

**NATIONAL ASSOCIATION  
OF  
COUNTY AGRICULTURAL AGENTS**

**ANNUAL MEETING AND PROFESSIONAL  
IMPROVEMENT CONFERENCE  
HANDBOOK**

DISTRIBUTION – ONE COPY EACH

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*Revised December 2003*

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## 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... and it should be... in order to reflect the State, its agriculture, its natural resources, its communities, and its particular 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 for 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 30 days before the current AM/PIC that the state wishes to extend an invitation.
- Meet with the National Board at a time designated by the National President during the AM/PIC.

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, the many activities that host states would 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 may 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 of the AM/PIC. The Chair, 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 – A state association, at their expense, may contract with a professional meeting planner to assist with hotel and/or conference center negotiations or with Annual Meeting and Professional Improvement Conference registration. It should be understood by the state association and the meeting planner that the NACAA President is responsible for the AM/PIC program schedule. 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. All AM/PIC contracts must be signed by an NACAA officer. During the negotiation period this will usually be the immediate past president.

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 that relates 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 held to 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 entente providing the facilities, NACAA and the host state. The contract must be signed by the facility representative and the NACAA Past President and can also 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 of that authorized NACAA representative.

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 is capable of hosting 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 because an evaluation will be most beneficial to a host state with two years left to plan.

#### Annual Meeting and Professional Improvement Conference Chair

The NACAA National Board will officially appoint the Annual Meeting/Professional Improvement Conference Chair as soon as host states identify that person. 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 of the AM/PIC shall attend the Winter Board Meeting the year before his/her host 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 Annual Meeting and Professional Improvement Conference Chair and following year's Chair will be paid as follows:

- Winter Board Meeting
- Annual Meeting and Professional Improvement Conference
- Current Year's Chair
- Next Year's Chair
- Current Year's Chair
- Next Year's Chair

*In case of multiple AM/PIC Chairs from a state only one person's travel reimbursement and AM/PIC Registration fees will be paid and lodging will be based on half occupancy rates.*

### **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.

### **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 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 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 sufficient. Generally gearing up all other committees to go to work two years ahead is appropriate. Committee chairs should observe two previous AM/PIC. All committee chairs should attend 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 sufficient 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 Annual that the Vice President will host should they become the president. This allows the program committee to come from the region, not just host states.

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 up to the President - Elect.

## **CONTRACT WITH HOTEL**

A letter of intent from the hotel(s) is required by the National Board. 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 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 consultation with the AM/PIC Chair and the current National President.

## **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 Board which is deemed appropriate in order to bring the 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 Civic Center (if used) is conducted to familiarize the Board with the available facilities.

## **HOST STATE HOSPITALITY**

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 entertains the Board to dinner once 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.

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 host states. Traditionally, the current leadership along with the Past Presidents and their spouses are entertained by host states, 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 these two functions.

## **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. 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. Past 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 new NACAA sponsors should be sent, by the NACAA President-Elect, to AM/PIC Chair to avoid their use by host states. Close coordination between the 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 don't accept donations under \$25. Tell the donor what figure you are anticipating. Most donors want some guidelines.
- Prepare a list of all donors including in-kind donors.
- Pre-Annual Meeting and Professional Improvement Conference booklets have been used for fund-raising purposes. If undertaken, they should be published by the Annual Meeting and Professional Improvement Conference Committee under the direction of the NACAA Board.
- Reception costs for state donors are the responsibility host states. After AM/PIC is concluded, write large donors and report on success.

## BUDGET AND FINANCE Cont'd

This Association (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, if especially requested for a donor demanding 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**

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 the 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 allocated to the host Land Grant University AM/PIC Professional Improvement Activities, outside the Executive Program Committee will be allocated as follows, 50% of the grant funds shall be allocated to NACAA AM/PIC expenses and the remaining 50% will be allocated to the host state.

### **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. The final budget shall be submitted and approved at the Winter National Board Meeting the AM/PIC is to be held.

