well as other NACAA committee leadership to assist him/her in the development of the program.

Coordination

Immediate Past President of NACAA Board is authorized by the NACAA Board to enter into and contract or execute any instrument in the name of NACAA for the benefit of NACAA/host state as pertaining to the AM/PIC four years hence. Wording of the contract should indicate that the contract is an agreement between the management company providing the facilities, NACAA and the host state. The contract must be signed by the facility representative and the NACAA Past President and can include the signature of the AM/PIC Committee Chair. When the Vice President is elected who will serve as NACAA President during the year of that AM/PIC, then that Vice President, in consultation with the current NACAA President, will replace the Immediate Past President and continue with the responsibilities as the authorized NACAA representative. The President of the AM/PIC will coordinate the AM/PIC Program with the Host State.

The policy of the National Board for visits to host states is as follows:

- The Immediate Past NACAA President shall make one visit the fourth or third year prior to Annual Meeting and Professional Improvement Conference.
- The Vice President who will serve as president the year the AM/PIC is held at the host site shall make one visit the second year prior to Annual Meeting and Professional Improvement Conference.
- The President-Elect makes two visits one year prior to AM/PIC.
- The President may visit as needed during the year of the AM/PIC.

All visits are to have approval of the current President. In case of emergency, current President may approve additional visits. Expectations of these visits are:

Past President Four-Three Years Prior to the AM/PIC

The Past President's first visit (before upcoming Spring Board Meeting) to the host state site is to give full assurance to the National Board that the AM/PIC site is adequate, and the selected site can host the meeting. The Past President's responsibility should include the following:

Four - Three years in advance:

- Explain the NACAA policies of who is authorized to sign contracts.
- Explain NACAA's insurance policies.
- Provide copies of the most recent NACAA Annual Meeting and Professional Improvement Conference Handbook.
- Ensure that facilities are adequate for conducting general sessions, banquet, workshops, and Regional Meetings. Are adequate sleeping room accommodations available?
- Ensure that a cooperative attitude exists from everyone concerned - hotel, civic center, host state administration, host State Association.
- Determine if people movement will be a problem - from place to place and meeting to meeting.
- Discuss budget and finances in detail - ensure an early start on host state financial responsibilities and review budget breakdown as to national, host, state, and/or shared.
- Review list of possible tours - advise on appropriateness of any questionable tours.
- Emphasize that final program is the National President's responsibility.

- Evaluate structure of host State Annual Meeting and Professional Improvement Conference Committee. Is it functional? Is everyone involved?
- Evaluate host site arrival and departure transportation shortcomings. Ex. Location and adequacy of airports, good highways, etc.
- Generally, review the AM/PIC program Saturday to Saturday - behind the scenes organization, additional needs, and the last AM/PIC evaluation.
- Report findings at Spring Board Meeting - this is crucial since if there are numerous shortcomings, it may be necessary to adjust the AM/PIC site.

Vice President - Two Years in Advance

- Follow up closely on all areas covered in initial visit where questions exist. Allow plenty of time to answer questions of Host State Committee. Meet with individual committees if requested by Annual Meeting/Professional Improvement Chair. Send current Vice President a report of findings. The Vice President will most likely be the President-Elect and should be ready to continue close coordination with the AM/PIC Committee.

President-Elect's Visit One Year in Advance

- Follow up on all areas listed in Past President's visit. Become familiar with facilities and proposed plans to date.
- Outline ideas for tentative program and solicit names of appropriate local people.
- Review progress of key committees - facilities, banquet, registration, finance, tours, and hospitality.
- Inform the host state that it is their responsibility to develop an evaluation for the next AM/PIC. The evaluation should be coordinated with the National Board and other states selected to host the meetings before them and the year after them. The reason for the host state doing the evaluation two years ahead of their hosting the meeting is that an evaluation will be most beneficial to a host state with two years left to plan.

President – Third Year

- Works with Host Chair or Co-Chairs and Committee to plan the NACAA AM/PIC program.

Annual Meeting and Professional Improvement Conference Chair or Co-Chairs

The NACAA National Board will officially appoint the Annual Meeting/Professional Improvement Conference Chair or Co-Chairs as soon as host states identify that person(s). Only after official appointment by the National Board does the AM/PIC Chair represent NACAA in the host state. Without official appointment of a chair, host states should be careful not to make decisions that create potential liability on behalf of NACAA.

The Chair or Co-Chair of the AM/PIC shall attend the Winter Board Meeting the year before his/her state will host the AM/ PIC and the year they are the host state when the AM/PIC Committees present their AM/PIC plans to the Board. The Chair is also expected to make a progress report at the Post AM/PIC National Board Meeting the year before hosting the meeting.

Expenses for the AM/PIC Chair and Co-Chair (maximum of two total) and the following year's Chair and Co-Chair (maximum of two total) will be paid as follows:

- Winter Board Meeting: Current years and next years Chair and Co-Chair.
- Annual Meeting and Professional Improvement Conference: Current years and next year's Chair and Co-Chair.

Annual Meeting and Professional Improvement Conference Workshop

In order to ensure a complete understanding of AM/PIC policies, a workshop will be conducted annually at the AM/PIC by past officers and AM/PIC Chairs and will be coordinated by the NACAA Past President. The Annual Meeting and Professional Improvement Conference Executive Committee for the forthcoming year and officers from the state or states to be responsible for AM/PIC during the next three years should attend. This shall not include officers and committees for the meeting currently being held. Expenses for future host state associations are the responsibility of each host state.

For Consideration

It may be useful to designate a limited number of contacts for the Hotel and Convention Center Staff that can make final decisions and answer questions. One designee should be the NACAA Executive Director.

COMMITTEES

One of the first jobs, and probably the most important, is to appoint Committee Chairs for the committees deemed appropriate by the AM/PIC Executive Committee. Determine those committees that require a great amount of detail, i.e., facilities, tours, registration, hospitality, state meal and others. Select chairs who excel with detail assignments to head those committees. Developing stationery for use by all committees has proven useful and helps to promote the meeting.

Every AM/PIC will vary in makeup to accommodate its needs. For example, when meetings are in civic centers, decorations may be a large task requiring the extra work of a separate committee. In a hotel, this may not be true. Committees and responsibilities are listed with the idea that some host states may function best with fewer committees and more subcommittees while the reverse may be true in other states. All chairs need to make their own committee member lists. In fact; this is crucial! They can best determine their needs and who they can work with most efficiently considering distances, number of times committees will meet, etc.

In any case, a Committee Chair with a Vice Chair should know the committee assignment very well and capable of serving as committee experts during the last 10-12 months prior to the AM/PIC. The AM/PIC Chair and Executive Committee should allow Committee Chairs to function freely, but coordination with the host state leadership is essential. Committee Chairs should keep the AM/PIC Chair informed with copies of all correspondence. Regular briefings and consultations with the AM/PIC Chair are critical to maintain overall coordination.

The Finance Committee should start to work immediately after a successful bid to outline plans to raise the necessary finances. Don't start the other committee work too early. A skeleton organization of chairs 3-4 years ahead with little or no work by a committee except the Finance Committee is okay. Generally gearing up all other committees to go to work two years ahead is appropriate. Committee chairs should observe two previous AM/PIC's. All committee chairs should attend the immediate preceding NACAA AM/PIC to enable them to learn committee needs and assignments. Each committee should select a Vice Chair

to take leadership in case of absence or illness of the chair, or other reasons, during the AM/PIC.

Schedule meetings with committee chairs well in advance. Meeting dates can easily be canceled if not needed. The following can serve as a guide:

- Four years ahead — meet once with committee chairs outlining duties and areas of responsibility. Use AM/PIC evaluation summaries to gain ideas for improvements, needs and wants.
- Three years ahead — meet twice with all chairs. Begin filling in ideas of chairs, as it relates to budget needs — brainstorm a little.
- Two years ahead — meet four times with all chairs. Have them prepare their committee member lists. Encourage the use of every available member of the state association and use other Extension or university personnel as needed.
- Year of AM/PIC — Meet immediately after returning from the AM/PIC preceding yours. This is when all committees become serious (even worried) about their responsibilities. Meet as needed — perhaps every other month until the AM/PIC. This allows for enough time to cover and coordinate problems or details overlooked, and all chairs are aware of the total situation.
- The AM/PIC Executive Committee should meet as needed during the entire period.

NATIONAL PRESIDENT RESPONSIBILITY

The National President who will preside at that AM/PIC is encouraged to utilize others to assist in designing the program. The National President should appoint a Program Committee made up of NACAA members from host states, host region and strategic members from throughout the NACAA membership. In addition, administrators and specialists from the host state land grant University may be appointed to the Program Committee. The Program committee can provide assistance with program topics, speakers for general sessions, workshop topics and speakers, and luncheon seminar topics and speakers. This committee could be established in the year the person serves as the Vice President in order to organize the program committee and meet during the Annual Meeting and Professional Improvement Conference two years prior to the AM/PIC that the Vice President will host should they become the President. This allows the program committee to come from the region, not just host state.

The National President should also utilize NACAA leadership from within the Professional Improvement Council and the Extension Development Council to assure the work of the two councils are incorporated into the AM/PIC. In addition, the President of NACAA is encouraged to delegate responsibility for the last day's program at the AM/PIC to the President-Elect.

CONTRACT WITH HOTEL

A letter of intent from the hotel(s) is required by the National Board. Helms Briscoe coordinates with the host state's hotel contracts for the Board to review. The letter commits the following for NACAA use.

