

Attachment 1

Regional Conference Subcommittees and Duties

1. **FINANCIAL SUBCOMMITTEE** (*Minimum Size/Chair +2*)
 - a. Help develop realistic Subcommittee budgets with assistance of each Subcommittee Chair.
 - b. Develop a Conference budget based on a rigorous evaluation to establish estimated costs and income.
 - c. Develop a realistic plan to solicit required Conference funding.
 - d. Solicit and disburse Conference funds.
 - e. Keep an up-to-date detailed record of Conference expenditures and income.
 - f. Develop a detailed treasurer's report at least every three months that includes Conference expenditures and receipts, and submit this report to the Regional Conference Committee and the National Conference Committee. Each report shall include an assessment of the Conference funding status.
 - g. Work with appropriate Subcommittee to establish the attendee price for all Conference items.
 - h. Set up checking account:
 - 1) Obtain TIN (Tax Identification Number) when establishing the account.
 - 2) Provide National Secretary with your TIN when received.

2. **ADVERTISING SUBCOMMITTEE** (*Minimum Size/Chair + 5*)
 - a. Establish Subcommittee budget and schedule of fees.
 - b. Establish layout size of program book ads prior to solicitation.
 - c. Start advertising solicitation as soon as possible after the prior Conference.
 - d. Solicit advertising from companies, organizations, and ASHE Sections/Regions for printed Conference program.
 - e. Establish a minimum quota of income from advertisements.
 - f. Establish schedule of mailing, income of returns and follow-up.

3. **TECHNICAL SUBCOMMITTEE** (*Minimum Size/Chair + 5*)
 - a. Establish Subcommittee budget.
 - b. Develop timely technical topics of interest to the national highway industry.
 1. **Note CEU & PDH credits offered for technical session attendance**
 - c. Identify recognized speakers who are qualified to present these topics.
 - d. A technical tour may be substituted for a session.
 - e. Solicit commitments from the speakers early and follow-up to ensure that their schedules do not change.
 - f. Develop a technical program schedule that does not compete with other important conference activities.
 - g. Select and train local ASHE members as session moderators and AV specialists to ensure that presentations progress without delays and attendees receive the appropriate information related to Conference events.
 - h. Arrange for AV equipment as needed.
 - i. Ensure that appropriate signs are placed to direct participants to the technical session locations.

- j. Coordinate with Registration and Facilities Subcommittees to ensure the meeting rooms will accommodate the Session attendees.
- k. Provide Continuing Education Units (CEUs) for attendees at Technical Sessions.
- l. Provide appropriate time slot for National Board Representatives to conduct Section and Regional Officers meeting followed by CEU training. (Note: A total of two hours is required). This should be scheduled to immediately follow the General Assembly Meeting.
- m. Coordinate with session presenters (speakers) regarding their anticipated arrival time and needs. Arrange for someone to meet the speakers and help them find their session room.

4. EXHIBIT SUBCOMMITTEE (Minimum Size/Chair + 3)

- a. Develop Subcommittee budget and exhibitor fee schedule.
- b. Estimate number of exhibitors and establish space required.
- c. Develop requirements of exhibitor tables, chairs, and electrical connection.
- d. To encourage industry participation at this and future Conferences, coordinate the exhibitor location and schedule with other Conference activities to maximize their exposure. For example: plan receptions and continental breakfasts in or near the exhibit area.
- e. Collect exhibitor contact information from prior ASHE conferences and other available national and local resources.
- f. Start solicitation for exhibitors as soon as possible after the conclusion of the prior Conference.
- g. Mailings are important but personal calls from industry associates are most effective.
- h. It is recommended that solicitations for exhibitors be combined with solicitations for financial sponsors.
- i. Provide free exhibit space for next year's Conference host and include listing of the locations of all upcoming conferences that have been approved.

5. PROGRAM SUBCOMMITTEE (Minimum Size/Chair +3)

- a. Establish Subcommittee budget.
- b. Coordinate with other Subcommittees to develop theme and logo for Conference during early planning stage.
- c. Establish program of events for Conference with input from other Subcommittees.
- d. Produce Conference Program with cooperation of Advertising Subcommittee and designated printer.
- e. Plan opening session and solicit prominent speakers that will attract attendance.
- f. Work with Entertainment and Financial Subcommittees to plan banquet and social events subsidizing cost when possible with industry sponsorship.
- g. Coordinate with National Board on keynote speakers and annual banquet award presentations. [National Nominating Committee will contact the winner of the Robert E. Pearson/Person of the Year Award and provide them with initial information regarding the Conference. In turn, the National Nominating Committee will provide the Conference host with information for their program booklet. National will also provide the plaque.]
- h. Coordinate with other Subcommittees and designated Conference printer to develop and produce Conference Program Book that includes:
 - 1) A schedule of all Conference events.
 - 2) Description, time, and location of all events.
 - 3) Map of the Conference facility.
 - 4) List of incoming and outgoing National Officers/Directors.
 - 5) Bio and photo of incoming and outgoing National Presidents and Robert

- E. Pearson recipient.
- 6) Description of awards and bios for Robert E. Pearson/Person of the Year, George K. Hart, Gene G. Smith, Robert E. Yeager, and Terence D. Conner Awards.
- 7) List of previous honorees for the Robert E. Pearson/Person of the Year Award and winners of the George K. Hart, Gene G. Smith, Robert E. Yeager, and Terence D. Conner Awards.
- 8) List Past National President's names and terms of office – denote 'deceased' if appropriate.
- 9) List of Conference sponsors based on level of support.
- 10) List of exhibitors with map of exhibitor location.
- 11) Details related to future conferences- including dates and locations.
- 12) Local information, not easily available in the hotel, which might be useful to Conference attendees.