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

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

1. Meals Costs
2. Piano/Organ/Entertainment
3. Spotlight, staging

## BUDGET AND FINANCE Cont'd

### 4. Program

5. Decorations - assigned to Signs and Decoration Committee, shared costs
6. Boutonniere/Corsages - assigned to Signs and Decoration Committee, shared costs
7. Favors provided by host state

### B. Barbecue

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

### D. Education and Commercial Exhibits

1. 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.
2. 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.
3. Educational exhibits allowed by NACAA will be given first preference and fee-exempt status.
4. 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.
5. Host states provide organization and management and assumes any financial risk that may be encountered.
6. 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.
7. 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.
8. 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

1. NACAA provides \$2000.
2. Dance, special entertainment groups, organist, and other entertainment must be cleared in advance with NACAA Board

### F. Hospitality

1. NACAA provides \$2,000 for such as coffee and serving or hotel charges
2. 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.
3. Sunday night (or opening night) light buffet - this is optional, but if planned, it shall be the responsibility of host states.

### G. Transportation

1. Professional improvement tours
2. Life Members, sons and daughters, spouses transportation

## **BUDGET AND FINANCE Cont'd**

3. VIP transportation if needed, 100% host state
4. Talent Revue transportation if needed, 100% host state
5. All tour plans must be cleared in advance with NACAA Board
6. Insurance liability must be cleared in advance with NACAA Board

### H. Shuttle

Shared as agreed with NACAA Board - buses for barbecue or other state activities are host state expense

### I. Meals- Professional Tours

100% host state

### J. Publicity and Promotion

1. Necessary room rental (host state)
2. Secretary expenses (room and board)  
Suggest use of Extension secretary personnel
3. Necessary machine rental (host state)
4. Necessary telephone hookup (host state)
5. The cost of one mailing (not to exceed lower cost for mailing a first class letter, a bulk rate permit must be considered to reduce costs) to the NACAA membership promoting the AM/PIC paid by NACAA. Elaborate tourist promotion materials and postage is borne by the host states. All other postage is paid by the host states.

### K. Registration -

Maybe contracted to organizations outside NACAA or the host state.

Necessary clerical help (most often provided by convention bureau or chamber of commerce or Extension clerical) is provided at no cost to NACAA. Extra costs such as portfolios are not borne by NACAA.

Registration Software is to be provided by NACAA. State registration chairs should coordinate with the NACAA national office to obtain a copy of the registration software and to arrange for training.

### L. Reception and Information

### M. Photography

NACAA pays 100% except for any facility cost, i.e. risers, staging, etc.

The NACAA contracts with a professional photographer to take still shots of individuals and events. In addition, the NACAA also contracts with an audio/visuals firm to provide video and filming needs. It is suggested 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

### O. Life Member Program

Shared costs - host state including transportation

### P. Spouses program

Shared cost - host states including spouses' luncheon and tour transportation needs.

## BUDGET AND FINANCE Cont'd

- Q. Sons and Daughters Program  
Shared - host state, includes; teenage activity, and children's' and young people's dinner. Transportation shared.
- R. Child Care  
No family to pay more than a maximum fee designated by the NACAA Board (currently \$2.00 per hour).  
Note: Quite frequently, estimates for child-care expenses exceed what the NACAA Board considers to be appropriate. Even though there are no set parameters concerning child-care costs, this needs to be coordinated closely with the Board.
- S. 4-H Talent Revue
1. Shared expense with the host state beyond sponsor dollars for 4-H Talent Review. (This amount was \$7500 for 1997)
  2. Host state pays 100% of any transportation needed at Annual Meeting and Professional Improvement Conference.
- T. Inspirational Program and Opening Ceremony  
NACAA provides \$1,000 for speaker, music expenses, and limited decorations.  
The NACAA President is responsible for the overall program of the AM/PIC, including the Inspirational Program and Opening Ceremony. All plans for this program should be coordinated with the President.
- U. First Timer
1. Meal costs, 100% NACAA
  2. All other costs, 100% host state
- V. NACAA Speakers  
NACAA pays 100%
- W. NACAA Sponsored Meals  
Meal costs, 100% NACAA
- X. Donor Sponsored Meals
1. Meal costs, 100% NACAA
  2. All other costs, 100% NACAA
- Y. Donor/Guest Reception
1. Meal cost, 100% NACAA except for any guest invited by host state
- Z. VIP Dinner  
100% host state, including transportation if needed
- Y. Donor/Guest Reception
1. Meal cost, 100% NACAA except for any guest invited by host state
- Z. VIP Dinner  
100% host state, including transportation if needed

## 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 spouses at head table. The chair of the Recognition and Awards Committee is responsible for printing the program, the preparation and presentation of DSA certificates, seating arrangements for award recipients, past National Officers, Achievement Award recipients and special guests. Recent host states have allowed for 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 committee chair should coordinate with the President-Elect on floral selection for DSA spouses and recipients. 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 banquet and are not counted. Since a firm guarantee has to be given in advance (usually 48 hours at 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.