- Number of sleeping rooms blocked with prices for single and double rooms.
- Ratio of complimentary rooms to rooms rented (usually 1 for every 40 or 50; some sites may be as favorable as 1:25). Complimentary rooms to run from Thursday evening prior to the AM/PIC through the following Saturday. These rooms are assigned by NACAA President.
- Parking privileges.
- Ballroom and meeting rooms free.
- Hospitality room with donated food. Since hotel and facility managers change rapidly, it is essential to get in writing, the hotel or facility's approval to allow the host state to handle such items for the snack bar and breaks as well as events hosted by other states. If this information is not in writing, host states may end up with a charge per plate putting cost far beyond their budget allocation. This commitment should be done early in the process, perhaps even before bid is made when more leverage is possible in negotiating with hotels.
- **Any special considerations.** Since most of the hotel is booked for NACAA, hotel management in the past has allowed certain suites to be used by the NACAA President-Elect and President as complimentary rooms instead of charging the suite as three complimentary rooms.

Any final hotel contracts should be negotiated as early as possible. In any case, contracts should be signed one year prior to the AM/PIC. Contract details and signing should be the responsibility the person designated by the National Board, in consultation with the AM/PIC Chair and the current National President. During the year of the AM/PIC, if registration is higher than expected, additional hotel rooms may be needed. In those instances, Helms Briscoe would issue another RFP to hotels to obtain additional space at current hotels and to find satisfactory additional hotels. They will work with the host state and the NACAA board to select the best choice based on quality, cost and proximity to the convention center.

HOST STATE AND THE NATIONAL BOARD MEETINGS

The AM/PIC Chair, two years prior to hosting the Annual Meeting and Professional Improvement Conference, meets with the National Board at their winter meeting (usually in December or January). This meeting is held at the headquarters hotel where the current year's AM/PIC will be held. The AM/PIC Chair presents a tentative budget and other information to the National Board which is deemed appropriate in order to bring the National Board current regarding hotel accommodations, tours, recommended theme, logo, etc. The new National Board meets on Friday after the completion of an AM/PIC. The upcoming AM/PIC Chair meets with the Board and should be prepared to present for approval and/or information the following:

- Update on major changes such as tours, hotels, etc.
- Major problems.
- Proposed budget.
- Approval of the fee for commercial exhibitors (if not previously set).
- The following December or January (at the Winter Board Meeting) the current AM/PIC Chair and the committee chairs should be prepared to provide detailed plans for the upcoming meeting.
 - **A Written outline of plans** from every committee should be prepared for handout to the Board.
 - **A final budget must receive approval of the Board.**
 - A tour of the headquarters hotel, other hotels, and/or Conference/Civic Center (if used) is conducted to familiarize the Board with the available facilities.
 - The host state committees need to provide reports to the National Board. Other committees can submit reports if they have specific needs or questions through the state host committee.

HOST STATE RESPONSIBILITY

Host State Annual Meeting and Professional Improvement Conference Committees are always proud to welcome County Agents to their state and “show off“ their unique agriculture, cultural history, traditions, and plans for the future. As such, the Host State usually helps plan a Board dinner during the winter board meeting. This allows the Board and important agricultural and agribusiness leaders from host states to meet each other. Past experience has shown that this creates a public relations climate that causes the leaders in the Host State to join even more closely with County Agents in hosting the Annual Meeting and Professional Improvement Conference. Some states form an Agribusiness Advisory Council sometimes chaired by the State Director of Extension to participate in hosting the AM/PIC.

VIP Dinner

The National Board and committee chairs arrive prior to the AM/PIC for board meetings and committee preparation for the meeting. Host states have an additional opportunity to provide leaders of the National Association and host states to meet and socialize together on Saturday evening prior to the AM/PIC. The current NACAA President will also invite special guests, donors and sponsors for special recognition for their support of NACAA programs. This optional event is referred to as the VIP Dinner and is the responsibility of the host state to plan in coordination with the NACAA President. Traditionally, the current leadership along with the Past Presidents and their spouses are entertained by the host state, usually at a place outside the hotel. To give proper recognition to local people present, it may be best that the host state association preside at this function. The VIP dinner is a Dutch treat event with the cost established based on the meal and transportation costs. The costs for special guests and sponsors invited by the NACAA President will be covered by NACAA. Guests of the host state will be paid for by the host state. Typically, the host state handles all the expenses and the amount collected by NACAA from participants and any NACAA guests are calculated in the final settlement. Transportation for the VIP dinner needs to be included in the Transportation Committee’s bus needs.

Other Host State Responsibilities

The hanging of the state banners at the AM/PIC is the responsibility and at the expense of the host state. Expense of hanging can often be reduced by hanging banners from the exhibit hall draperies rather than from the ceiling or high walls.

BUDGET AND FINANCE COMMITTEE

Host State Fund Raising

Raising the necessary funding and a well-prepared budget need not be such an awesome task. Setting guidelines early will enable a smooth functioning relationship between the Treasurer, the AM/PIC Meeting Executive Committee and the Finance Committee.

Establishing a realistic tentative budget early, based on an estimated attendance figure, is essential. An AM/PIC planning budget spreadsheet is available from the NACAA Treasurer. Following a firm operating procedure, where each Chair operates within the budget, yields good budget control. Nearly all expenses should fall into a budget category. Miscellaneous expenditures can pile up fast and escape supervision of a Committee Chair. Budget initially as if nearly everything is a cash cost and allow for inflation (as much as 10%).

This committee takes leadership for raising the necessary Host State funds and assists in the preparation of the budget. Work should begin on fund raising as soon as the Host State bid is confirmed by NACAA and it is the only committee whose work should be completed before the AM/PIC begins. Establishing a prospective donor's list early allows for early contacts. Some companies want lead-time to include items in a budget. Banks and other business institutions are more likely to make donations in the fourth quarter of their operation year when amount of net income becomes more apparent. Some companies prefer to underwrite the cost of something (portfolios, flowers, etc.) because they can put this cost under advertising and promotion rather than under donations. Experience has shown that an organization may decline to donate any cash but when approached to sponsor a specific item that may be worth nearly \$1,000, they may readily accept.

Host states should never use NACAA sponsors listed in the current AM/PIC program. Names of possible sponsors should be sent by the current NACAA President-Elect to the AM/PIC Chair to avoid their use by host states. Close coordination between the current President-Elect and the AM/PIC Chair is essential.

Guidelines for designing a funding campaign include:

- Set timetable with goals—deposit funds received early in an interest-drawing account.
- Establish a policy that both the solicitor and the host state Treasurer writes a thank-you letter to the donor. Send a copy to the AM/PIC Chair.
- Review the list of NACAA national donors. These national donors should not be contacted unless host states receive permission from the NACAA National Board.
- Make personal contacts with donors and follow-up with a letter. This is also a good time to list some of the objectives of NACAA. The Chair may want to prepare a sample letter or brochure to use as a guide.
- Making the contact with the “right person” in a company is essential. If this person is unknown, check to see who knows the “right person”.
- Solicit large donations first by listing the prospective donors by category \$1,000, \$500, etc. Some states do not accept donations under \$25. Share with donor the amounts for recognition, as most donors want guidelines.
- Prepare a list of all donors including in-kind donors.
- Pre-AM/PIC pamphlets have been used for fund-raising purposes. Share information with the AM/PIC Committee under the direction of the NACAA Board.

BUDGET AND FINANCE COMMITTEE Cont'd

Reception costs for state donors are the responsibility host states. After AM/PIC concludes, thank you notes need to be written large donors and report on success.

NACAA is tax exempt under Section 501 (C) (6) of the Internal Revenue Code. States hosting the AM/PIC may obtain a separate identification number under the same code or have checks made payable to the NACAA Treasurer for reimbursement back to the state, especially if a donor is wanting tax exempt certification. A separate ID number takes considerable time so it should be done 2-3 years in advance of the scheduled AM/PIC. Some donors may prefer to channel their contribution through the NACAA Educational Foundation since it is tax exempt under Section 501 (C) (3) of the Internal Revenue Code. The land grant university of host states may be able to serve as the depository of funds when the donor requests receipt of funds as tax deductible.

Some states have been able to avoid the payment of sales taxes for meals, rooms, etc. by routing their payments through a university affiliated foundation. Sometimes a foundation may charge a small percentage, but this is usually less than the sales tax rate. The NACAA encourages states to explore the use of foundations as a cost savings measure.

Sharing Expenses With NACAA

While most AM/PIC expenses fall clearly into either a NACAA expense or a host state expense there are a few areas where the cost is shared. A firm arrangement with the National Board on shared expenses is important and using a percentage share of cash expenses is fair to both host states and NACAA. Donated items or in-kind contributions reduce the stress on host state budgets and thus committee chairs are encouraged to search for in-kind assistance. However, the National Board does not consider in-kind contributions as contributions toward the host state's share of shared expenses with NACAA.

Expenses incurred by the NACAA Board and national Committee Chairs during the AM/PIC are budgeted in the AM/PIC budget as a national expense. All other board and national committee expense during the remainder of the year is budgeted as an annual operating expense of NACAA.

Funds from SARE grant dollars are coordinated by NACAA Executive Director and funds received are utilized by NACAA to cover SARE related functions at the AM/PIC.

Budget Preparation

A tentative budget shall be prepared and submitted by the AM/PIC Chair at the Winter National Board Meeting the year before the AM/PIC for which that committee will be responsible (18 to 21 months prior to the AM/PIC). The final budget shall be submitted and approved at the Winter National Board Meeting the AM/PIC is to be held (6 to 9 months prior to the AM/PIC).

Expense Distribution - (Recommended Guidelines for sharing Annual Meeting and Professional Improvement Conference expense) - NACAA/Host State - see NACAA Policy Handbook for exact splits.

