

THE NINETY-NINES, INC.

Standard Operating Procedures for Annual Conference and Career Expo

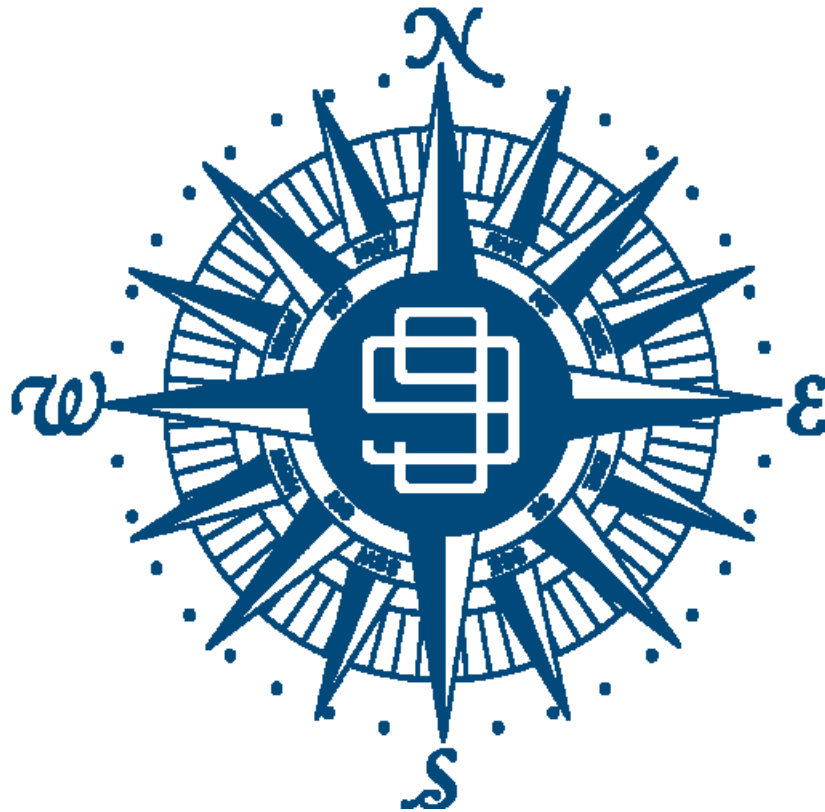


TABLE OF CONTENTS

Introduction	3
Major Components of The 99s Annual Conference	3
Bidding	4
Conference Chair(s)	5
Select Destination Management Company (DMC).....	6
Select Hotel & Negotiate Contract	7
Select Conference Committee Chairs.....	8
Prepare Budget	8
Select Tours.....	8
Line Up Seminar Topics and Speakers	9
Publish Website	9
Finalize Registration /Attendee Information.....	9
Coordinate with International Officers, Trusts, and Other Contacts.....	10
Reports.....	11
Conference Committees: Treasurer	12
Conference Committees: Hotel Liaison	13
Conference Committees: Registration	14
Conference Committees: Publicity/Public Relations/Marketing	15
Conference Committees: Printing	16
Conference Committees: Hospitality	17
Conference Committees: Sales Room (Marketplace).....	18
Conference Committees: Awards Banquet	19
Conference Committees: Audio/Visual	20
Conference Committees: Signage	21
Conference Committees: Career Expo	22
Appendix 1: Conference Locations and Dates	24
Appendix 2: Conference & Career Expo Planning Checklist	25
Appendix 3: Sample Budget/Actual.....	28
Appendix 4: Hotel Comparisons	31
Appendix 5: International Conference Data Sheet	34
Appendix 6: EvaluationForm	35
Appendix 7: VIP Comps	36
Appendix 8: Example of Marketing Timeline	37

Introduction

The Ninety-Nines, Inc. holds its Annual Conference & Career Expo (“Conference”) each year. The purpose of the Conference is to conduct the annual business meeting, showcase the benefits of membership in The 99s, offer educational and interesting seminars and tours to the attendees, offer career information and opportunities to our attendees, and “re-charge” our members’ enthusiasm for their continued membership in the organization.

In 2000, the hosting of the Annual International Conference was returned to the Sections. Sections are now bidding for this honor. It is both challenging and demanding, but can be a rewarding experience for the Host Section. Good organization in the beginning, a wise choice of Chairman and committee chairs, and delegation of authority will go a long way toward making this experience positive and strengthening.

Major Components of The 99s Annual Conference

Annual Meeting

A major purpose of the Conference is to have a venue for our Annual Meeting. This is the only event at the Conference that each 99s member may attend without cost. However, anyone doing so should be encouraged to register or acknowledge that they will be attending only this meeting so that there will be enough seating to accommodate them. The President is in charge of the meeting, and the meeting room should be of sufficient size for classroom seating. (See Hotel Liaison for further description.)