6. REGISTRATION AND RECEPTION SUBCOMMITTEE (Minimum Size/Chair +5)

All host region members are asked to be involved in reception activities. This is the most important element of a successful Conference.

- a. Establish Subcommittee budget.
- b. Provide on-line registration by utilizing 123 Sign Up, Walcom, or out source to a company of your choice.**
- c. Refer to attached Registration Pamphlet Check List of Items that should be included.
- d. Develop registration form.
 - 1) **Note CEU & PDH credits offered for technical session attendance.**
- e. Coordinate with Publicity Subcommittee to develop the Conference registration packet. (*Attached are Guidelines for Registration Packet*)
- f. Provide National Conference Committee with a 'draft' copy of the registration packet, for their comments/suggestions, prior to printing.**
- g. Mail approved registration form and packet at least three months in advance.**
- h. Provide a second mailing as a registration reminder.
- i. Develop nametags for all participants with:
 - 1) Colored ribbons designating officers, Committee members, speakers, guests, spouses, etc.
 - 2) Name of the attendee, their Section name and the name of their business or employer.
 - 3) Conference Logo incorporated into nametag format
 - 4) Clear plastic protector that can be displayed without adhesives or pins.
- j. Provide computer and printer at registration site so that nametags, identical to the original, can be printed or modified, as necessary.
- k. Develop Conference attendee packets that includes:
 - 1) Name tag with colored ribbons designating officers, Conference Committee members, speakers, spouses, etc.
 - 2) Roster of conference pre-registrants and spouses.
 - 3) Tickets for events, if required.
 - 4) Conference program.
 - 5) Local attractions.
 - 6) Conference attendee mementos
- l. Secure volunteer or paid personnel to perform the registration process.
 - 1) Recommend coverage from 7:00 a.m. to 7:00 p.m. daily in order to assist early/late arrivals
 - 2) Provide complete Conference attendee packet to all registrants.
 - 3) Create nametags for onsite registrants and recreate nametags when

modifications are required.

- 4) Maintain accurate pre-registration and on-site registration records.
- m. Regardless of the registration personnel status (paid or volunteer) an adequate number of local ASHE members shall be available and trained to serve as hosts, and answer questions related to Conference activities, at the registration desk and at all Conference activities, including tours.
- n. Prepare all necessary signs (Registration Desk, Hospitality Room, Meeting Rooms, Luncheon, Dinner, etc.)
- o. Meet with dignitaries on arrival and act as official escort throughout Conference.
- p. Provide host hospitality room for attendees and guests.
- q. Provide message board.
- r. **Provide an option for internet on-line registration. Suggested companies are 123 Sign-up and Walcom.**

7. **ENTERTAINMENT SUBCOMMITTEE** (*Minimum Size/Chair +3*)

- a. Establish Subcommittee budget.
- b. Research the popularity of different types of entertainment programs at prior ASHE conferences. The National Board will share experience if needed.
- c. All entertainment should appeal to the broad age range of ASHE participants.
- d. Plan all organized entertainment for Conference with assistance from Program Committee. See “Suggested Conference Format” to determine the times and activities where special entertainment is suggested.
- e. Activities that require consideration are as follows:
 - 1) First evening reception.
 - 2) President’s Luncheon.
 - 3) Opening session.
 - 4) Second evening dinner and entertainment.
 - 5) Third evening annual banquet and entertainment.
- f. Coordinate with Transportation Subcommittee for off site activities.
- g. Coordinate with Facilities Subcommittee for onsite activities.

8. **PR/PUBLICITY SUBCOMMITTEE** (*Minimum Size/Chair +4*)

- a. Establish Subcommittee budget.
- b. After National approval, begin promoting the Conference Region to attract the large number of workers needed to properly conduct the event.
- c. Create promotional items such as lapel pins and caps to distribute or wear during ASHE events to enhance Conference exposure.
- d. Create T-shirts to be made available to the Conference Committee Members and to the National Board Members. Recommend these shirts be worn during the ice breaker.
- e. **Plan to display and promote Conference at prior year’s Conference.**
- f. Prepare complete advance coverage on Conference and distribute to various news media organizations such as:
 - 1) Highway Builder Publications
 - 2) **ASHE SCANNER ad needs to be submitted by January 1 prior to the conference.**
 - 3) DOT Publications/Newsletters
 - 4) Local Newspapers/Radio/Television
 - 5) Trade Publications
- g. **Immediately following the previous National Conference, establish and maintain a Conference website to be linked to National ASHE Website. Website is being designed by ICG and Conference folks are to provide them with the appropriate information.**