BUDGET AND FINANCE COMMITTEE Cont'd

The allocations below are based on actual cash expenses. In-kind and/or other contributions are not included in expenses for reimbursement. NACAA will not reimburse the host state for items of expenses that have been provided by sponsors and/or other contributors.

A. Annual Banquet

- Meals Costs - 100% NACAA
- Piano/Organ/Entertainment - 100% NACAA
- Spotlight, staging/reconfiguring head table on the stage - 100% NACAA
- Program - 100% NACAA
- Decorations - 100% NACAA (Signs and Decorations Committee)
- Boutonniere/Corsages - 100% NACAA –for DSA and Spouses Only
- Favors - 100% host state

B. Barbecue – Tour day dinner

- Host state responsibility or by ticket sold to individuals. All favors and related materials are host state responsibility.

C. Flowers, Signs, and Decorations

- Shared costs
 - Annual Awards Banquet - Candles and Flowers - 100% NACAA
 - Boutonniere / Corsages for DSA/Spouses Annual Banquet - 100% NACAA
 - Boutonniere / Corsages for Others Annual Banquet - 100% Host State Optional and for AA, Head Table, and Hall of Fame)
 - Table Decorations - 100% Host State
 - Spouse and Life Member Decorations - 100% Host State
 - Spouse Luncheon Decorations - 100% Host State
 - Vignettes - 100% Host State
 - General Flowers, Signs, and Decorations for AM/PIC - 100% Host State
 - Welcome/Reception Signs - 100% NACAA
 - Directional Signage - 100% Host State

D. Education and Commercial Exhibits

- The host state is 100% responsible for revenue and expense associated with educational and commercial exhibits. This includes rental space for educational exhibits if hotel or facilities make such a charge; including drapes, tables and other equipment. Host state also provides display equipment for the AM/PIC Poster Session. NACAA sets and monitors policy without incurring any financial risk.
- Host states may use commercial exhibits as a revenue source. Space rental is determined by host states and must receive National Board approval on the exhibit fees at least one year prior to the meeting.
- Educational exhibits allowed by NACAA will be given first preference and fee-exempt status.
- The host state for the next year's AM/PIC is expected to pay transportation cost for their own exhibit, space to be provided complementary.

BUDGET AND FINANCE COMMITTEE Cont'd

- Host states provide organization and management and assumes any financial risk that may be encountered.
- Exhibitor eligibility should remain separate from any national and state program sponsorship and or financial donation to NACAA or host states. No such sponsor shall be given any complementary space or preferential location.
- National Sponsors that are eligible for a booth space due to their sponsorship level will receive the booth space at no charge. The host state will provide National the actual cost of these booth spots for which the host state will be reimbursed.
- A national sponsor who does not qualify for a free booth space can exhibit but the cost will be the same as established for other commercial exhibitors.

E. Entertainment: Opening Ceremony & Inspirational Program

- NACAA provides \$5,000.
- All entertainment must be approved in advance by NACAA.

F. Hospitality

- NACAA provides \$2,000 for items such as coffee and serving or hotel charges.
- Generally, most supplies for snack bar come from donations as arranged by the State Association hosting the Annual Meeting and Professional Improvement Conference. Other states within host region may also be invited to furnish items.

G. Transportation

- The following transportation items covered by NACAA. Transportation Contract(s) presented to the NACAA Board by local Host State Transportation Chair for approval no later than Spring Board Meeting for approval.
 - Professional improvement tours.
 - Life Members, spouses, sons and daughters transportation.
 - VIP transportation if needed.
 - Talent Revue transportation if needed.
 - All tour plans must be cleared in advance with NACAA Board.
 - Insurance liability must be cleared in advance with NACAA Board.

H. Shuttle

- Hotels located away from the conference center will be covered by the Host State.

I. Meals

- Professional Tours - 100% host state.
- Welcome Dinner - up to \$40 per person paid by NACAA.
- Tour Day Breakfast - up to \$10 per person paid by NACAA.

BUDGET AND FINANCE COMMITTEE Cont'd

J. Publicity and Promotion

- Necessary room rental - host state
- Necessary machine rental - host state
- Emailing to the NACAA membership promoting the AM/PIC can be done by the NACAA Executive Director. Tourist promotion materials information can be included in email notice to attendees so they can order as they wish.

K. Registration

- NACAA Executive Director will handle AM/PIC Registration.
- Assistance from host state will assist in the completion of registration packets at the AMPIC site.
- Software for registration provided and used by the NACAA Executive Director.
- State registration chairs should coordinate with the NACAA Executive Director to obtain information to complete registration on site.

L. Reception and Information

- Host state is responsible for all reception and information costs.

M. Photography

- NACAA pays 100% except for any facility cost, i.e. risers, staging, etc.
- Host state assists NACAA Executive Director by identifying possible local A/V firms one year or more prior to AM/PIC.
- NACAA contracts with a professional photographer to take still shots of individuals and events. In addition, NACAA also contracts with an audio/visuals firm to provide video and filming needs. It is suggested but not necessary that states consult with this firm when negotiating sound, lights, staging, etc. contracts and needs.

N. Printing and Supplies

- NACAA pays 100% of programs, necessary forms, and ticket books (except for 4-H Talent Revue)

O. Member Program

- NACAA prints and covers costs, along with app creation as appropriate.

P. Life Member Program

- NACAA will pay 100% of the cost of the program. Host state will plan and implement the program under the criteria set by the NACAA Board.

Q. Spouses Program

- NACAA will pay 100% of the cost of the program. Host state will plan and implement the program under the criteria set by the NACAA Board.

R. Sons and Daughters Program

- NACAA will pay 100% of the cost of the program. Host state will plan and implement the program under the criteria set by the NACAA Board.

BUDGET AND FINANCE COMMITTEE Cont'd

S. 4-H Talent Revue

- Host state has the full responsibility for the 4-H Talent Revue.
- NACAA pays 50% of cost up to \$15,000 maximum cost to NACAA.
- Host state pays 100% of any transportation to and from and during the AM/PIC.

U. First Timer Luncheon

- NACAA 100% responsible for program and all costs.

V. NACAA President Keynote and Invited Speakers

- NACAA pays 100%

W. NACAA/Donor Sponsored Meals

- Meal costs - 100% NACAA
- All other costs - 100% NACAA

X. VIP Dinner

- NACAA is totally responsible for the function, including food and beverage cost. In the event the host state would like to hold the function at another location other than the headquarter hotel or property to which the contracts were originally signed, the host state will be responsible for the transportation and any facility fee. Meal is by invitation only and paid by attendees.
- The list of invitees will be coordinated by the NACAA President.

Y. Facilities

- Host state - 100%
- Audio Visual Equipment - NACAA shall assume the responsibility for the audiovisual needs associated with all general sessions, regional meetings, and 4-H Talent Revue. Costs will include, but not limited to: expenses incurred with contracts with audiovisual vendors (including video and slide production, video projection equipment and labor expense), expenses for sound and lighting systems.

Z. Insurance

- NACAA pays 100% except for state required insurance.

ANNUAL BANQUET COMMITTEE

The banquet is the closing event of the AM/PIC for the purpose of recognizing NACAA Distinguished Service Award recipients. The President-Elect has the responsibility for the banquet, head table assignment, menu selection, and flowers for officers and spouses at head table. The chair of the Recognition and Awards Committee in coordination with the NACAA Executive Director is responsible for printing the program, the preparation and presentation of DSA plaques, seating arrangements for award recipients, Achievement Award, and Hall of Fame Recipients. The President-Elect and President will work on seating of past National Officers and special guests. Some host states have allowed NACAA members to reserve a table(s) for seating during the week of the AM/PIC to alleviate the congestion during the opening of the banquet hall.

The banquet committee chair should coordinate with the President-Elect on floral selection for DSA spouses and recipients, AA spouses and recipients, Hall of Fame spouses and recipients, and head table spouses and officers. The Committee's main function is to coordinate the banquet arrangements and facilities.

Attendance estimates are always difficult. Persons not planning to attend should have their tickets pulled from the registration packet and tabulated for a more accurate count. Sons and daughters have their own function/meal and are not counted. Since a firm guarantee must be given in advance (usually 48 hours for most hotels), the following formula for banquet attendance has been used: total registration minus children registration x 80% = expected attendance. If you have total registration of 1500 and 200 children, the formula would work as follows: $1500 - 200 = 1300 \times 80\% = 1040$ expected attendance at banquet. This formula may be adjusted down based on the most recent experience of the National Board as well as taking into consideration what percent the hotel or catering firm will serve over the guaranteed number. In all situations, it is the responsibility of the President-Elect to make the final banquet guarantee.

NACAA encourages host states to utilize methods to determine a more accurate count of those planning to attend the annual banquet. This could include having participants pick up their tickets at a separate location during registration. Incentives might also be used to get people to turn in unwanted tickets before a certain deadline. Example: having a raffle drawing of turned in tickets with the winner receiving cash or a prize.

DECORATION COMMITTEE - Optional

Decorations of the hallways, registration area, exhibit hall, general session hall and banquet can be handled by a separate committee or through the coordination of the chairs & members of the committees in charge of functions in those areas. The host state is encouraged to personalize the decorations to highlight their state's agriculture and uniqueness while helping NACAA members feel welcome. Care should be taken of any donated decorations to ensure their safe return to the donor. Coordinating with the convention center is imperative to maintain Fire Marshall's requirements for walkway space and access to exits. It is recommended to provide the NACAA President with decoration plans especially in the general session/banquet hall to verify it fits with the staging and audio visual needs.