Seminars

Another reason for the Conference is to provide educational seminars for our members such as lectures, panel discussions, round-table groups, DVD screenings, etc. Rooms of adequate size, audio/visual equipment, and (normally) theatre-style seating will usually suffice. Speakers/lecturers should provide their own requirements.

Awards Events

The 99s annual awards to deserving 99 members and supportive non-members are given out at the Awards Banquet, which is normally the closing event of the Conference. The Amelia Earhart Scholarship Memorial Fund presents its annual scholarship to recipients at a lunch or can be combined with the Awards Banquet. (See the separate section for AEMSF requirements.)

Tours

One of the enticements to increase the number of attendees is to offer local area tours to interesting geographical sites, historical venues, and local events. These are optional and have a separate charge from the registration fee.

Career Expo

The Career Expo is a single day event open to 99s and Friends of The 99s as part of the full registration, and to 99s, Friends, and non-members for a one day Expo Registration Fee. The Expo should have its own seminars, panel discussions and hiring segment arranged as a single day conference event.

Other Events

Along with these major events, there are usually some or all of the following to be scheduled:

1. A Marketplace for vendors to sell aviation, 99s-related, or local merchandise. Requires a separate room that can be locked, and a 6-foot “banquet” table and 2 chairs for each vendor space.
2. Hospitality Suite that is of sufficient size to provide conversational seating, space for snacks to be made available, and refrigeration/storage for food items.
3. Registration, Credentials, & Pre- and Post-International Board Meetings times and locations.
4. An optional Reception that is organized by the Council of Governors with the Governors’ Spokesperson as the contact. It may be in the form of a breakfast, lunch, or evening reception and is by invitation only to current and past Governors and Presidents.
5. Unless the hotel provides a complimentary breakfast, a full breakfast is provided to registered attendees on the morning of the Annual Business Meeting.
6. In addition, certain groups may wish to schedule meetings such as the Trusts, AWTAR (All Women’s Transcontinental Air Race), Air Race Classic reunion, and reception for such groups as First-Timers, non-US/Canadian members, and Under 35’s.

Bidding

A Section needs to bid several years in advance of the actual year it wants to host the meeting, preferably about four (4) years in advance. As soon as a Section decides to bid for the right to host the International Conference, the Section Governor should appoint a selection committee to do the following:

1) Select Conference Chair(s) who then join this committee

Conference Chair(s) should have several years' tenure as a 99, attended several International and Section meetings, and have the ability to work well with members, hotel management, and committee chairs. It is very highly recommended that the Conference Chair select a Co-Chair that can take either an equal or complementary role. This should be someone who knows all the details of the planning, and in case of emergency, can be counted on to complete any tasks that need to be done or be in place to oversee the actual Conference.

2) Recommend date(s)

Most Conferences are held during July or August to avoid conflict with Section meetings. Be sure to avoid dates of Oshkosh, Reno Air Races, or religious holidays. Also avoid major activities, fairs, and festivals in the cities under consideration.

3) Review & recommend locations *(See Appendix 1: Conference Locations)*

Location should have a choice of hotels with proper facilities *(See Appendix 3: Hotel Comparison Worksheet)*. The area should have some interesting activities or tour possibilities to interest attendees. It is helpful if there is a major airport nearby as well as a general aviation airport so that members could fly themselves to the event.

After this preliminary work has been done, the Governor, Conference Chair(s), and/or other representatives should present a proposal to the International Board of Directors (IBOD) to include the above information plus any ideas on local tours and attractions. Once the bid has been approved, detailed planning can begin.

Suggestion: *Contact your travel planning/destination Management Company (DMC) for advice if you are contemplating several possible locations. They should have some insight into hotel rates, tours/attractions, ease of travel, etc.*

Checklist:

- _____ Conference Chair(s) selected
- _____ Recommended dates selected
- _____ Recommended location(s) selected
- _____ Bid accepted by International Board of Directors

Conference Chair(s)

Congratulations on being selected Conference Chair from your Section! It shows that there is a lot of confidence in you and your abilities. Not only will you be reporting your progress to your Section and Governor, but you will be working closely with the International Vice-President and President through conversation, reports, and even coordinated on-site visits. One of the major duties of the Vice-President is to solicit bids for future Conferences and to oversee the on-going development of each upcoming one. The President has the responsibility for the actual Annual Business Meeting plus Board and other meetings. Both officers should be kept informed through your reports, and are available to answer any questions about schedules, meetings, etc.

Note: Throughout these guidelines, “you” is used to designate the Chair and the Co-Chair or backup planner.

