

Mid-America Conference

MAC Conference Comprehensive Sampler

Compiled by Paul J. Strawhecker, Inc.

July 2010

MAC Conference Comprehensive Sampler

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The following Materials have been collected and compiled by Paul J. Strawhecker, Inc. from previous MAC Conference handouts, binders, and mailings. The materials herein do not represent Paul J. Strawhecker, Inc. but the many committees and organizers of previous MAC Conferences.

Forward by Paul J. Strawhecker

The MAC Conference Comprehensive Sampler was created to support chapter volunteers hosting the Mid America Conference in the states of North & South Dakota, Nebraska, Iowa and Kansas. The Mid America Conference is the longest running multi-state chapter conference in the United States. The Mid America AFP Chapters share a heritage of involvement and activity providing high quality conferences throughout the plains states.

Since the AFP Chapters are volunteer driven and the responsibility to host, manage and coordinate each Mid America Conference annually falls on volunteer shoulders, the purpose of the MAC Conference Comprehensive Sampler is to provide a reference for Mid America Chapter volunteers in organizing their own Mid America Conference.

We see the Sampler as an initial effort to provide informational support and trust it will be a reference to include information from previous Mid America Conferences that should be included, as well as future Mid America Conferences. As you can see, the document was developed in digital form so that it can be emailed in total or part to volunteers. The MAC Conference Comprehensive Sampler will be a reference included in the Paul J. Strawhecker, Inc. website under the resources page so chapter representatives can include and add information.

I'd like to acknowledge all the volunteers who have supported the Mid America Conference throughout the years and request any information that they feel would be helpful to be added to the Sampler. I'd also like to thank Ryan Strawhecker, for organizing the material. If you documents you would like to be added to the page, please email me at paul@pjstraw.com or call 402-556-5785.

Our intent in pulling this information together is to allow volunteers to have a reference document which will serve as a baseline for each Mid America Conference. We anticipate that the Mid America Conference will be improved with each conference. Our intent was to provide information so that volunteers would not have to “reinvent the wheel” each year.

I hope you find this document helpful. Please contact me should have you any thoughts, questions or concerns.

See you at the next conference!