WELCOME MEAL COMMITTEE

This event on Sunday is the first large meal of the AM/PIC. The chair of this committee should possess considerable skill in organizing and managing many workers as well as a huge crowd of people. This event is a planned host state activity for the entire group attending the AM/PIC. NACAA will cover up to \$40 per person for the meal. Other expenses, such as meal cost over \$40 per person and entertainment are covered by the host state.

Transportation if needed is arranged and provided by the Tours and Transportation Chair and paid by NACAA. Generally, an off-site location may be feasible when transportation cost is offset by reduced meal cost and not purchasing the meal from the convention center does not negatively impact rental cost. Distance to site may impact returning for evening opening session.

Consideration of the following at least two years ahead can assist greatly:

- Consider distance from the meeting headquarters. Long distances increase cost and require more buses to shuttle the group to and from meal.
- Are suitable facilities available in the event of rain?
- Does the local Health Department have regulations regarding food handling, preparation and serving, and are permits required?
- Will the site be isolated enough to control “outside groups”?
- Are enough tables, chairs (or other seating), drinking water, rest room facilities, and utilities available?

During the final planning year:

- Firm up commitments of all donated food.
- Obtain necessary insurance and health permits.
- Check with the facilities location regarding insurance.
- Determine necessity of any special licenses if beer is to be served.
- Assign committees and work force for specific tasks such as food preparation, serving, drinks, set up, clean-up, parking, etc.
- Organize enough serving lines to facilitate rapid movement and maintain crowd control.
- Collect tickets at beginning of serving line. This prevents gate crashers or persons already served from returning for seconds.
- Where possible stagger arrival time to avoid “rush” and “wait” situations.
- Constantly check with the registration chair on number registered and adjust food as necessary. Consider 5 - 8 percent food supply above your best count. You’ll have workers, bus drivers, or others that need to be fed.

ENTERTAINMENT COMMITTEE

This committee provides for special features in the Annual Meeting/Professional Improvement program which might include the following:

- A dance and/or well-known variety entertainer. Contract with local band, provide concession for refreshments, and suitable facilities.
- Business meeting - make appropriate music or other entertainment available for beginning of each morning session. This is especially effective with door prizes for use in “early bird drawings” and starts the program on time. Door prizes and ticket distribution are the entertainment committee’s responsibility and are provided by the host state.
- Provide information brochure to assist persons in selecting eating spots, churches, local entertainment or sporting events, service clubs, medical facilities, theater, golf courses, and other points of interest. Include in registration packet.
- Provide for possible pre or post meeting tours where desirable. Arrange with travel agencies to handle these completely with registration direct to agencies either through prior publicity in the COUNTY AGENT and/or at registration desk. **NACAAMAKES NO COMMITMENT FOR YOUR SUCCESS.**
- Work with other committees to determine any special needs for entertainment such as providing music for annual banquet. Check local requirements with hotel as to union restrictions on any self-provided entertainment such as providing your own organist.

See the section under Budget and Finance for the recommended sharing for entertainment expense.

EXHIBITS COMMITTEE

Commercial and Educational Exhibits

The host state(s) should designate a chair for exhibits for the AM/PIC. This person should have adequate additional committee members to handle the facilitation of the commercial and educational exhibits.

Commercial exhibits play an important role in increasing the opportunity for professional improvement at the AM/PIC as well as improve relations with donors and provide the host an additional method for producing the funds necessary to host a meeting. The exhibit chairperson should keep the NACAA National Board informed of issues impacting the exhibits for their meeting. Contact and approval may start two years before the meeting.

The host is expected to provide space and manage the exhibits. Exhibits should be held in an area where they receive the traffic of the NACAA members. It is expected that the exhibits will be displayed with proper exhibit drapery and tables. The host should consider the following issues when planning for exhibits:

- The physical placement of the exhibits must not interfere with the other professional improvement opportunities scheduled.
- Host state should coordinate with the President to ensure the time and opportunities for members to view and visit commercial and educational exhibits are built into the schedule. Exhibits should be made available for the membership from Sunday through Tuesday, with exact hours agreed upon with the NACAA Board. All exhibit hours should be listed as part of the AM/PIC program schedule.
- Host states should consider scheduling activities (i.e. hospitality and drawings) in the exhibit area to ensure membership's patronage when the exhibit area must be in an area away from the main flow of meetings.
- Host states should not only consider the needs of the exhibits but the exhibitors as well and set up an exhibitor's hospitality room to use when NACAA membership is attending other activities and not viewing the exhibits.

The cost of providing space and drapery, signs, and any other costs are the host states responsibility for both the commercial and educational exhibits. The Exhibits committee chair should coordinate with the registration and facilities committees to include their needs in the process or seeking bids for the draperies, kiosks, signage, etc. The NACAA Executive Director can assist with the bid/RFP creation. All fees charged for commercial exhibits are kept by the host and may be used as a method to assist in financing the host share of the AM/PIC. Fees charged for commercial exhibits must be approved by the NACAA National Board at least one year prior to hosting the meeting. National Donors and Sponsors are allowed one free booth at NACAA expense if their donation is at or above the \$2,500 level. Expenses that are covered by National for those booths are actual cost of those associated with the set-up of the booth. Examples of these associated cost would be but are not limited to - pipe and drape, chairs, table and table coverings. National sponsors not meeting the \$2,500 level can exhibit but will be treated as the other commercial exhibitors.

Educational Exhibits -Educational exhibits are exhibitors affiliated with NACAA, other Extension professional organizations or state universities if they are not selling a service or product. When the host has difficulty determining the proper classification of an exhibitor as educational or commercial, they should consult the NACAA President for a ruling on the exhibitor.

4-H TALENT REVUE COMMITTEE

All states in the region where the AM/PIC is held are usually invited to nominate acts for 4-H Talent Revue or host states can showcase their state 4-H Performing Arts Program as appropriate. Some travel expenses for participants and chaperons (where necessary) will be provided.

The Chair of the 4-H Talent Review Committee accomplishes the process for selection and notification of participants. A close relationship must be maintained between the NACAA Board and the Host State 4-H Talent Revue Committee Chair in order to follow policies and coordinate procedure. The Host state committee must have a committee representative with the Talent Revue participants from the time they arrive on Sunday until they leave Tuesday.

Responsibilities include:

- Host state committee chair should coordinate with the NACAA Executive Director to make reservations for block of rooms in one hotel.
- Selection of a good Master of Ceremonies. Work with national donor/sponsor representative to select a good director/choreographer.
- Meet and greet all act participants when they arrive. Assist with receiving special equipment used in the act (some of this may need special storage for safe keeping) if too large for sleeping room.
- Provide for orientation meeting.
- Arrange for necessary stage and equipment needs. This must be coordinated with each act to determine special needs.
- Conduct a dress rehearsal. (Pictures will be taken at this time).
- Provide for publicity “back home” as well as scrapbook.
- Arrange for post revue cast party, paid for by sponsor, in addition to the expenses.
- Arrange get acquainted and recreation time.
- Dressing rooms are needed for privacy and must be secured while show is in progress. Assistance is often needed for quick clothing change. Sewing on buttons or safety pins is always needed.
- Save strongest acts for end of show.
- Entrance and exits from stage should be safe and correct height.
- It is desirable for the background of stage should be at least eight feet high.
- Determine number and types of microphones needed (neck, hand-held or standing.)
- Open doors to performance 45 minutes ahead.
- Start on time.
- Recognize committee before show.
- Prepare a finale with all acts participating.

The entire function could be subdivided into reception and hospitality, staging and props, and “after revue” party.

The procedure for billing the 4-H talent revue is as follows:

- NACAA will cover half of the 4-H Talent Revue expenses up to \$15,000.
- If there is a sponsor of the 4-H Talent Review, the sponsorship will be sent to NACAA Treasurer according to established procedures.

4-H TALENT REVUE COMMITTEE Cont'd

- NACAA will determine meal cost reimbursement and make bulk allocation for meals in NACAA check for travel expenses.
- Travel receipts will be presented to NACAA treasurer who arranges for issuing of checks.
- The hotel needs to bill the NACAA for sleeping rooms used for the Talent Revue.
- Videos of the 4-H Talent Review will not be sold due to legal and economic ramifications.

See the section under Budget and Finance for the recommended sharing for 4-H Talent Revue expense.

FACILITIES COMMITTEE

This committee requires a chair who is a good organizer, looks after details and remains calm under pressure. This committee chair is the “go between” the hotel management and the entire NACAA AM/PIC. The Facilities Committee Chair should be the only person to directly deal with the hotel management for facilities.

FACILITIES AND ROOMS

The chair should consider the following facility needs:

- Eating Facilities - One large dining room for the Annual Banquet with seating 700 to 1,000.
- Meeting Rooms
 - If possible, have a separate large room for large meetings to accommodate expected attendance for general sessions.
 - Rooms conveniently located for the following functions.
 - Host State headquarters.
 - Board of Directors and Nominating Committee’s meeting room.
 - Spouse’s headquarters room.
 - Youth room.
 - Life Members room.
 - Storage room for supplies
 - Adequate rooms for four Regional Meetings, professional improvement programs, poster session, exhibits, NACAA committee, and other meetings.
- Guest Rooms
 - A block of up to 550 guest rooms in the headquarters and nearby hotels and motels.
 - Helms Briscoe will work with NACAA and host state to get a contract or agreement drawn up with the hotels, convention center/municipal auditorium, or other facility for signatures before the Annual Meeting and Professional Improvement Conference location is announced. Such contract shall bind the hotel(s) to a definite number of meeting and guest rooms at fixed rates per room. The guest room rate, and number of each shall be publicized in the spring issue of The County Agent prior to the Annual Meeting and Professional Improvement Conference.