While each Conference will be different, this timeline should be followed to facilitate smooth progression through Conference planning and regular communications with the IBOD; each major topic is discussed further on the following pages. DMC and Hotel contracts require General Counsel and IBOD approval.

4 years before

Review the previous Conference information book, located at Headquarters, to see historical attendance numbers, hotel room nights and the like.

Present bid with preferred location and dates to be approved by the International Board of Directors (see previous page)

3 years before

Select Destination Management Company (DMC)

Negotiate hotel contract

Select committee chairs

Report progress to International Board as requested

2 years before

Present update to IBOD at that year's Conference as requested by President. Design website, logo, and prior year's conference Program back cover. Submit logo for IBOD approval

At next Fall IBOD Meeting

Present ideas for seminars, Keynote Speaker, etc.

Present initial schedule and budget

At next Spring IBOD Meeting

Present preliminary schedule, budget and tours

Conference 1 year prior

Present invitation at Annual Conference (provide early bird discount there?). Present update to IBOD

At final Fall IBOD Meeting before your Conference

Present Final Budget and Final Schedule

December 1 deadline: submit registration materials, schedule and PR articles to the *Ninety-Nines* magazine

At final Spring IBOD Meeting before your Conference

Finalize all arrangements and costs with hotel Prepare final report for Intl. Board

Post-Conference

Present Conference statistics reports at next International Board Meeting (see *Appendix 4: International Conference Data Sheet*)

Present final budget/actual report and present check for HQ share of profits

_____ Preliminary Schedule prepared

_____ Preliminary Budget prepared

_____ Tours selected & arranged

_____ Seminars arranged

_____ Keynote speaker selected, if applicable

_____ Invitation to Conference prepared & presented at previous Conference

_____ All materials submitted to *Ninety-Nines magazine* by December 1 of year before Conference

_____ All arrangements with hotel completed

_____ Post-Conference reports finalized & presented to IBOD

The following pages provide details of the major responsibilities of the Conference Chair(s)

Select Destination Management Company (DMC)

Our members have come to expect the professional expertise that DMC's can provide. A DMC can make your life much simpler by handling many of the chores you would have to do yourself or recruit someone to do. That's the plus side; on the down side, there is a cost for their services. However, in many cases, they can actually save you money through their contacts or by helping you avoid financial pitfalls you didn't see coming. The hotels, transportation companies, tour operators and the like know that they may deal with them again, but you are only there one-time, so you won't get quite the attention or service that professional travel companies demand. They can advise you on their experiences with the city or cities you are considering and activities that their previous clients enjoyed. They should also be able to get you complimentary rooms and tours for your site visit.

In choosing a particular DMC, be sure to get a contract that outlines what services they will provide and what the costs will be. That contract needs to be signed by the IBOD President and Vice President since The 99s organization is ultimately responsible.

Decide which of the following areas you may wish to have the DMC handle:

- Registration
 - On-line and print registration
 - Registration table at Conference (including distributing welcome bags & badges)
 - Providing badge holders and printed name badges, which include Chapter, Section, etc.
- Providing optional airline and car reservations
- Hotel contract negotiations
- Room reservations
- Meal and event planning
- Audio-visual set-ups
- Tours, cruises
- Reports: registration, meals, events, tours, room bookings, financial

Most of these have a fee or percentage cost; be sure to get a complete understanding of your DMC fees.

- DMC selected, if utilizing
- Contract signed with DMC, stating exact DMC duties & associated fees

Select Hotel & Negotiate Contract

First, just as when buying a car, you never let the sales department know that you have definitely decided on their hotel. Once you do, you leave no negotiating room to get the best deal with them. *Appendix 2* provides a detailed list of items to use when comparing hotels. It does not hurt to fill this out in front of the sales persons, so they know how they are going to be judged. Some items on the full list are more important than others, but below are some of the absolute requirements for each hotel:

- Adequate banquet and Annual Meeting space capacities
- Food & beverage services & menu options
- Audio-visual equipment available
- Adequate # of sleeping rooms (double, king, handicap)
- Complimentary suites for Hospitality & President
- Smaller rooms for Board Meetings, seminars, sales room (Marketplace)
- Storage/Office space for Conference organizers
- Areas for Registration & Credentials
- Complimentary room nights based on one complimentary room night per each 40 (or less) room nights booked.

It is highly desirable that The 99s are the only convention/conference scheduled for the hotel to avoid confusion and lack of space and/or rooms.

You may wish to do select the hotel yourself, or work with someone you have designated as a Hotel Liaison. This is also a good position for the Co-Chair, or the “back-up” Planner.

Involve your DMC when negotiating with the hotel. They will travel to your hotels for an on-site visit at their own expense to review them and meet the representatives from the hotels’ sales departments.