Sincerely,



Paul J. Strawhecker, MPA, ACFRE

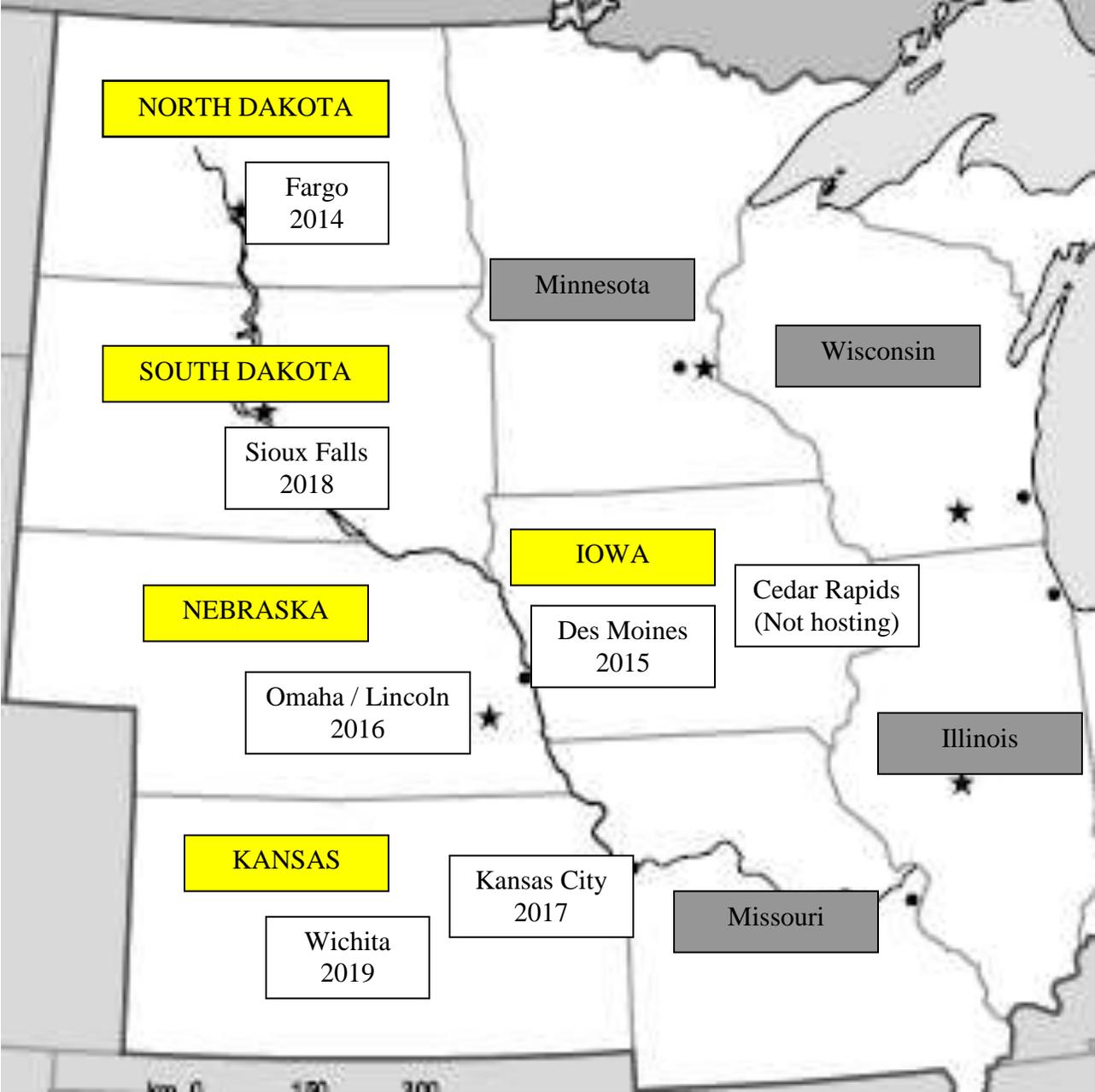
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History of the Mid-America Conference by Jodie Nolan

The Mid-America Conference was initiated in 1986. At that time the conference was sponsored by the Nebraska/Iowa Chapter. When the Conference originally started there was one chapter from each Iowa and Nebraska. The first conference was held at the Omaha Marriott Hotel and was chaired by Russ Raker who at the time was president of the Nebraska Independent College Foundation.

After its inception, the conference grew and was moved to different states after other chapters were formed. Eventually, the MAC Conference was held in Kansas City every other year. It is amazing how the conference has grown. It is important that we continue this success and the profitability.

MAC STATES & HOSTING YEAR ROTATION



Helpful Facts & Tips about Hosting the MAC Conference

When hosting a MAC Conference, you should have been forwarded \$6,500 dollars as seed money for operating cost from the previous conference sponsor. You are responsible for forwarding this amount onto the next conference after your conference has been completed.

The Distribution of Funds following a successful MAC Conference is as follows:

- The Net Profits are Divided in Half
- The First Half is split evenly between all chapters
- The Second Half is divided by the percentage of attendees from each Chapter/State

For Example, the last time NE held a MAC Conference the Net Profits were \$20,667.14. Each Chapter was guaranteed \$1,476.224 – half the total profit divided by 7 – plus the money distributed by the % of conference attendance.