This committee must coordinate with practically all other committees to confirm space needs and plan for equipment and other needs such as signs, decorations, flowers, and audio visual, or other equipment. A subcommittee may be responsible for the latter three categories but since they are such an integral part of a meeting room, they may be better coordinated this way. Once a room is reserved (**see EXHIBIT F**), the flowers, equipment or signs necessary are really a part of setting up the room. If a room assignment is changed after the schedule is completed, obviously the signs, equipment and decorations need to be changed also. Sometimes this can happen at near zero hour!

The sleeping room reservations should be handled through the NACAA Executive Director and contacts of contracted hotels. NACAA has an obligation to fill the number of rooms allotted at headquarters hotel if the hotel has furnished meeting rooms and many extras at no charge. Listing too many hotels can

FACILITIES COMMITTEE Cont'd

spread the group out and leave the headquarters half empty. This has cost NACAA in the past. For example, 400 rooms will yield 8 or more complimentary rooms. These are for use by NACAA Officers, Board and Committee Chairs. The President of NACAA should make these complimentary room assignments ahead of time so each of the above will have the reservations confirmed from that specific hotel.

About 5-6 months ahead of the meeting, the Officers, Directors, Chair, or others who might need meeting room space are sent a meeting room and facility request form. (See **Exhibit F**). These forms are used for developing a schedule for hotel and/or convention center which up to this time have made only blanket reservations for NACAA during the entire week. Emphasis should be placed on securing information well ahead of time concerning set-ups for each function (Ex. microphones, lecterns, banquet head table, etc.). This will eliminate confusion during the meeting.

State and University Flags are used at the previous meetings which can be used again. The upcoming host state will make plans on getting the Flags to the next Annual Meeting and Professional Improvement Conference.

However, new signs need to be made, all ahead of time if possible. The upcoming Host State Committee responsible for signs should make sure all signs are prepared for the Annual Meeting and Professional Improvement Conference. Last minute changes make it necessary to have a sign maker or computer and laser printer available in order to make changes or additions as needed, this can save money. Requests for decorations, signs and flowers are made accordingly. (See **EXHIBIT G**).

EQUIPMENT (see **EXHIBIT F**) such as projectors, screens, portable pa systems, easels, poster display panels, etc. may be borrowed from County, Regional or State Extension Offices to save money. These items will require check out from a committee member in the equipment room. Depending upon location some of these items may have to be provided at a cost from the hotel(s) and convention center. Any expenses need to be included in the contract. An Audio-Visual RFP will be sent to appropriate businesses; contract will be selected by the NACAA Board and signed by the NACAA President

Flowers can be an expensive item, but this can be minimized by using flowers multiple times. Decorations and Flowers for Annual Banquet can be used accordingly.

HOSPITALITY/BREAKS COMMITTEE

This committee is charged with a snack bar or program breaks responsibility where food and snacks representative of the area or from other areas are available during the specific times for those attending the AM/PIC.

The National Board has indicated that they do not feel that this need be elaborate or a free meal, but rather a place for fellowship while enjoying a snack. If complementary breaks are not possible, this committee should arrange for food to be purchased at convenient locations in relation to the meeting. Coordinate this closely with the NACAA President so it can blend into the program.

Hotels are overly expensive if they do the work and the hotel may “surrender” to letting this Committee work in their facilities. In today’s market this is less likely. However, donated items reduce the cost tremendously. Yet, the hotel may resist this since it substitutes for additional sales they would otherwise make; however, some may make allowances for certain items. Some discussion in the initial stages of selecting a headquarters hotel will set the parameters in bringing donated items for hospitality. These negotiations need to be made prior to signing a contract!

Coffee break periods, if included in the program, must be short in order to adhere to program schedules and must be handled quickly by having numerous “stations” available for service. Plenty of help will aid in this request. The decision as to whether to have scheduled breaks is the responsibility of the National President in conjunction with the National Board and the Host State Committee. In recent years, “formal” breaks have not been held during the general and business sessions on Monday, Tuesday, and Wednesday/Thursday. This has encouraged general session attendance; refreshments, if provided, have been available outside the general session room or in the exhibit hall to encourage members to visit the exhibit area.

13

See the section under Budget and Finance for the recommended sharing for Hospitality expense.

INSPIRATIONAL SERVICE AND OPENING CEREMONY COMMITTEE

Since NACAA begins the AM/PIC on Sunday evening, an Inspirational Service (to focus on the inspirational side of professional improvement) is provided as part of the Opening Ceremonies.

This committee, **IN CONSULTATION AND CLOSE COOPERATION WITH THE NACAA PRESIDENT**, plans an appropriate inspirational program. A combination of speakers, music, reflection, and visual effects can be used. The NACAA President presides and welcomes members, spouses, families and guests.

The Inspirational Service is to be an opportunity for all members to reflect on their own values and beliefs and to share varied experiences offered to NACAA members as the AM/PIC is moved from region to region of the United States. This is also an opportunity for the Host State to share some traditions and culture with all members, as this can be a learning experience for attendees about the Host State.

Special music is sometimes presented as an adjunct to the program. It may be a special choir or choral group, recognized locally or nationally. A mixture of religious, patriotic, or other music as appropriate to the occasion adds to the Inspirational Program.

Each State Association President or representative is to post their state flag as a backdrop to the Opening Ceremony and the rest of the general sessions. The presentation of state flags recognizes each state as a part of NACAA. The state flag ceremony is coordinated by someone assigned by National President, this individual typically has been the chair of the Opening Ceremony Committee.

The State Flags, poles and stands are the property of NACAA and are shipped to the next host state after each AM/PIC. It is the responsibility of the incoming host state to cover the cost of shipping to their state. A committee from the next host state, under the supervision of their Facilities Chair, is responsible for taking down the flags, banners, etc. after the annual banquet, and preparing them for shipping. The next host state is expected to store and care for the flags, poles and stands. Prior to the AM/PIC this equipment should be checked out to assure everything is in good working order. Some other national extension organizations use the flags in between AM/PIC's (at their expense for shipping); the host state is responsible for care between meetings and during the meeting.

LIFE MEMBERS COMMITTEE

The Life Members of NACAA and their spouses want to and should be an integral part of the AM/PIC program. The National Life Member Chair helps to coordinate the special activities which are organized. Though integrated in the hotel facilities rather than in one specific hotel, the Life Members do enjoy a time together. A meal function serves this purpose well and allows for the election of committee leadership to serve the coming year.

A hospitality room for meeting formally or informally can assist in old friends getting together to swap stories, slides, or in organizing mini tours in or around the city. The committee can assist by making information available concerning interesting sightseeing attractions and touring facilities for small groups (6-8 people). A presentation about area attractions or a travelogue could well be the meal function program. Life Members enjoy entertainment since they are retired and each of the activities ought to be geared to this idea.

The past few years, the Life Members and Spouses programs have been held together.

Donors, as appropriate, for Life Members activities will be handled like other national sponsors and will become a part of the NACAA responsibility.

See the section under Budget and Finance for the recommended sharing of Life Member expenses.

PUBLICITY COMMITTEE

This committee is literally the press agent for the AM/PIC. It is responsible for producing advance publicity and promotion, including news releases and television/radio information releases. The Audio-Visual Company for use of NACAA, including Scott Hawbaker, will record videos of the Inspirational, Keynote, Capstone and possible the DSA Banquet and the president of the Current Year's Meeting. NACAA Committee news releases will be made as appropriate to the recipient's local news avenues.

The publicity committee may want to tie in various activities of the committee with the logo and/or theme on program covers, news releases, tickets, posters, informational materials, etc.

Encourage attendance by highlighting special events featured at the AM/PIC in advance publicity in The County Agent and in promotion material sent to all NACAA members.

Provide a daily newsletter listing schedule changes, special instructions, local interest stories, and other information. Having limited copies of newsletters available for pick up at various convenient locations for the early risers each morning can eliminate many special announcements and lengthy instructions from the podium. The newsletter may be emailed to all in attendance daily, or links sent out via text messages and or social media as appropriate.

The publicity committee can work effectively in advance with TV, radio, and the printed media for on-the-spot coverage of the meeting. Editors of farm magazines in the area should receive invitations to attend the AM/PIC. Host state can provide a press and media center where reporters can come in, make calls, feel comfortable, have a cup of coffee, and get information all at the same time as appropriate.

There may be requests for copies of speeches given during the meeting. The National President, Committee Chairs, Committee Chair, Director and others who arranges for a speaker should request a copy of the speech for The Proceedings as appropriate. The Committee should develop a deposit place for materials to be published in The Proceedings as appropriate.

Photographers and photographic service is provided by NACAA during the Annual Meeting and Professional Improvement Conference. The editor of The County Agent and the editor of The Proceedings should work with the publicity chair to plan the publicity they want.

See the section under Budget and Finance for the recommended sharing of publicity expenses.

RECEPTION AND INFORMATION COMMITTEE

This committee is responsible for assisting members and their families upon arrival in any way possible. In large congested airports, this may mean a separate, well-marked information booth to assist with information on transportation from airport to AM/PIC site. A large reception detail can assist with arrivals at hotels by providing parking information, where to unload luggage and other materials (exhibits, etc.) and to extend a friendly welcome to everyone.

During the remainder of the week, three important tasks must be covered:

- Recognize and receive VIP'S, such as program participants, guests, etc.
- Provide an information desk for dispensing all kinds of general information.
- Any important information may be passed along via text messages or emails. In addition, important announcements may be placed on social media outlets such as Facebook, Twitter, etc.

