

# VASF AA

## **BOARD - COMMISSIONER - COMMITTEE PLANS & REPORT FORM**

**Committee:** Conference

**Commissioner/Board Position:** Pat Kelly/Rep-at-Large Professional Development

**Year (e.g., 2005-06):** 2005-06

### **Committee Members:**

Jolene Burke (CLC) - Chair

Angela Long (Miller-Motte Technical)

Michael Morgan (Edamerica)

Jennifer Allman (VCCS)

Colin Spady (CLC)

Carl Bradsher, (Averett)

Vera Riddick (ODU)

Paula Rafferty (RMC)

Leah Payne (Bonsecours)

Michael Poma (SunTrust) – Membership Chair

Biz Daniel (National Ed) – Vendor/Sponsor Chair

Donna Taylor (VA Tech) – Training Chair

Daniel Hewitt (Ferrum) – Electronic Services Chair

Jan Abraham, (TG)

Kathi Turner (ECPI)

Sandy Deabler (ECPI)

Tony Sutphin (VA. Tech)

Regina Welch (Bonsecours)

**Standard Goal 1:** To facilitate a conference(s) for the membership providing educational opportunities for all constituencies. (Strategic Plan Reference: Section 4.5 B (3, 4, 5))

**Objective 1:** To work very closely with Training, Vendor/Sponsor, Membership and Electronic Services committees to ensure that all needs are met and that the focus will be on producing a conference that meets the needs of the entire membership.

### **Status Reports of Objective 1**

Date: July 12, 2005, Training/Conference Ctte Update

Report: The Conference Committee met for the first time at the College of William and Mary. Had discussions with Donna Taylor, Training Chair regarding possible speakers for the Conference. Jolene will be handling getting speakers for Sunday's Opening Session, Monday's Luncheon and Tuesday's evening entertainment.

Tentative Speakers are:

Sunday evening- Tom Deluca, Corporate Hypnosis and Power Napping for Success.

Monday Luncheon- Dr. Pat Cormier, Longwood University, President. The focus of Dr. Cormier's speech will be volunteerism.

Tuesday evening- Steel Drum Band and Stephen Bargatze, Magician

**Date:** October 3, 2005, Conference Ctte Update

**Report:** The Conference Committee with Michael Poma (membership) and Donna Taylor (training) met at the Hilton to discuss our plans for the upcoming conference. Plans are coming together and changes are being made based on last year's evaluation forms. Notable items discussed were:

**Training/Conference Update**

**AV requests-** in an effort to reduce AV costs, Donna's team plans to double check with each presenter to make sure there is a need for microphones and etc. Since many of the rooms are small, the need for microphones should be on a limited basis only.

**Keynote, General Session Speakers and Entertainment**

**Sunday's Keynote Speaker- Tom DeLuca, Corporate Hypnotist.**

**Sunday's President Reception- Doug Tumer, Guitarist**

**Monday's Opening Luncheon Speaker- Dr. Patricia Cormier, President, Longwood University (speaking on the benefits of volunteerism.)**

**Tuesday's General Session (Diversity) Speaker-TBD.**

**Tuesday's Entertainment- One Love Caribbean Steel Drum Band (playing during pre-banquet social and dinner)**

**Stephen Bargatze, Magician, evening entertainer. The Steel Drum Band will play after Mr. Bargatze has finished if folks are still around.**

**Date: July 13, 2005, Electronic Services/Conference Ctte Update**

**Report:** Spoke with Daniel Hewitt regarding web site. Added conference teaser page to the website.

**Date: October 17, 2005, Electronic Services/Conference Ctte Update**

**Report:** Spoke with Daniel Hewitt on October 28, 2005. The VASFAA website will be updated with highlight information as well as information relating to when hotel and conference registration materials will be available.

**Date: August 1, 2005, Membership/Conference Ctte Update**

**Report:** Met with Katie Ochsner of the VB Hilton. Michael Poma, Biz Daniel, Vera Riddick and Brad Barnett attended. We discussed moving the registration area to the second level hallway (basically where the Platinum Level vendors were set up.)

**Date: October 3, 2005, Membership/Conference Ctte Update**

**Report:** Location of Registration Area- will be held in the main foyer on the second level. Basically, the same place the Platinum vendors were located in 2005.

**Online Registration and Hotel Registration-** Our goal is to have both the Conference and Hotel Registration forms available at the same time (mid-February, just after SASFAA). A list of sessions will be indicated on the Conference Registration Form so room assignments can be determined based on the number of members attending. We've done this in the past for meals and it's proven to be very helpful.

**Date:** June 21, 2005

**Report:** Sent Biz Daniel list of Conference Sponsorable Items. They are:

1. Conference Program
2. Pocket Agenda
3. VASFAA Baseball Hat
4. Conference Bag
5. Survivor Bandana
6. [Conference Survival Kit](#)
7. Team Building Event
8. Morning Walking Event

Will move most vendors into Salon C with Platinum and perhaps Gold sponsors to be setup in the hallway. According to Katie, Salon C will hold approximately 34 vendors.

**Date: October 3, 2005 Vendor/Conference Update**

**Report:** Vendor area- will be moved into Salon C (room closest to beach). Due to space limitations in Salon C, Platinum level vendors may be located in the hallway.

**Objective 2:** To follow the VASFAA Planning Guide to ensure that the production of conference is in accordance to the guidelines put forth in the guide adopted by the VASFAA Board.

**Status Reports of Objective 2**

**Date:** July 12 and August 1, Conference Ctte meetings (included were Conference Ctte, Training, V/S, Membership and the President)

Next Conference Ctte meeting will be Monday, October 3<sup>rd</sup> at the VB Hilton.