Once you have a proposed contract from the hotel(s), be sure to send it/them to the International Vice-President and President, and to our Legal Counsel, for review. The actual signers for the final hotel contract will be the current President and Vice-President.

_____ Hotel contract negotiated

_____ Signoffs by Hotel Management, 99s President, and Vice-President completed

Select Conference Committee Chairs

On the following pages are some recommended committees that you will probably need. Eliminate the ones you don't need, and create others to take on needed tasks. The idea is to delegate tasks to other Chapters or individuals in your Section. That accomplishes two things: 1) you won't drive yourself crazy trying to do everything yourself; and 2) you will create more interest and ownership in the Conference which will increase attendance. It is also a good way to groom upcoming Section leaders by seeing how creative they are and how they handle responsibilities.

In some cases, you will actually only need one person, such as the Treasurer or Hotel Liaison, rather than a committee. It is up to you and your committee chair(s) as to how many people need to work on the various aspects of the Conference. The duties and checklist for each committee are listed in this document. You should provide a copy to each committee chair so that you both understand what is expected. Be sure to read each one and confirm with the committee chairs what you expect their duties to be and when those duties are to be completed.

You do not select or recruit the Credentials Committee Chair; that is the responsibility of the International President. However, the International Credentials Chair should be on your contact list and you will need to coordinate certain responsibilities with her, such as printing of the voting cards used at the Annual Business Meeting.

SUGGESTION: *Unless your committee members live in close proximity, it will be hard to get together for meetings. One place to have meetings would be at your Section meetings. Let your Governor and the meeting coordinators know that you would like to schedule meetings during those get-togethers. Ask each committee chair to make a report on her progress.*

_____ Committee chairs selected
_____ Duties agreed upon by Conference & Committee chairs

Determine meeting schedule and preferred method with Committee Chairs (e.g., add to section meetings, separate teleconference, etc.), communicate same.

Prepare Budget

Enlist the assistance of your Conference Treasurer to prepare a budget. (See Appendix 2 for a sample.) There is a certain amount of guesswork in planning for the number of attendees and guests, but looking at the past few Conferences should give you an idea of the numbers to expect. Review the information under the Treasurer's duties (page 8) to agree on a proposed budget.

_____ Preliminary budget prepared
_____ IBOD approved preliminary budget

Select Tours

Interesting tours will be one way to increase attendance at the Conference. The core days of the Conference are normally jam-packed with activities, but you can schedule pre- and post-conference tours plus perhaps a couple of short tours during some scheduled slack time. Tours or activities for guests during the Annual Business Meeting (ABM) may be scheduled and these tours may be duplicated at a different day and time for members.

Note: The core days are considered the days that 99s meetings and activities are scheduled. Publicize your Conference using the core days on your advertisements. Attendees may wish to come earlier or stay longer to take advantage of lengthier tours. However, advertising a longer Conference may discourage potential attendees since they will think that they must be there and would have to take off more days from work.

_____ Tours selected & scheduled
_____ Tours priced to give to Registration Committee

Line Up Seminar Topics and Speakers

Educational seminars regarding leadership training, aviation, flight training, 99s Chapter and/or Section issues, and other topics are part of the reason for our Conferences. These can be in the form of lectures, PowerPoint presentations, panel discussions, roundtable discussions, and hands-on demonstrations. An interesting and dynamic Keynote Speaker can be scheduled separately (for longer talks and Question and Answer sessions), or made a part of the Awards Banquet (if short enough). For each of these sessions, you will need to coordinate with the presenter/speaker regarding their audio-visual needs and any other requirements. It is best if you recruit someone other than yourself to introduce the speaker/presenter/panel for each session, stay in the room in case anything is needed, and cue the presenter when her/his time is up.

- _____ Seminars selected & scheduled
- _____ A/V requirements given to A/V Committee
- _____ Session leaders selected

Publish Website

Unless you are super-proficient with developing and maintaining a website, you should recruit someone to create a website for your Conference. Be sure there is also someone who can update the website as needed. As changes take place, the website should be updated as quickly as possible. A good website will reduce the amount of questions, e-mails, and phone calls for you. The website address should be on any publication or advertisement you produce. The URL will be www.99sconference.org. Coordinate with the previous Conference committee to find out when you can start using it.

Some of the pages on your website that can be accessed by clicking on a button could include:

Home	Donations/Sponsorships
Schedule	Hotel Information
On-line Registration	Speakers/Seminars
Print Registration Form	Transportation (Getting there)
Tours	Marketplace
Advertising	Conference Apparel
Latest Info	City Highlights

Suggestion: Your DMC may also have a website, primarily for on-line registration. Having your own website is very important so that you can add/change information as needed. One of the button selections on your website should be a link to the DCM on-line registration form. There will need to be a selection on your website for a printed registration form that Conference attendees can mail in to the DMC.