Chapter	Divided Half of Proceeds	% of Attendance	Money Distribution	Total Disbursed
Kansas City	1,476.224	4.6	475.344	1,951.57
North Dakota	1,476.224	1.7	175.67	1,651.89
South Dakota	1,476.224	6.3	651.011	2,127.24
Central Iowa	1,476.224	6.8	702.682	2,178.91
Eastern Iowa	1,476.224	1.7	175.670	1,651.89
Greater Wichita	1,476.224	1.1	113.669	1,589.89
Nebraska	1,476.224	77.8	8,039.517	9,515.75
Total	10,333.568	100	10,333.563	20,667.14

The Current Conference Rotation is as follows:

Kansas City	2011
South Dakota	2012
Wichita	2013
North Dakota	2014
Central Iowa	2015
Eastern Iowa	2016
Nebraska	2017

The Following are guidelines as well as past ideas:

General
The Facility Chair handles all contacts with the hotel
No copies will be made with charges to the conference. All presenters' information should be in registrant's notebook.
Strict adherence to the created budget
Strict adherence to timelines – discrepancies handled by Co-chairs
A hospitality room for the committee during the conference will be provided
The Co-chairs will call to assess progress

Planning
Recruit Conference Committee to include presidents or Representatives of Sponsoring Organizations. The Immediate Past Chair of the Conference will be Ex-Officio with other past Chairs in the Advisory Capacity
Develop a Budget and Calendar ASAP and distribute to Presidents/Sponsors
Develop/Revise Job Descriptions for committee
Work with next host Organization to promptly distribute materials once Conference is complete

Education
Start early on recruitment of speakers
Obtain speakers at a minimal cost – use local if possible and AFP representatives
If utilizing vendors as speakers, make sure vendors impart educational information
Recruit Round-table leaders early to attract quality leaders and increase attendance

Marketing
Develop a Marketing Plan
Treat Conference like Special Event – Get everything donated if possible
Attract at least 20 Vendors to have Booths
Secure underwriting dollars from consulting firms, vendors, etc. for meal, breaks, and special events. Amounts secured should be relative to cost of event...
Attempt to secure overall underwriting for conference

Events
Develop specific budgetary controls for special events
Plan fun events which allow for attendees to network
Have an evening event replicate a fund-raising event for conferees to enjoy / learn
Provide direction to attendees on what to do on open nights, afternoons, etc

Other Areas
Secure reasonable room rates for attendees
Provide customer friendly registration process with conference / hotel registration
File IRS Form 990 reporting income and expense in a timely manner

It's recommended that each of the Conferences have the following positions when hosting a MAC conference:

Chair & Vice Chair or Co-Chairs
Program/Education
Special Events
Sponsorship
Marketing / Public Relations
Treasurer (Budget?)
Registration
Conference Book
Keynote Speaker Coordinator
Facility Chair
Survey Course Chair

Conference Chair or Co-Chairs
Recruit Leaders for sub-committees
Schedule and facilitate steering committee meetings
Oversee activities of sub-committee chairs, ensuring that tasks are coordinated, on-schedule, within budget, and relevant to AFP mission
Develop timeline for conference planning activities
Work with Treasurer to develop conference planning activities
Contact presidents and/or selected representatives of sponsor chapters
Contact previous conference chairs for input on timeline, budget, and events
Report on conference related activities to AFP chapter president
Attend special meeting for sponsors' presidents/representatives during conference
With chapter president, welcome conference participants and recognize volunteers
Lead post-conference evaluation and summary process
Act as advisor for future regional conferences

Program / Education Chair
Work closely with the Co-Chairs to stay within the budget
Coordinate all contacts with prospective speakers for programs
Coordinate arrangements with Keynote Speaker Coordinator
Coordinate roundtable sessions and survey course with committee members
Send all speakers confirmation letters stating date/time/place and financial arrangements; state information that they will need to get send to you: biographical sketch, black and white photo, two to four line description of topic and topic title and a copy of handouts for workshop; specify deadline date for their response allowing time to meet marketing deadline
Bio, description of topic and photo to Marketing Chair by September 15
Send out all thank you's for speakers (with keynote coordinator)
Responsible for the following materials in Registrants notebooks (lists will include name, title, mailing address and phone number)
1. Speaker List
2. Sponsor List (easily readable and accessible since sponsor)
3. Exhibitor List
4. Registrant List
5. Program detail
6. Index
7. Advertisements
8. Handouts – May be in form of printed and bound Conference Proceedings, if underwritten by sponsor