The 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.

## **BARBECUE OR PICNIC COMMITTEE**

The chair of this committee should possess considerable skill in organizing and managing a large number of workers as well as a huge crowd of people. This is exclusively a host state activity and as such the entire group attending the AM/PIC is invited as guests of host states.

Transportation is arranged and provided by the Tours and Transportation Chair.

### **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 barbecue.
- 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 sufficient 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 sufficient 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. **NACAA MAKES 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 on 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:

1. The physical placement of the exhibits must not interfere with the other professional improvement opportunities scheduled,
2. Consider scheduling ample time and opportunities for members to view and visit commercial and educational exhibits. 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.
3. Host should consider scheduling activities (i.e. hospitality and drawings) in the exhibit area to insure membership's patronage when the exhibit area must be located in an area away from the main flow of meetings,
4. 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 bore by the host for both the commercial and educational exhibits. 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 \$2,000.00 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 that would like to exhibit but do not meet the \$2,000.00 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, as long as they are not selling a service or product. All others should be considered commercial exhibitors. 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 invited to nominate acts for 4-H Talent Revue. Some travel expenses for participants and chaperons (where necessary) will be provided.

The process for selection and notification of participants is accomplished by the Regional Vice Chair of the 4-H & Youth Committee. A close relationship must be maintained between the Regional Vice-Chair 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 Revue participants from the time they arrive on Sunday until they leave Tuesday.

Responsibilities include:

1. Make reservations for block of rooms in one hotel.
2. Selection of a good Master of Ceremonies. Work with national donor/sponsor representative to select a good director/ choreographer.
3. 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.
4. Provide for orientation meeting.
5. Arrange for necessary stage and equipment needs. This had to be coordinated with each act to determine special needs.
6. Conduct a dress rehearsal. (Pictures will be taken at this time).
7. Provide for publicity "back home" as well as scrapbook.
8. Arrange for post revue cast party, paid for by sponsor, in addition to the expenses.
9. Arrange get acquainted and recreation time.
10. 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.
11. Save strongest acts for end of show.
12. Entrance and exits from stage should be safe and correct height.
13. It is desirable for the background of stage should be at least eight feet high.
14. Determine number and types of microphones needed (neck, hand-held or standing.)
15. Open doors to performance 45 minutes ahead.
16. Start on time.
17. Recognize committee before show.
18. 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:

1. Sponsor will send total allocation, except for post revue cast party, to NACAA Treasurer according to procedures established by NACAA President-Elect.
2. NACAA will determine meal cost reimbursement and make bulk allocation for meals in NACAA check for travel expenses.
3. Travel receipts should be presented to NACAA treasurer who arranges for cashing of checks.
4. The hotel needs to bill the NACAA Treasurer for rooms used for the Talent Revue.
5. Video tapes fo 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 NACAAAM/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:

1. Eating Facilities  
One large dining room for the Annual Banquet with seating 1,500 to 2,000 depending on where the meeting is held.
2. 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.
    - a. Host State headquarters
    - b. Board of Directors and Nominating Committee’s meeting room.
    - c. Press headquarters and publicity room.
    - d. Spouses headquarters room.
    - e. Youth room.
    - f. Children’s room.
    - g. Life Members room.
    - h. Storage room for suppliesAdequate rooms for four Regional Meetings, professional improvement programs, poster session, exhibits, NACAA committee, and other meetings.
3. Guest Rooms
  - A block of 1,000 or more guest rooms in the headquarters and nearby hotels and motels.
  - A signed contract or agreement shall be drawn up with the hotel, municipal auditorium, or other facility before the Annual Meeting and Professional Improvement Conference location is announced. Such contract shall bind the hotel 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 other committees such as signs, decorations, flowers, and visual aid 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 can be better coordinated this way. Once a room is reserved (see **EXHIBIT E**), 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 have to be changed also ... sometimes this can happen at near zero hour!