The NACAA President will coordinate the plans for receiving VIP's with the National Board and Reception Committee. The information desk near registration should cover the following responsibilities:

- Lost and Found
- Questions concerning programs, housing, facilities
- Giving out general information about eating places, entertainment, places to go and things to see, etc.
- Keep abreast of last minute changes as communicated by other Committee Chairs and NACAA Officers.

This committee can also handle the State picture schedule. Selecting the official photographer (through a bidding process) is the National Boards responsibility. Committee oversees selecting an appropriate location for photos that can handle large groups of 70-100 and for small groups can assist greatly in the State picture taking process. While one state group is having their picture taken, the other state group can be getting ready. Some host states establish a separate "State Pictures Committee", if desired.

State pictures are generally taken Sunday and Monday evenings with pictures available later on the NACAA Photo Website for download. The Executive Director will send out an eBlast when the photos are available.

Welcoming VIPs - The Executive Director will likely be the first welcoming contact the VIP's have at the AM/PIC. The NACAA President will be notified by the Executive Director as VIP's are in attendance, as not to miss an introduction and/or inclusion in the appropriate session. Appropriate Committee Chairs will be notified of Sponsors/Donors and other VIP's as to their attendance to the Committee's Awards or Professional Development or Improvement sessions. The function of this is to provide initial contact in the registration area to welcome and answer any questions those speakers or other VIP's may have as they arrive.

REGISTRATION COMMITTEE

This committee is responsible to work with the NACAA Executive Director to ensure all aspects of the registration process go smoothly. It has work prior to the actual meeting and demands a Chair who organizes well and follows details very closely.

The committee is one of the first contacts for an arriving member. A negative impression of the registration process can alienate people toward other parts of the program.

Working with the Executive Director to get updates on attendance figures. The committee will work with their Hosts State members on welcoming gifts as appropriate for Members (Active and Life), Spouses, Sons and Daughters, Speakers, Donor/Sponsors, and VIP's. The Committee may wish to compose a listing of local hospitals, Urgent Care, Dentists, Optometrists, car repair, etc., whose services may be needed by AM/PIC attendees.

Contact the Executive Director and refer to NACAA policy regarding the refunding of registration fees. The NACAA Treasurer via the voucher system makes all refunds of registration fees.

The Executive Director receives the registration form providing correct names and mailing addresses, region, officers, guests, tour choices, and other information the National Board requires. The host state may want to use the registration information to help determine program or activity choices participants wish to participate.

Pre-registration for tours works well and is encouraged. This encourages early registration, which assists the Annual Meeting and Professional Improvement Conference committee in doing a better job of planning.

Once registrations are received and processed by the Executive Director, an email notice acknowledging receipt of registration and possibly tour assignment will be issued for confirmation.

The NACAA Executive Director provides ribbons and seals.

Expenses of host state are taken care of by them at a bank of the State and AM/PIC Treasurer's choice. NACAA Board and Treasurer takes care of their expenses through their appropriate Bank account.

Weekly reports of registration (as per **EXHIBIT H**) are made by the Executive Director. The NACAA Executive Director and NACAA Treasurer should work closely with the AM/PIC Treasurer in managing the AM/PIC Budget and settlement.

The Executive Director will handle AM/PIC Registration, accounting of all registrants from each state and provide information to attendees and state presidents on attendees from their respective states, as appropriate.

REGISTRATION COMMITTEE Cont'd

Tickets

The Executive Director be responsible for all tickets in the registration packet so that appropriate colors, etc. can be used to make easy identification for various events. The tickets will be titled as appropriate with help of the Host State, such as Tours, Events, and Meals for Members, Sons and Daughters, Spouses and other guest as appropriate. See **EXHIBIT I**. The Executive Director will do all printing for the registration packet, including tour tickets and other items. Life members, members, spouses, children and guests may need different ticket packs since they each have different activities to attend.

Complimentary and Reimbursed Registrations

Complimentary registrations for the AM/PIC are as follows:

- Donors
- Special guests: The President of NACAA has the authority to grant complimentary registrations to special guests.
- Persons appearing on the program except NACAA members.
- Representatives of related organizations such as farm organizations.
- Official Representatives of the other extension professional organizations; NEAFCS, NEA4-HA, ESP, ANREP, NACDEP, and NAEPSDP representing the Joint Council of Extension Professional (JCEP) as part of the JCEP Marketing Committee.

Reimbursed registrations for the AM/PIC are as follows:

- NACAA Committee Chairs, Council Chairs, Regional Committee Vice Chairs, Officers, Directors, Vice Directors, and Executive Director.
- The PIC, EDC and PRC committees have been budgeted \$1,000 each to support programming conducted by each committee at the annual meeting. Some may choose to use the funds for registration reimbursement for non NACAA member speakers, etc.
- First-time fee discount for those attending their first Annual Meeting and Professional Improvement Conference with less than five years' service. Must be documented by immediate supervisor.

Registration Fees and Tickets -

Notice should be given in *The County Agent* and in the On-line registration concerning special fees and special ticket charges, if any. Bus tickets (if needed) and special event tickets, for which a special charge is made, may be sold at the time of registration, if available. Admission to special events, including all meals, shall be only to registered persons with the appropriate tickets.

The registration fees for the AM/PIC and daily rates shall be set by the NACAA Board of Directors at the Winter Board Meeting (for members, spouses, children, Life Members, and visitors).

Guest registrations should pay for the length of their participation at the NACAA AM/PIC. For example, if a family member of a national officer comes to the meeting for the Annual Banquet, then they should pay the cost of an Annual Banquet ticket. If they come and participate in a day's program, then they should pay the day rate fee.

Host state members and families are also assessed a registration fee.

REGISTRATION COMMITTEE Cont'd

Members of the State Association, that are hosting the AM/PIC and attend the AM/PIC, should pay the registration fee.

Refund Policy

Cancellation through sixteen (16) days before the beginning of the AM/PIC; 75% of registration fee will be reimbursed. From fifteen (15) days before the beginning of the AM/PIC; 25% of the registration will be reimbursed. Appeals due to emergency will be considered. A maximum of 90% of registration fee will be reimbursed in emergency situations. Documentation may be requested to verify medical issues.

Time Use

The program time shall be divided as follows: (1) speakers - 30 to 40%, (2) committee reports - 20 to 30%, (3) entertainment - 10 to 20%, and (4) tours - 10 to 20%. The National President shall designate time allotted for each committee report and select those where panels are to be used.

Identification Tags or Ribbons

All NACAA members, their family, and visitors shall receive an appropriate identification tag or ribbon during registration. Spouses shall have a different color name tag. Guests and donors shall receive a distinctive tag or ribbon. National Officers, Directors, Committee Chair, Past Officers, and first timers shall also be identified by distinctive tags or ribbons. Inventory of ribbons is maintained by NACAA Executive Director.

SONS AND DAUGHTERS COMMITTEE

This committee is responsible for planning activities for the youth of county agent families attending the AM/PIC. While the youth attend some of the regular program such as Sunday Evening Inspiration Program, the 4-H Talent Revue, the barbecue/meal, etc., obviously with a range in age from youngsters to 18, a variety of activities is needed. Youth 19 and older are charged the visitor rate.

The program can be divided into three categories: tours, youth designated area to be used for meeting for recreation, tour departure and return, and evening activities. Professional, licensed day care providers are recommended for children 6 and under. Host State can provide a list of close facilities that may take temporary (week or day by day) placements. The tours scheduled for older youth (4-H age) are an educational opportunity. Evening programs (dances and recreation) give special opportunities for older youth to get acquainted as well as have their own concluding banquet separate from the DSA banquet.

It is useful to have tours and other activities return to the youth designated area. This allows parents to meet youth at specific times. If spouses are on tour the same day as the youth it is also useful to have spouses' tours return slightly ahead of the youth tours, so parents are back before their children return.

Some parents may opt to participate in youth tours or programs rather than other offerings in the program. Parent participation may be helpful in order to provide additional adult supervision and chaperones. It is wise to check with the committee to offer adult supervision, as fees will apply to parent chaperones as well.

Arrange for a "get acquainted party" the first evening to help the youth ease some of their fears and help the parents through the entire week. A leader for group games, music, and light refreshments is usually all that is needed in addition to plenty of supervision.

Tour buses should be arranged by the Transportation chair so that only one person deals with the bus company.

Plenty of adult supervision is needed for the tours as well as all other activities. Food for refreshments and the banquet should include favorite sons and daughters items. A hamburger plate dinner or pizza for the final banquet has been well received by sons and daughters at previous meetings and is cost effective.

Youth designated area recreational equipment such as pool tables, table tennis, tables, jukeboxes, video games, etc. are difficult to rent and may have to be borrowed, so checking well in advance may save last minute problems. This is an option for the Sons and Daughters Committee and is not a requirement.

See the section under Budget and Finance for the recommended sharing for the Sons and Daughters program.

MEALS COMMITTEE

All meal arrangements other than the banquet are handled by this committee. These include sponsored breakfasts, luncheons, and dinners which are handled in coordination with the National Committee Chairs or Officers of NACAA. Have the National Committee Chairs or Officers arrange for these as early as possible (4-6 months on forms as indicated (see **EXHIBIT G**). It is suggested that states attempt to secure meal prices as early as possible, even at the time that contracts are signed.

Menus are obtained from the hotel or catering service by the Spring Board Meeting and, following approval, are mailed to all presiding officers for each meal function requested. In case there is a sponsor, the presiding officer will make the contact and coordinate the arrangements with the sponsor. There may be single meal choices each day for Breakfast, Lunch and Dinner for the general meal. Any attendees with special needs, such as allergies, vegetarian, etc., will need to be handled at each meal function as appropriate.

A complete listing of needs by function is made from request forms for podiums, head table requirements, flowers, and equipment, etc. as needed. Final arrangements are then confirmed back to presiding officers for review, along with guarantee policy of hotel if appropriate.