- _____ Website designed & on-line

Finalize Registration / Attendee Information

By December 1 prior to your conference, you should provide the editor of the Ninety-Nines magazine with an article about your conference. Content should include information with the conference schedule, seminars/workshops, tours, and hotel. The article should be provided to the editor as a final print-ready PDF copy including high resolution, print quality images (300 dpi minimum). For questions, be sure to contact the editor for guidance.

Coordinate with International Officers, Trusts, and Other Contacts

International Vice President: The International Vice President is responsible for soliciting bids for upcoming Conferences and will be your main contact for information and oversight of the planning process. She reports back to the IBOD on the progress of each Conference in addition to your reports. She will have attended several Conferences and may even have planned one herself, so she will be a valuable resource for you.

International President: The President presides over the Annual Meeting, the Pre- and Post- IBOD meetings, and may have other small meetings private as needed. She is responsible for the following:

- _____ Selecting the Chairman of the Credentials Committee and informing you of that choice.
- _____ Selecting the Chairman of the Teller Committee and informing you of that choice.
- _____ Selecting the Chairman of the Sentry Committee and informing you of that choice.
- _____ Coordinating with you for what she needs for the Pre- & Post-Board of Directors meetings.
- _____ Sending her Welcome Letter to the publications committee for inclusion in the Conference Program.
- _____ Sending the AM Agenda to the Headquarters Manager for inclusion in the Business Packet.
- _____ Selecting Timers for the AM and seating them in her view.
- _____ Printing and bringing the Delegate Attendance Slips to be given out by Sentries at the conclusion of the Annual Business Meeting.
- _____ Bringing The 99s Gavel
- _____ Bringing her PowerPoint Presentation
- _____ Letting you know what tables need to be reserved for the VIP seating at the Awards Banquet.

The President & Vice-President will need to be regularly updated on registration, names and numbers of attendees, and any schedule changes.

Credentials Chair: The Credentials Chair is responsible for sending out the delegate slips to each Section Governor and Chapter. Upon arrival at the Conference, delegates check in at the Credentials Desk to exchange their delegate slips for voting cards and receive a sticker for their badges for entry to the ABM. She selects her own committee to help during the hours the Credentials desk is open. You will need to check with her to be sure the hours you have scheduled for Credentials are sufficient. Make sure the Hotel Liaison has located her group in an area that meets her needs, and has a list of everything that she needs to have provided to her. She may have her voting cards printed herself or ask you to have them printed by the Printing Committee.

Teller Chair: The Teller Chair will select her committee to serve during the ABM. She assigns the Tellers the areas where they will verify and count the votes, if a clear majority is not evident to the President. She tabulates the votes provided by the Tellers. She will need a table and chair normally set against a side wall that has an electric outlet for her calculator and/or computer.

Sentry Chair: The Sentry Chair will select her committee to serve during the AM. She assigns the Sentries to the doors for the purpose of making sure each attendee is credentialed prior to entry to the meeting. They also distribute the Delegate Attendance Slips at the end of the meeting.

Reports

International Board of Directors Reports

At the IBOD Spring and Fall Meetings, the Conference Chair will provide the Board with the latest Budget and Schedule information, plus updates on tours, seminars, and other topics that need to be discussed or approved.

International Conference Data Sheet

After the Conference is over, the Conference Chair(s) will complete the Data Sheet and send copies of it and the other requested information to the International Board, Headquarters, and the next two Conference planners as noted on the form. *(See Appendix 4: International Conference Data Sheet)*

Post-Conference Reports

At the Fall IBOD Meeting following the Conference, the Conference Chair will provide the Board with the Budget vs Actual Financial Report, the International Conference Data Sheet, and a summary of the results from the Evaluation Form filled out by attendees. *(See Appendix 5: Conference Evaluation)*

Conference Committees: Treasurer

You may wish to select a Finance Committee; however, you should appoint just one person to be the Treasurer for the Conference. That person should have the ability to prepare a budget, reconcile the monthly bank account statements, and present financial reports when needed.