The sleeping room reservations should be handled through the Facilities Chair or the city convention bureau. NACAA PREFERS THAT CONVENTION BUREAUS NOT HANDLE RESERVATIONS UNLESS THE HOST CITY IS ESPECIALLY WELL SUITED TO ASSIST WITH THIS ASPECT OF THE REGISTRATION PROCESS. 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 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, and 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 hotels 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, etc). This will eliminate confusion during the meeting.

Many signs are available from the previous meetings which can be used again. However, many 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 collected and prepared for shipment to the next Annual Meeting and Professional Improvement Conference. Last minute changes make it necessary to have a sign maker or computer and laser printer available at the hotel on Sunday since most changes or additions are known by then ...this saves money. Requests for decorations, signs and flowers are made in advance. (See **EXHIBIT G**).

**EQUIPMENT** (see **EXHIBIT H**) such as projectors, blackboards, screens, etc. may be borrowed from County, Regional or State Extension Offices to save money. These are checked out from a secretary in the equipment room.

Flowers can be an expensive item but this can be minimized by using flowers multiple times.

This committee should provide a list of suggested camping facilities available in the area. A statement relating to the ease of driving to and from the AM/PIC site should be included since various cities differ widely in problems with traffic congestion, etc.

## **HOSPITALITY 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 up to now they have “surrendered” to letting this Committee work in their facilities. Donated items reduce the cost tremendously. However, the hotel may resist this since it substitutes for additional sales they would otherwise make. They’ll be quick to say that this is the only group that has ever done this, but some jawboning in the initial stages of selecting a headquarters hotel will get the job done. These negotiations should be made prior to signing a contract!

During the actual meeting, timely and well-placed cash tips with the right personnel get many impossible things done.

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 or not have to 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 Thursday. This has encouraged general session attendance; refreshments, if provided, have been available outside the general session room.

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.

Special music is often 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 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.

Donors 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, news releases, tapes, copies of major speeches, contacts with media representatives during the meeting as well as follow-up with reports or publicity on results of the meeting.

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, 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. NACAA will pay postage and provide address labels for one release (does not mean a costly Chamber of Commerce packet) to all members but provide only address labels for a second mailing. Travel agencies and Convention and Visitor Bureaus may assist with this function. Sending the basic photocopied registration forms is helpful to those that have lost their County Agent magazine.

Provide a daily newsletter listing schedule changes, special instructions, local interest stories, and other information. Having 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 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. 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.

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. The Committee should develop a deposit place for materials to be published in The Proceedings.

Secretarial help is needed for two functions: 1) to do all the typing for the publicity committee; and 2) to type for National Officers, Board members or others who need on-the-spot typing. Two secretarial persons should be available in the press room and or the headquarters room during the day-time hours to do the quick typing jobs, be able to relieve each other, and cover the press room.

Extension secretaries from nearby counties are well suited for this task. Remember all the necessary secretarial and office supplies. With continuous coverage of the press room and or headquarters room, the secretarial support staff can also check out visual aid equipment.

Because of the popular use of portable laptop computers, it is important that press room computers be versatile enough to handle different word processing programs. Many officers, committee chairs, etc. will simply want something printed or reproduced that they have developed

Photographers and photographic service is provided by NACAA during the Annual Meeting and Professional Improvement Conference is needed for both follow-up for The County Agent as well as daily releases to the news media. 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.
- A telephone hook-up is essential and calls coming to the hotel about the AM/PIC should be routed to the information desk for further action. **The phone number for this phone should be published in The County Agent so families attending can leave a number back home where they can be reached during the meeting. The number should also be published in the AM/PIC program.** Too often the hotel will relay all incoming calls of this nature to the press room where they're not in a position to give the necessary assistance. Obviously, there needs to be close coordination between the information desk and all other committees particularly the Publicity Committee.

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

- Lost and Found
- Messages to individuals and groups
- 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. Two sets of bleachers for accommodating a large group of 70-100 and two 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 setting up. States with small groups have their pictures taken by another photographer who can also take the DSA and AA State group with their spouses as arranged for and assisted with by the Chair, Recognition and Awards Committee. Some host states establish a separate "State Pictures Committee".

State pictures are generally taken Sunday and Monday evenings with pictures available later in the week or sent by mail.