Special Events Chair
Create and coordinate Newcomers Event/Reception
Handle contacts and negotiations for special entertainment
Plan any special event activities at off-site locations that may be in the event schedule and coordinate with Co-chairs; including location, menu, entertainment, transportation and decorations
Work with Co-chairs to stay within budgetary guidelines
Check to make sure special events have sponsors
Communicate with marketing chair
Send out thank you's pertinent to events and sponsors

Sponsorship Chair

Mail invitations to potential exhibitors & sponsors
Notify other AFP members to obtain potential names of vendors
Develop a price list of sponsorship opportunities
Secure underwriting Dollars for: meals/ events/ program
Follow up with phone calls
Obtain door prizes from vendors and create system for attendees to visit each
Produce a list of exhibitors and sponsors for attendee – also notebook with full addresses and phone numbers to program chair
Send all money to treasurer
Contact Facility Chair with count and other info – (booth size/ electricity etc)
Provide posters for sponsored events & coordinate with chairs
Send thank you's to vendors attending within a month of conference
Contact National AFP bookstore to see if any interest in being present

Treasurer:
Establish accounts as necessary with a local bank and have a 2 signature account with one for writing checks
Collect and disburse funds in a timely manner
Work with co-chairs to establish a conference budget
Maintain a ledger or spreadsheet to include budget, expenses and income to date
Disburse funds at a close of conference using established formula
File IRS 990 reporting Income & Expense in a timely manner

Marketing / Public Relations
Work with co-chairs to plan process
Assist in selecting theme for conference, logos, and colors
Design tickler mailing and program registration brochures
Secure mailing lists (2-3 copies of each) label & mail pieces using appropriate non-profit bulk mail permit
Provide press releases to local and regional media for conference
Provide information to sponsoring Chapters & the Topeka Chapter for their meetings & newsletters
Coordinate printing of Conference Proceedings manual, if doing one
Provide information to Nat'l for their use in newsletter and Website

Registration:
Provide an address to the marketing chair for the brochure
Work within budget
Keep in contact with Co-chairs of Conference
Send registrants fees to the Treasurer
Send out confirmation letters to attendees with maps and hotels
Communicate with CVB & Marketing: Provide list of attendees for nametags and the registrant notebook
Obtain packets with welcome materials – from the vendors & CVB to include information on free time activities & restaurants, consult with Facility Chair
Make sure registration booth is manned during appropriate hours
Send thank you letters as needed

Keynote Speaker Coordinator
Work with Program Chair to obtain keynote speakers
Work with Sponsorship Chair for underwriting keynoter speakers
Contact prospective keynote speakers; determine and book speakers
Send all speakers confirmation letters stating date/time/place and financial arrangements; state information that they will need to get sent to you; biographical sketch, black and white photo, two to four line description of topic and topic title and a copy of handouts for workshop; specify deadline date for their response allowing time to meet marketing deadline
Bio, description of topic and photo to Marketing Chair in time
Work with Facilities Chair as needed to handle keynote speaker logistics including airport to hotel transportation, lodging, and security
Work with Marketing Chair for publicity

Facility Chair:
Work closely with conference Co-Chairs
Secure & confirm conference site, block of rooms for 100-125, meeting rooms and hospitality suite for use of the committee during the conference
Work with the hotel staff for meal and break menus
Work closely with the Program Chair for speaker needs – i.e. overheads etc
Work with Sponsor/Exhibitor Chair securing the needs for displays
Work with the Special Events Chair for coordinating events at host hotel

Survey Course / CFRE Exam
Contact previous chair for previous handling and results

Make sure agreement with Nat'l is arranged as to how to obtain instructors
If needed, obtain instructors and proctors of exam
Contact marketing with time frames & fees
Arrange with Nat'l for count of attendees and # of books
Contact Program chair about using presenters as instructors
Send out confirmation and thank you letters as needed

Each Conference will have to put together the following materials plus others as they see fit:

Conference Goals
A Call for Presentations (optional)
Presentation Expense Forms
Forms Outlining Presentations
Save the Date Notification Cards
Promotional Materials

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