The duties are as follows:

1. Obtain a \$1000 advance from Headquarters two years or so out for early expenses as needed. This will be re-paid at the conclusion of the Conference. If more funds are needed for deposits, the Section will need to release funds to the Conference bank account.
2. Open a separate event bank account; the Conference Treasurer, Conference Chair, and International President should be signatories on the account. Order checks. Give some blank checks to Conference Chair in case she needs them.
3. With the help of the Conference Chair, prepare estimated budget as soon as possible; use samples from previous Conferences and Appendix 2, 1st page. Expenses are based on the number of attendees which will have to be estimated. Make reasonable estimates of attendance of 99s and guests, based on past Conferences.
 - a. Confirm the complimentary registrations and expenses for the International Board, General Counsel, and Parliamentarian with the International Treasurer and President. (*See Appendix 6: Comps List*).
 - b. Members' registration fees should be charged with a break-even rather than a profit goal to promote better attendance. Profits should come from optional events such as tours, sponsorships, donations, and other fund-raisers.
 - c. If the Section acts as the meeting planner, the Section may receive no more than seven percent (7%) of the gross revenue for Conference planning responsibilities.
 - d. The Conference Chair should obtain approval from the International Board for the tentative budget at the Spring International Board Meeting the year before the Conference and for the final budget at the Fall Board Meeting the year before the Conference.
4. Confirm the registration fee and other refund policies with the Registration Committee (or DMC), and ensure these are printed on the registration form and on the website. Determine how to handle registrations that are received after the cut-off date.
5. At the conclusion of the Conference, after all transactions are complete, the net profit from the Conference (including conference registrations, tour registrations, sponsors, ad sales, career expo, etc.) shall be divided as follows:
 - a. 60% to Headquarters
 - b. 40% to the Section

The sponsoring Section is responsible for any losses incurred. It is very important that all potential sources of revenue and expenses are taken into consideration, so that the Conference is profitable. Financial and registration reports will be presented to the International Board of Directors at the next International Board Meeting.

6. Close the bank account once all expenses have been paid.

Checklist:

- _____ Check for \$1000 received from Headquarters, if needed
- _____ Bank account opened & checks ordered
- _____ Preliminary budget prepared
- _____ Policies for late registrations & refunds determined
- _____ Credit card account opened (if needed)
- _____ Approval received from IBOD for tentative budget
- _____ Approval received from IBOD for final budget
- _____ Post-Conference reports presented to IBOD
- _____ 60% of profit sent to 99s Headquarters
- _____ 40% of profit sent to Section Treasurer
- _____ Account closed

Conference Committees: Hotel Liaison

The Hotel Liaison will be responsible for making and confirming all arrangements with the selected hotel. The duties as follows:

1. Work with Conference Chair and Destination Management Company (DMC) to negotiate hotel contract. Ensure rooms and negotiated room rates are available at least 3 days before and after Conference. Contract is between The Ninety-Nines, Inc. and the hotel and is signed by 99s President and Vice President.
2. Be very careful about guaranteeing too many or not enough hotel room nights. Keep in mind that many attendees will be sharing rooms, with 2, 3, or even 4 to a room, if permitted. The hotel will give you a certain “grace” amount, called attrition, in case you don’t make your estimated room count projection. Insist on one comped night per each 40 nights reserved by 99s.*
3. Ensure that The 99s General Counsel reviews all contracts prior to signing.
4. Determine the number and type of complimentary rooms provided by the hotel and reserve additional rooms, if needed. See International Board and Officials Requirements (See Appendix 6: Comps List.) Confirm meeting rooms are scheduled for all events.
5. Schedule all meals and confirm prices. Ask for meal prices to be held at listed prices of year prior to Conference. Be clear that quoted prices include all taxes and gratuities. Establish dates for final meal count guarantees.
6. Special room setups:
 - a. Registration & Credentials – Arrange for setup in lobby or easy-to-find area. Make sure registration is the first thing attendees see so they don’t go to Credentials before registering.
 - b. Annual Business Meeting – Elevated head tables with 11 chairs (10 chairs if President is in 2nd term, Past President only serves during President’s 1st term), 1 podium with mike in the center, and 1 off to the side for presenters making reports, A/V equipment, room set up classroom-style in 3 sections with walk-up mikes toward the front of each of the 2 aisles. Hotel should provide water service in back of room. If an “odd year” election (Directors & Trustees only), provide a room outside the Business Meeting for ballot counting, if possible.
 - c. International Board of Directors’ Pre & Post Conference Meetings – Secure a room that will hold 10-11 Board members at a long “U” arrangement, plus 25-30 people in theatre-style seats. Microphones only if large room with poor acoustics.
 - d. Seminars – Arrange requirements with each speaker for tables, chairs, and A/V equipment.
 - e. AEMSF event – See separate requirements for AEMSF Scholarship awards and work with Trustees to determine seating and other arrangements.
 - f. Awards Banquet – Coordinate with Banquet committee to determine tables and seating arrangements. Normally requires elevated platform, 1 lectern with mike, and 2 banquet tables on which to place awards.
 - g. Career Expo space – Coordinate with the Career Expo Chairman/Committee.
7. At Conference, confirm and test required equipment for each meeting. Check meeting rooms.