**President's VIP Welcoming Committee** - The NACAA President shall name a Reception Committee each year to function in cooperation with the local Annual Meeting and Professional Improvement Conference Reception Committee. The Chair of the Policy Committee shall be responsible for organizing this committee. This committee shall be composed of some members of the Board, Past National Presidents, and State Presidents as appropriate. The function of this committee is to provide a contact at the registration area to welcome and answer any questions that speakers or other VIP's may have as they arrive.

## REGISTRATION COMMITTEE

This committee is responsible for all aspects of the registration process. It has a great deal of work prior to the actual meeting and demands a Chair who organizes well and follows details very closely. The Chair should work closely with the NACAA Executive Assistant to secure the registration software and receive training on its use.

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.

After making and updating an estimate of attendance figures, the committee should publish in the Spring issue of the County Agent, complete information on registration, including registration forms. Use last year's issue of The County Agent as a guide. A goal of at least 85% should be set for pre-registration with payment. Pre-registration without payment should not be used. Pre-paid registration fees are to be returned to those who are unable to attend the meeting and meet the refund policy. Refer to NACAA policy regarding the refunding of registration fees. After the close of the Annual Meeting and Professional Improvement Conference, a copy of the registration form is given to the Treasurer, NACAA, for each prepayment. Indicate on the form if only a part of the total registration fee is to be refunded (as per refund policy). All refunds of registration fees are made by the NACAA Treasurer.

The registration form provides for the correct names and mailing addresses, region, voting delegates, officers, guests, tour choices, and other information the National Board requires. The host state may want to use the registration form to help determine program or activity choices participants wish to participate. Past AM/PIC's and the National Board can be helpful to develop a registration form. Past experiences shows that 90% of those pre-registered do actually attend and about 90% pre-register.

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 pre-registrations are received, a post card or computer notice acknowledging receipt of registration and possibly tour assignment should be used for confirmation.

Ribbons and seals are provided by the National Secretary. The AM/PIC Chair should be prepared at the Winter Board Meeting to present a resolution to the board requesting that a local bank be named as follows: "Bank be named as depository for registration fees". Signature cards for the National President and National Treasurer should be prepared. Two signatures are required for all withdrawal of funds.

Monthly reports on all funds received for registration (as per **EXHIBIT K**) are made by the Registration chair and AM/PIC Treasurer. The special registration bank account setup for the meeting is an NACAA account, not a host state account. The host state Registration Chair and AM/PIC Treasurer should work closely with the NACAA Treasurer in managing the registration bank account.

A State Registration ledger or computer program will facilitate easy accounting of all registrants from each state and provide for a ready check on any individuals once their home state is known. Consult with other states who have hosted an Annual Meeting and Professional Improvement Conference regarding computer programs.

The Special Assignment Registration Chair should be bonded at the expense of NACAA.

## REGISTRATION Cont'd

### **Tickets**

The registration committee should be responsible for all tickets in the registration packet so that appropriate colors, etc. can be used to make easy identification for various events. See **EXHIBIT L**. All printing for the registration packet, including tour tickets and other items, can be done by one company (or by the host state on computer) resulting in a savings in cost. Life members, members, spouses, children and guests may need different ticket packs since they each have different activities to attend.

### **Reimbursements and Complimentary Registrations**

Reimbursements of registration fees and complimentary registrations for the AM/PIC are as follows:

- Donors
- Special guests: The President of the NACAA has the authority to grant complimentary registrations to special guests
- Persons appearing on the program except NACAA members. However, NACAA members that are national winners making oral presentations at the AM/PIC are eligible to receive a registration fee reimbursement
- Representatives of related organizations such as farm organizations
- Official Representatives of the other extension professional organizations; NEAFCS, NEA4-HA ; ESP and ANREP
- NACAA Committee Chairs, Council Chairs, Regional Committee Vice Chairs, Officers, Directors, Vice Directors, Editor of The County Agent and Editor of the Annual Meeting and Professional Improvement Conference Proceedings
- The PIC and EDC committees have been budgeted \$500 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 waiver 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 concerning registration fees and special ticket charges, if any. Bus tickets and special event tickets, for which a special charge is made, shall be sold at the time of registration. 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.