**Report:** Meetings conducted including all pertinent Committee Chairs. Discussions included identifying keynote speakers, preferred entertainment. Conference committee members have volunteered for the following duties:

- a. Publicity- Jolene
- b. Local Arrangements- Vera
- c. Conference Giveaways- Leah, Regina
- d. Philanthropic Event- Jan
- e. Networking/Group Event- Michael
- f. President's Reception- Colin, Angela
- g. Conference Evaluations- Carl
- h. Tuesday Evening Entertainment; Steel Drum Band, Steven Bargatze- Jolene
- i. Conference Decorations; Sunday and Tuesday- Jolene, Paula, Angela, Jennifer
- j. Program, pre-conference announcement- Jolene, Angela
- k. Conference Packet Stuffing- Conf Ctte, Saturday, May 6, 2pm; location TBA
- l. Meals – Tony, Jolene

**Date: October 3, 2005, Conference Ctte Update – (VASFAA Planning Guide)**

**Report:**

1. **Tasks and Responsibilities- Have reviewed the role of the conference committee and made assignments; site selections has been determined; Goals and objectives have been determined and submitted; Conference Theme- Be a Financial Aid Survivor- Communication, Commitment, Continuity.**
2. **Advertising- spoke with Daniel Hewitt on October 28, 2005. The VASFAA website will be updated with highlight information as well as information relating to when hotel and conference registration materials will be available. A listserv notice will be sent to the membership in early November. A newsletter article will be submitted to the Newsletter Chair.**
3. **Conference Evaluations from 2005- have been reviewed and actions have been taken to move Vendors into Salon C and move the Registration area into a centralized location making it more convenient for membership.**

**Standard Goal 2: To ensure space and accommodations are provided for Board and other committee activities to conduct association business. (Strategic Plan Reference: Section 4.5 C (4))**

**Objective 1:** To work with Graves Mountain Lodge to secure space and make arrangements for the 2005/06 Retreat.

#### **Status Reports of Objective 1**

**Date:** June 5, 2005

**Report:** Biz Daniel took over the details of the Retreat. Retreat was well attended and successful.

**Objective 2:** To work with Brad Barnett/Pat Kelly/Marilynn King to secure plans for the Fall Board meeting.

#### **Status Reports of Objective 2**

**Date:** No Status available at this time.

**Report:**

**Date: October, 2005 Vera Riddick to handle plans for the Fall/Winter Board Meeting.**

**Objective 3:** To work with Brad Barnett and the Hilton Hotel to secure that all plans and arrangements are made for VASFAA Spring Board meeting and conference.

**Date:** August 1, 2005, President/Conference Update

**Report:** Met with Katie Ochsner of the Hilton to discuss 2005 conference and changes for 2006 conference. Main topics discussed were:

- **Registration Area-** moving the Registration area from the Avamere Room to the 2<sup>nd</sup> floor hallway. Using the Avamere room as Conference Headquarters.
- **Vendor/Sponsor-** using Salon C for the main vendor area. The room will hold approximately 35 vendors so the Platinum and perhaps the Gold Level sponsors will be in the hallway.
- **President's Reception-** the Reception will be held in either Catch 31 or the 2<sup>nd</sup> level hallway. Regardless of the place, there will be at least 2-3 food stations and 2-3 bars available to avoid long lines. Reception hours will be adjusted to 7-9pm.
- **President's Hospitality Suite-** the concierge floors have now been keyed off. This poses a problem for the VASFAA membership who will not be able to access the suite without the proper room. No other suites are available that are big enough to host such an event. I inquired about using a meeting room (i.e. Courtney Terrace) but the hotel will not allow us to bring our own alcohol to the 2<sup>nd</sup> level unless we purchase the beverages through them and hire bar staff. Since it looks like many members may be spending Sunday-Tuesday (late evening) in the Catch 31 area, negotiations are underway for the hotel to hire musicians nightly.
- **Saturday Meeting Space-** all rooms on the 2<sup>nd</sup> level have been reserved for VASFAA for meeting space on Saturday.
- **Room Block-** currently negotiating with the hotel to increase our overall room block from Saturday-Tuesday.

-per contract

Sat- 25            Sun- 100            Mon- 125            Tues-125

-number of Hilton rooms used

Sat-44            Sun-140            Mon-147            Tues-132

-number of Sheraton rooms used

Sat- 7            Sun- 5            Mon-5            Tues- 2

Date: October 4, 2005, President and Conference Ctte Update

Report: Saturday, May 6 Board Meeting- rooms have been reserved on the second level of the Hilton for the VASFAA Board and Conference Ctte meetings.

President's Reception- (Sunday 7-9 pm) will be held in the main foyer area. At least two food stations will be setup on different ends of the hallway. The Registration area will be used for seating. Conference Ctte members will be directing folks to make sure everyone has adequate access to food/drink. Bars will be setup in the Princess Ann and the Albemarle with additional seating available in each room. Doug Tumer (Lisa Tumer's husband) will provide entertainment.

Philanthropic Event- VASFAA will be supporting AASFAA/MASFAA. Specifics have not been worked out to date.

Teambuilding Event- Plans are underway for a Team Survivor Scavenger Hunt to be played on the beach.

Room Block- spoke with Dan Baker of the sales department. The Hilton will not increase our room block. The only possibility is checking with the Hilton a month prior to the conference. I will secure a block of rooms at the nearby Sheraton.

### BUDGET

<u>Item</u>	<u>Cost</u>
2006 VASFAA Conference- meals/beverages/meeting space, misc.	\$72,500

**Board Approved Amount:** \$ 72,500  
**Date:** June 14, 2005