- h. Take photographs of Conference events and candid photographs for
 - 1) Display during Conference.
 - 2) Creating a photographic record of Conference events.
 - 3) Use in publicizing future ASHE events.
- i. Coordinate with Registration Subcommittee to develop pre-conference mailing to all ASHE members detailing lodging costs, registration fees, location, general program, pre-registration data, etc.
- j. Prepare and submit an ad for your conference to be published in the most recent National Conference Program Book.**
- k. Prepare SCANNER articles on Conference activities and a summary of the Conference, with photos, for the summer edition of the SCANNER.

9. **GOLF OUTING SUBCOMMITTEE** (*Minimum Size/ Chair +4*)

The Golf outing is not required. It is permitted as an option for the portion of Conference attendees who are golf enthusiasts. It is not to be subsidized with general sponsorship funds that might otherwise be used to reduce the attendee cost for activities related to traditional Conference events. Specific sponsorships such as Hole Sponsor, Food Sponsor, and Beverage Sponsor will be allowed to offset the cost of the golf. The golf outing should be a breakeven event.

- a. Establish Subcommittee budget.
- b. Secure golf course early.
- c. Develop flyer with information including cost.
- d. Coordinate with Registration Subcommittee to incorporate golf information in registration packet.
- e. Coordinate with Publicity Subcommittee to include golf information in publicly.
- f. Solicit prizes.
- g. Set-up foursomes.
- h. Provide lunch/refreshments to participants.
- i. Establish scoring rules for golf event.
- j. Golf outing should not conflict with Past Presidents/Robert E. Pearson Award Luncheon or other traditional Conference activities.
- k. **Golf awards should be distributed the same day after the event is completed.**

10. **TRANSPORTATION SUBCOMMITTEE** (*Minimum Size/Chair + 3*)

- a. Establish Subcommittee budget
- b. Coordinate with Program Subcommittee to provide transportation for:
 - 1) Dignitaries participating in the program.
 - 2) Registrants attending off site Conference events.
- c. Provide shuttle service to and from airport for National Board Members and family. (It is recommended this service be complimentary.)
- d. Coordinate with Facilities and Registration Subcommittees to assess the need to shuttle registrants, if more than one hotel is required to house registrants.
- e. Coordinate with Guest Program Subcommittee to provide transportation for off site guest activities.
- f. Coordinate with Technical Subcommittee to determine if buses (or other types of travel) are necessary for technical tours.
- g. Contact public carriers for discount rates/fares.
 - 1) Airlines
 - 2) Rental Car
 - 3) Bus Passes
 - 4) Rail Passes

- h. Host Region to underwrite costs of travel for individual receiving Robert E. Pearson Award and his/her guest.

11. GUEST PROGRAM SUBCOMMITTEE (Minimum Size/Chair + 3)

- a. Establish Committee budget.
- b. Determine the times during the conference when guest activities are appropriate.
 - 1) Do not plan activities during the reception, opening meeting, and evening social activities.
- c. Research local activities that might be of interest to the guests of ASHE members attending the Conference.
- d. Investigate the details of local activities that are considered appropriate:
 - 1) Can it be accomplished within time restraints?
 - 2) Is the price reasonable or can it be negotiated?
 - 3) Does it require special equipment or clothing?
 - 4) Do you have to commit in advance for a specific number?
- e. Select and make necessary arrangements for activities.
- f. Establish participant cost for each activity.
- g. Work with Registration Subcommittee to include guest activities in registration material.
- h. Provide transportation when necessary.
- i. Provide lunch/refreshments when appropriate.

12. FACILITIES SUBCOMMITTEE (Minimum Size/Chair + 2)

- a. Identify the facilities within the Region that are capable of accommodating the Conference requirements.
- b. Research prior ASHE Conferences and other professional conferences to determine the hotel price range that is acceptable.
- c. Obtain the best value for Conference attendees by:
 - 1) Using someone experienced at negotiating for conference hotels.
 - 2) Negotiating with more than one hotel to stimulate competition.
 - 3) Negotiating the total package of hotel services not just the room rate.
 - 4) Negotiating complimentary rooms for outgoing and incoming National Presidents and upgrades for National Board members.
- d. After the Regional Conference Committee is satisfied with the hotel contract submit it to the National Board for review prior to signing.
- e. Arrange for a National Conference Committee site visit prior to signing a contract.
- f. Arrange for accommodations and meet with the National Conference Committee representatives when they evaluate the site prior to signing the contract..
- g. After the site has been approved by the National Board, execute the contract to secure the Conference facility.
- h. Serve as the primary point of contact with the hotel facility.
- i. Work with other Subcommittees to identify and secure appropriate rooms for all Conference activities.
- j. Arrange for accommodations when the National Board Members meet with the Regional Conference Committee at the hotel, in the fall, prior to the Conference.