Members of the State Association that are hosting the AM/PIC and attend the AM/PIC should pay the registration fee. The AM/PIC Committee Chair will make arrangements with the National President concerning whether to register non association support staff volunteers.

## **REGISTRATION Cont'd**

### **Refund Policy**

There shall be a 90% refund of registration fee when a request is made 30 days or sooner before the AM/PIC. There shall be a 75% refund of registration fee if request is made form 15-29 days before the AM/PIC. There shall be a 50% refund of registration fee if a request is made less than 15 days and prior to the end of the AM/PIC. No refunds will be given if a request is made after the close of the AM/PIC. Appeals due to emergency will be handled on a case by case basis by the NACAA Board. Effective 2004.

### **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 Secretary.

## 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, etc., it is obvious that with a range in age from the cradle 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 center for recreation, and evening activities. The youth center is primarily the day time activity area with a section set apart for those under 6 which may even provide cribs for toddlers and other appropriate games and toys. Professional, licensed day care providers are recommended for children 6 and under. See the discussion in the Budget and Finance section of this handbook for the policy related to day care expenses shared by NACAA. The tours are scheduled for older youth (4-H age) as 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 center. This allows parents to meet youth at special times. 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. Parents participation is encourage in order to provide addition supervision and chaperones.

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 teenage items. A hamburger plate dinner or pizza for the final banquet has been well received by teens at previous meetings and is cost effective.

Youth center 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.

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

## **SPECIAL 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 I**). 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 January 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.

A complete listing of needs by function is made from request forms for signs, 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.

Note- 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. (Included are forms — see **EXHIBIT J**). Only the Special Meals Chair should sign bills presented by hotel for payment, and hotel people should be so informed. See the section under Budget and Finance for the details.

## SPOUSES COMMITTEE

This committee hosts the spouses to various events which provide them with entertainment as well as with cultural and historical activities. Early in the planning, take a 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 spouses 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.

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.

The work of this committee is coordinated with the National Committee Chair for Public Relations.

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 registrations papers for the luncheon.

The Squanto pins, registration cards; and any other special information and material should be inventoried and received by the chair for the following year after the First Timer Luncheon

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 sharing for transportation found in the Budget and Finance section of this handbook.**

Tour Selection: The Chair should rely first on the AM/PIC 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. So 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.

To help solve bus shortages that occur in some cities, the Professional Improvement Tours can be limited to Association Members, Life Members, and VIP'S. Special tours for spouses and children can be planned separately by those committees. Limiting the professional tours to the above can give more intense use of tours as a professional improvement tool and consequently appear less as a pleasure or sightseeing tour. Past tours have included spouses and children where transportation is not a limiting factor.

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.

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, etc. is particularly important to handicapped or older families to assist them in making a decision.

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.

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 a card sent to registrants confirming tour assignment.

## TOURS COMMITTEE Cont'd

The Tour Chair and the Transportation Chair should keep a constant check for tour selections. If an insufficient number of people select a tour, it can be canceled entirely or the number of buses can be reduced and extra equipment canceled. Certain tours will fill quickly and then have to 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 time and places. Each tour group should have a tour leader to be in charge of 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 a large number of 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, if possible 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 assistance at the loading area may be desirable depending on traffic conditions and facilities. Have people load buses from the curb side only!

The host state must take care before 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. **Detail planning is necessary!** The planning process begins well in advance of the Annual Meeting and Professional Improvement Conference (18 months).

All transportation needs should be coordinated through the transportation committee; Professional Tours, Spouses, Sons and Daughters, Life Members, VIP, Airport, Hotel, Campground and movement of supplies. 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 pre-payment in full. Contracts in writing are a must. 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 Registration Chair should work closely with the Transportation Chair by providing information on arrival times (air and ground), hotel location and those staying at campgrounds. All committee chairs should keep the transportation chair informed.

## **EXHIBITS**

Exhibit	A	NACAAAM/PIC Bidding Suggestions
	B	Final Report Form (to be presented to the National Board after the Annual Meeting)
	C	Disbursement Form
	D	Exhibit Request Form
	E	Meeting Room Assignments
	F	Meeting Room & Facility Request
	G	Decorations & Signs Request
	H	Equipment Request Form
	I	Special Meals Request
	J	Special Meals Report
	K	Monthly Registration Report
	L	Ticket Packet Sample