Head tables should be discouraged because it often puts the leadership of NACAA at a head table when they would prefer to sit with the membership who attend the event. In today's world of recognition, the head table concept is used less in order to reduce the impression of status and levels of prominence.

Giving guarantees is probably the biggest problem this committee has to deal with. Since most hotels or conventions facilities will serve a percentage over the guarantee, this committee should consider guaranteeing less than expected because historically, not all the people who register to attend a meal function do attend. Use the previous year's information as a good guide to assist in making guarantees. NACAA special meals filling up empty seats at the last minute with host state committee people is usually better than having a sponsor pay for empty seats. Only the Meals Chair should sign bills presented by hotel for payment, and hotel people should be so informed. The Committee Chair should obtain estimated meals costs 11-12 months in advance to the AM/PIC for the Host State to use in Budget Planning. Meal costs should be firmed up 6 months prior to AM/PIC to provide to the NACAA Executive Director, National Board, and Committee or enable selection of meals for each event. See the section under Budget and Finance for the details.

SPOUSES COMMITTEE

This committee hosts the spouses to various events that provide them with entertainment as well as with cultural and historical activities. The Committee should keep in mind that some spouses need Continuing Education. Annually, many spouses submit for approval by their agency and use the tours and workshops they attend as Continuing Education Credits. Early in the planning, look at what special features your area offers that would be appealing to spouses. Favors, local sites and shopping guides could all be part of the spouses programs. **Host states should recognize that County Agents are of both genders and likewise spouses are of both genders. As the number of members of NACAA who are women increases, special consideration should be given to male spouse programs as well.** Men who are spouses will more likely attend the AM/PIC when some programs are designed to match their interest. A get-acquainted time brings the spouses together for perhaps their first meeting and helps in making new friends. Workshops rather than shopping tours have proved very successful. Fashion shows and tours with or without lunch are always popular.

Realize that some spouses will opt to accompany their children on tours or to programs rather than participate in the spouse tours and programs. Other spouses may choose to participate in the AM/PIC program designed for the membership. When the program designed for the NACAA membership may appeal to spouses, this information should be shared with spouses who attend the AM/PIC.

Special provisions can also be made for public school teachers to get professional improvement credit by arranging with local school administrations for a tour, seminar or similar workshop-type program. This has proven successful in the past and is recommended but not required.

The past few years, the Life Members and Spouses programs have been held together.

Transportation for spouses' programs is furnished by the Tours and Transportation Chair. See section under Budget and Finance for the recommended sharing for Spouse expense.

FIRST TIMER COMMITTEE

This committee is responsible for arranging for and promoting the First Timer Luncheon and Orientation.

The work of this committee is coordinated with the NACAA President-Elect. The NACAA Early Career Development committee can also assist in the planning of first timer functions.

Members and spouses attending the AM/PIC for the first time are eligible and encouraged to register for the First Timer Luncheon.

The registration form in The County Agent asks for the “First Timers” attending the Annual Meeting and Professional Improvement Conference. From this information, tickets are provided in the registration packets for the luncheon.

First Timer designee ribbons and any other special information and material should be available to the First Timer in their registration packet.

See the section under Budget and Finance on how costs are shared between the host state and NACAA.

TOURS COMMITTEE

This committee is one of the most important and most difficult committee assignments with a great deal of advance planning, attention to details and follow through. Since this is a big item for host state budgeting, **see the detailed budget for transportation found in the Budget and Finance section of this handbook.**

Tour Selection: The Chair should rely first on the AM/PIC planning committee for guidance in selecting tours. The NACAA Executive Committee will usually provide final approval for tour arrangements. Some may find it suitable to use the guidance of a Tours Committee in making selections while others might wish to propose numerous feasible tours for the Tours Committee's consideration. In most cases it will be necessary to make a brief feasibility inquiry of the host facility before a tour can be proposed for committee approval.

In selecting tours, consider areas of unique local interest. For example, many large cities have industries common to other areas, but an agent may not have access to one of these in his own area. Providing a broad base of tours is important. Criteria for kinds of tours and space available by tours hosts should be based on unique local characteristics. A wide variety of tours with a broad range of interest is important. Generally, tours featuring historical sites, ornamental horticulture, and areas of scientific endeavor prove popular. One tour featuring 4-H and youth programs is advisable. Tours featuring traditional agricultural production should be included. Final selection of tours should be made at least one year before the AM/PIC with availability confirmed at least 6 to 9 months prior to the meeting. On average the committee should start with approximately twenty-five (25) tours and be willing to cut down to twenty (20). If possible, keeping travel time within two (2) to three (3) hours of the AM/PIC location.

Planning: The length of the tours will be determined by factors, such as time for travel, time at tour facility, and any needed rest breaks. Whether nearly full-day tours should be considered, or half-day trips planned is best determined by the local Annual Meeting and Professional Improvement Conference Committee in consultation with the President of NACAA. When nearly all-day tours are followed by evening activities of the meeting, a reasonable rest period before the evening activity is desirable. The tour day shall be designated by the Host State, some have opted for Wednesday and other for Thursday.

Publicity for tours should be included in the Spring Issue of *The County Agent* prior to the AM/PIC. A handout describing the tours should be available in the magazine and at registration. It is desirable to include an estimated time length for all tours. Distance to be traveled and for each tour is relatively unimportant since travel times vary with local conditions. Information about amount of walking, steps, items necessary such as close toed shoes, tour size limitations due to facilities etc. is particularly important to handicapped or older families to assist them in deciding.

TOURS COMMITTEE Cont'd

Immediate Pre-Meeting Activities: Separate tickets are needed for each tour. Sequential numbering of tickets provides an immediate assessment of registration for tours. The registration for tours at the time of making meeting reservations is desirable. Early registrants will then have maximum opportunity to select the tour of their choice while late registrants may have to settle for a second or third choice tour. Remember to keep in mind the potential continuing education needs of spouses, when planning your location.

Agents should be asked to pre-register for tours by rating the tour choices. Assign highest tour choice on a space available basis. Tour tickets should be reserved upon receipt of pre-registration and an email sent to registrants confirming tour assignment.

The Tour Chair and the Transportation Chair shall work with the NACAAA Executive Director to keep a constant check for tour selections. If an insufficient number of people select a tour, it can be canceled, or the number of buses can be reduced, and extra equipment canceled. Certain tours will fill quickly and then must be closed due to limitations of tour facilities.

Execution: Tour departure times and places should be publicized through the daily newsletter and/or through a special handout in the registration packet. Host state members should be familiar with tour departure times and places. Each tour group should have a tour leader to oversee the overall group regardless of the number of buses. Guides should be provided on each bus to assist whenever and however needed. It is especially important that tour leaders along with each tour guide be intimately familiar with the routing for their tour. Getting lost or even a wrong turn has a strong impact on the success of the tour. Each bus should have a simple, hand-lettered sign with the tour number and name.

Guides should be expected to give a narration about points of interest and general background information about the local area while traveling to the tour site. Most tour facilities will provide their own guides, and, in fact, this should be a consideration when selecting tours. The role of the tour leader and the tour guide cannot be over-emphasized as this is the 'grass roots' contact between your guests and the you as a host state. Interesting facts and figures along with history can usually be obtained through local county and state agencies. Inexpensive handout material can sometimes be used to supplement a narration given by the tour guide.

Have each tour depart no less than 5 minutes after the assigned departure time. In general, meeting participants will be ready to load buses well ahead of the scheduled departure times. It is important to consider a staggered schedule of loading and departures as this avoids many people assembled at the departure point where crowd control is a consideration. If loading space for tour buses is limited, consider boarding intervals of 15 to 20 minutes.

Printed tickets, in different colors, will be needed to prevent people from boarding buses for the more popular tours which have been filled. Such a situation only leads to embarrassment. Tour leaders and tour guides should be well oriented in all aspects of ticket collection so that people without proper tickets do not board buses. Police or Bus Company assistance at the loading area may be desirable depending on traffic

TOURS COMMITTEE Cont'd

conditions and facilities. Have people load buses from the curb side only!

The host state and Executive Director need to have a strong knowledge of extra tour space prior to reassigning tour tickets of individual/s that have not picked up their registration packets and indicated that they will be making late arrivals.

TRANSPORTATION COMMITTEE

This Committee is one of the most vital Committees for the AM/PIC to properly function. **Detailed planning is necessary!** The planning process begins well in advance of the Annual Meeting and Professional Improvement Conference (18 months).

Since transportation contracts are now covered 100% by NACAA, the NACAA Executive Director shall work with the host state committee to provide Transportation contracts for review by the NACAA Board at the Winter Board Meeting prior to the upcoming AM/PIC.

All transportation needs should be coordinated through the transportation committee -- Professional Tours, Spouses, Sons and Daughters, Life Members, VIP, and /or Airport, Hotel shuttling, etc.

Several bus companies should be contacted, if available, outlining details of needed transportation. If available, contracting for transportation is best done through one supplier. This lessens the complications of providing suitable service. The contractor may insist either on a sizable deposit before the date of use or prepayment in full. Contracts in writing are necessary. Specifications for cancellation should be provided so a minimum or no charge arrangement is understood for cancellation prior to a given date or time. Canceling the use of the equipment after it arrives at the departure point will be more costly than if done before leaving the bus service area. Consider rest room needs for each tour so rest room equipment can be used on long trips and where no facilities are available at the tour location.

Where practical, choose tour-type buses, and if needed, provide air-conditioned equipment. Buses should have a public address system for easy use of the tour leader. Agents have expressed a general dislike for using school buses for tours. If these must be used, limit travel to very short distances.

The NACAA Executive Director should work closely with the Transportation Chair by providing information on arrival times (air and ground), hotel location. All committee chairs should keep the transportation chair informed.

NACAA has taken over the cost of Transportation on all avenues except Hotel to Conference Center and return shuttles.

EXHIBITS

Exhibit

- A NACAA AM/PIC Bidding Process and Relationship with Helms Briscoe
- B Bid Rotation
- C Final Report Form (to be presented to the National Board after the Annual Meeting)
- D Disbursement Form
- E Exhibit Request Form
- F Meeting Room Assignments
- G Meeting Room & Facility Request, Decorations & Signs Request, Equipment Request Form, Special Meals Request
- H Weekly Registration Report
- I Ticket Packet Sample

Exhibit A - Bidding process and Relationship with Helms Briscoe

A state association wishing to host an NACAA Annual Meeting and Professional Improvement Conference should begin the process at least six months in advance of the AM/PIC where the bid will be presented. After securing the support of their members and administration contact should be made with Helms Briscoe. The current Helms Briscoe contact is Patty Richbourg (prichbourg@helmsbriscoe.com).

Helms Briscoe (HB) is under agreement with the NACAA to aid any state association wishing to bid to host an NACAA AM/PIC. There is no charge to the host state or NACAA for the services provided by HB. Their pay comes from a commission paid by the hotels. HB assists with site selection, contract negotiation and the contracting process. Their experienced personnel have a long-term relationship with NACAA and have many years of data showing the average needs for convention center space and number of hotel rooms. One of their initial duties is to send out the Request for Proposals (RFPs) to potential host cities across the bidding state. HB works with the host state to determine which dates are the most attractive. Only those dates are included in the RFP along with the space and hotel requirements. The RFP is then sent to the convention centers, hotels and visitor bureaus in those cities. HB compiles the responses into a matrix (spreadsheet) to assist host state members in analyzing the most attractive bids. HB along with the NACAA Executive Director and typically one NACAA board member provide insights into understanding the matrix and which sites have the best potential for a successful AM/PIC.

Site Visits:

After the host states determines the top two or three cities, HB helps schedule visits to the convention centers and hotels in those cities. A site selection committee of host state members along with the HB representative will travel to the potential cities and walk through the convention centers and hotels to see the facilities and how smoothly the various partners in the city work together. These site visits can be very enlightening and often advantages and potential problems with locations come to light during the visits.

Contract Negotiation:

Once the preferred site is determined by the host state, HB works with the host state to negotiate the details of the contracts with the convention centers and hotels. The contracts are reviewed by HB attorneys and NACAA to ensure there are no penalty clauses or other sections which are prohibited. Often HB has the experience to obtain concessions from the convention centers and better rates from hotels than we could obtain individually. Their experience has prevented potentially costly issues in the past and has been valuable in negotiating or correcting issues when the contracts were not followed. It is recommended the potential host state work closely with the NACAA Executive Director and an NACAA board representative to ensure all aspects of the AM/PIC are considered. Some of those details which are discussed in the site visits and the contracts are: (1) Room rates, (2) Meal costs, (3) Cost of refreshment breaks, (4) Can donated food or beverage be brought into facility, (5) Hidden costs such as projector or visual charges, microphone charges, staging costs, spotlight charges, etc.

General Contract details may include:

- Space Available at the convention center (CC) for the exhibit hall, general session hall and breakout rooms.
- Cost of the CC by room and additional charges incurred if a room is reset.
- Allowance to bring in outside audio visual equipment to the breakout rooms and potential charges for an A/V screen or table.
- A/V requirements for the general sessions and can outside firms be used.
- Hotel room cost and distance from the CC (are shuttles needed).
- Audio Visual issues at the CC and hotels.
- Estimated food costs and maximum increase four years ahead. (Food cost can often be negotiated)
- Minimum food purchase required by the CC and possible incentives as food purchases increases (sliding scale may exist where more food purchased reduces rental cost).
- Incentives (discussed later) from the visitors bureau or chamber of commerce.
- Refrigeration storage space and ice availability/cost at the CC. Allowance for refrigerated trucks to be parked in the dock area during the week if needed.
- Allowance for ice cream or snacks to be brought into the exhibit hall.
- Allowance to bring in grab-and-go breakfast or prepare pancake breakfast for four day
- Cost of hanging banners or flags. Signage allowed and how it must be attached to surfaces.
- Estimated costs for drapes for the general sessions and exhibit hall.
- Parking – costs and are any spaces provided.
- Verify other costs and what is provided free (example: water in breakout rooms or for breaks)

The above are some of the details, penalties and incentives discovered during the site visits and during contract negotiation. HB and the NACAA board assists in evaluating the issues and helping clarify the pros and cons of each site and the contracts needed with the selected location. All contracts are typically signed by the current NACAA President to protect the host state from liability and ensure all needed aspects are included. During the negotiation process with the convention center and hotels do not be hesitant to ask for additional considerations. Helms Briscoe along with the NACAA Executive Director and NACAA board members can advise on possible items which might save costs for both the host state and NACAA.

Incentives:

Often city visitor bureaus or chambers of commerce are involved especially if they might provide incentives to have their city selected. Incentives often include a reduced rental cost for the convention center based on the number or percentage of hotel rooms used. The contract with the convention center may include provisions where the rental rate decreases as the amount of food purchased increases (after a minimum amount is purchased).

Exhibit B - Bid Rotation

Year	Site	Annual Meeting		In-Place Officers		
		Bid	Elect Vice President	President	President-Elect	V.P.
2020	Southern	Southern	North Central	Southern	Northeast	Open
2021	Northeast	Western	Southern	Northeast	Open	North Central
2022	Open	Open	Western	Open	North Central	Southern
2023	North Central	North Central	Open	North Central	Southern	Western
2024	Southern	Southern	North Central	Southern	Western	Open
2025	Western	Northeast	Southern	Western	Open	North Central
2026	Open	Open	Northeast	Open	North Central	Southern
2027	North Central	North Central	Open	North Central	Southern	Northeast
2028	Southern	Southern	North Central	Southern	Northeast	Open
2029	Northeast	Western	Southern	Northeast	Open	North Central
2030	Open	Open	Western	Open	North Central	Southern
2031	North Central	North Central	Open	North Central	Southern	Western
2032	Southern	Southern	North Central	Southern	Western	Open
2033	Western	Northeast	Southern	Western	Open	North Central
2034	Open	Open	Northeast	Open	North Central	Southern
2035	North Central	North Central	Open	North Central	Southern	Northeast
2036	Southern	Southern	North Central	Southern	Northeast	Open
2037	Northeast	Western	Southern	Northeast	Open	North Central
2038	Open	Open	Western	Open	North Central	Southern
2039	North Central	North Central	Open	North Central	Southern	Western
2040	Southern	Southern	North Central	Southern	Western	Open
2041	Western	Northeast	Southern	Western	Open	North Central
2042	Open	Open	Northeast	Open	North Central	Southern
2043	North Central	North Central	Open	North Central	Southern	Northeast
2044	Southern	Southern	North Central	Southern	Northeast	Open
2045	Open	Open	Northeast	Open	North Central	Southern
2046	North Central	North Central	Open	North Central	Southern	Northeast
2047	Southern	Southern	North Central	Southern	Northeast	Open
2048	Northeast	Western	Southern	Northeast	Open	North Central
2049	Open	Open	Western	Open	North Central	Southern
2050	North Central	North Central	Open	North Central	Southern	Western
2051	Southern	Southern	North Central	Southern	Western	Open

Exhibit C - Final Report Form

This is the responsibility of the AM/PIC Chair/Co-Chairs and AM/PIC Secretary. The document should include:

- Chair/Co-Chair Summary Comments
- Report from each AMPIC Committee Chair

Example:

Table of Contents

Chair Comments (Page numbers)

Committee Reports (with page numbers)

- Reception/Information
- Registration Hospitality
- Computer Room/Technology (if needed Newsletter/Website)
- Commercial Exhibits & Educational Posters Decorations
- Signs Fundraising Meals and Breaks
- Wednesday (or Thursday) After Tours Meal
- Annual Banquet
- Transportation/Professional Improvement Tours
- 4-H Talent Revue
- First Timers
- State President/Opening Ceremony
- Labor Pool
- Sons and Daughters Program
- Spouses Program
- Life Members Program

Exhibit D - Disbursement Form

Use link for online voucher :

<https://www.nacaa.com/committees/voucher/NACAA%20Expense%20Voucher%202019%20Rev%204%2019.xlsx>

Exhibit E - Exhibit Request Form

Use this link: <http://www.nacaa.com/ampic/2017ExhibitorApplicationForm.docx>

Or appropriate updated version

Exhibit F - Meeting Room Assignments

Use this link: <http://www.nacaa.com/ampic/NACAA2017ScheduleSPREADSHEETforKatie1-13-2017.xlsx>

Exhibit G - Meeting Room & Facility Request, Decorations & Signs Request, Equipment Request Form, Special Meals Request, Special Meals Report

Use this link: <http://www.nacaa.com/ampic/FacilityForm%202015.pdf>

Or appropriate updated version

Exhibit H - Weekly Registration Report

Use this link: <http://www.nacaa.com/ampic/Sample%202017%20Registration%20Update%205-7-17.pdf>

Or appropriate updated version

Exhibit I - Ticket Packet Sample

Use this link:

<http://www.nacaa.com/ampic/Sample%20AMPIC%20Ticket%20Packet.pdf>

Or appropriate updated version

Exhibit J - Sample Budget Spreadsheet

Contact NACAA Treasurer for latest version

Revised May 2020