Checklist:

- _____ Hotel contract negotiated, approved by General Counsel & signed
- _____ Reserve complimentary and other rooms needed
- _____ Meals priced and scheduled
- _____ Coordinate all needs for Annual Business Meeting & IBOD meetings with President, including Attendance Slips, name/position tent cards for head table
- _____ Coordinate with Registration and Credentials for special needs
- _____ Coordinate all needs for seminar speakers & presenters
- _____ Coordinate all needs for AEMSF event with Trustees
- _____ Coordinate all needs for Awards Banquet with Banquet committee & Awards Chair.

**Hint: This is where a DMC can save your bacon. Your rep should work with the hotel to count all room nights even if they were reserved through a rewards/points program, through hotel or website deals, etc. She will also check their reservation reports with our registrations to capture all room nights possible.*

Conference Committees: Registration

A Destination Management Company (DMC) will make the registration process much easier. Note that you may want to have a separate person or committee responsible for obtaining items to be placed in attendees' Welcome Bags (aka Goody Bags) and stuffing those bags at the Conference.

Registration Policies:

- 1) All members who attend the Annual Conference and Career Expo must register as either a Full or one-day (or two-day, if applicable) Registration. Members may not use "a la carte" registration.
- 2) Registrants may attend events, seminars, and tours and visit the hospitality suite only on the days for which they have registered.

DMC duties:

- 1) Draft and maintain the registration form(both printable and online) to be received by Conference Chair by September 1 of year prior to year of Conference. Forms are to include the following:
 - a) Registrants: Name, address, phone number, Chapter and/or Section, and positions, current and former, and meal selections
 - b) Guests: Name, meal selections
 - c) Early, standard, and late registration pricing, plus one-day registration and options.
 - d) Hotel reservations info and pricing
 - e) Airline and car rental requests
 - f) Optional events/tour selections pricing
 - g) Cancellation and refund policies
 - h) Deadlines for registration, hotel reservations, etc.
- 2) Receive registration forms and checks or credit card information. Contact registrant for clarification of details if needed. Enter all information into database. Deposit checks and process credit cards. Notify registrant of completed registration.
- 3) Make changes as requested by registrants during open-registration period.
- 4) Provide Conference Chair with updated registration reports and final list of attendees to go into Welcome Bag.
- 5) At Conference, staff Registration Table to check in attendees, provide them with badges & badge holders, Welcome Bags, event tickets, and other items as necessary.
- 6) Provide list of dignitaries attending to International President for Annual Business Meeting.
- 7) Provide list of verified number of attendees to Credentials Committee, if asked.
- 8) Maintain list of event/tour participants and handle loading of transportation for events.

Registration Committee duties:

- 1) Determine registration costs in conjunction with Treasurer and Conference Chair.
- 2) Coordinate with the Hotel Liaison Committee to select location for Registration Table in prominent location in hotel. Note that Registration needs to be first table seen by attendees; so that they will not stand in line at Credentials only to find out they are at the wrong table.
- 3) Arrange for a Message Board for attendees to be placed near Registration for length of Conference.
- 4) Obtain items for Welcome Bags, stuff the bags at Conference, and provide to Registration Table.

Checklist:

- _____ Information required for registration forms completed
- _____ On-line registration form designed, tested, & working
- _____ Printable registration form designed & tested
- _____ Registration table location at Conference & staff determined
- _____ Staff to coordinate tours & events determined
- _____ Badges, badge holders, & lanyards obtained
- _____ Items for Welcome Bags obtained (including Conference program and Business packet)
- _____ Message Board ordered
- _____ List of dignitaries given to President
- _____ List of verified numbers of attendees given to Credentials Committee

Conference Committees: Publicity/Public Relations/Marketing

A 99s Conference should attract the attention of the local populace as well as city and state officials. A good PR committee can increase the awareness of The 99s organization as well as encourage more attendees.

The duties are as follows:

1. Work with the Conference Chair to select logo, slogan, and theme.
2. Give the Conference Treasurer estimated budget amounts required for publicity and PR.
3. Advertise the meeting to 99s:
 - a. Include on 99s Perpetual Calendar.
 - b. Prepare format for ad to appear on back cover of Membership Directory.
 - c. Produce ad copy for previous year's Conference Booklet(s).
 - d. Develop Conference website (link to Destination Management Company's registration form)
 - e. Put link to registration or Conference website on 99s website.
 - f. Submit articles to the *Ninety-Nines* magazine, registration, schedule, and other forms due December 1 for inclusion in January/February issue. Next issue should have info on tours, airports, etc.
 - g. Articles and announcements in 99s publications.
 - h. Insert Tag Line on E-mail forums.
 - i. Send information to Section newsletters and Governors to announce at meetings.
 - j. Develop brochure to distribute at previous year's Conference and to Sections/Chapters.
4. Publicize the event to non-99s.
 - a. Contact newspapers in local area of Conference.
 - b. Contact radio and TV stations in local area.
 - c. Contact Chambers of Commerce and Visitors Bureaus. Obtain maps, coupons, and local information for "goody bags."
 - d. Arrange for interviews of speakers, President, Conference Chair, special members.
 - e. Obtain Welcome Letter from state Governor, Mayor, or other official for Conference program.
 - f. Send articles to aviation publications, both printed and web-based.
5. Secure advertising for Conference Program booklet.
 - a. Prepare advertising rate sheet and put on website.
 - b. Contact previous advertisers, aviation-related businesses, and local businesses.
 - c. Encourage Chapters to send in small ads for memorials, congratulations, best wishes, etc.
6. Use the timeline provided in the Appendix to prepare and make regular posts to The 99s social media accounts. Send write-ups to socialnetwork@ninety-nines.org for assistance in posting to social media.

Checklist:

- _____ Logo, slogan, theme selected
- _____ Budget requirements finalized
- _____ Event on 99s Perpetual Calendar
- _____ Back cover copy sent to Headquarters for Membership Directory
- _____ Website up
- _____ Link to registration/website on 99s website
- _____ Article and registration forms sent to *Ninety-Nines* magazine by December 1 for January/February issue
- _____ Coordinated with Headquarters *Straight & Level* for information and announcements to be placed
- _____ Tag line appears on E-mail forums
- _____ Information sent to Section newsletters and Governors
- _____ Local newspapers, radio, TV contacted in area of Conference
- _____ Chambers of Commerce & Visitors Bureaus contacted
- _____ Welcome letter sent in for Conference program booklet
- _____ Articles sent to aviation publications
- _____ Advertising rate sheet for Conference program booklet prepared & implemented
- _____ Chapters notified to send in small ads

Conference Committees: Printing

The Printing Committee will have the responsibility for preparing and getting the two Conference Booklets (Business Meeting/Agenda and Program Booklet) and the small Programs for the meal functions printed and delivered to the Conference location.

Duties as follows:

1. Produce International Conference Program Booklet. Includes:
 - a. Any welcoming letters (Governor, Mayor, etc.)
 - b. President's letter
 - c. Table of contents
 - d. List of Conference Committee Chairs
 - e. Schedule, with room numbers if available
 - f. Hotel layout with conference rooms noted
 - g. Seminar information with pictures of Speakers
 - h. AE Scholarship Judges and recipients' pictures and bios (Get from AEMS F Trustees)
 - i. Award winners' pictures and bios (get from Awards Chairman)
 - j. Keynote Speaker picture and bio
 - k. Advertisements
 - l. The next year's Conference information for the back cover or inside back cover
 - m. Information on Trusts as space available
2. Produce Annual Conference Meeting Agenda & International Reports Booklet (Business Packet). (The staff at Headquarters may compile information). Includes:
 - a. Agenda
 - b. Meeting Rules
 - c. Credentials Committee Report
 - d. Minutes of previous Annual Meeting
 - e. Financial Reports
 - f. Proposed Bylaws/Standing Rule Amendments
 - g. IBOD, Trusts, and Committees Reports
 - h. Section Governors' Reports
 - i. The next year's Conference information for the back cover or inside back cover
3. Awards Banquet Program (Can be 8½ x11 sheet folded to form 4 pages)
 - a. Cover page
 - b. Menu
 - c. Program Schedule & List of Awardees
 - d. Judges info
4. AEMS F Luncheon or Banquet Program (information provided by AEMS F Trustees)
 - a. Cover page
 - b. Menu (if too many pages, this could be printed separately and placed on table or in holders)
 - c. Program Schedule
 - d. List of Awardees
 - e. List of Perpetual Scholarships
 - f. Judges info
 - g. Trustees' info

Checklist:

- _____ Use booklets and programs for last few Conferences to get quotes from printers for budget
- _____ Materials for Conference Program booklet gathered
- _____ Materials for Meeting Agenda & International Reports Booklet gathered
- _____ Information for Awards Banquet Program received
- _____ Information for AEMS F Luncheon or Banquet Program received
- _____ Booklets printed and shipped to Conference location

Conference Committees: Hospitality

The Hospitality Committee will be the welcoming arm of the Conference both for attendees arriving at the General Aviation (GA) airport and in the hotel. The Chair or Committee will need to work with the Conference Chair and Treasurer to determine the Hospitality budget for the Conference.

Duties include:

1. Welcoming attendees at the GA airport.
 - a. Arrange tie-downs and refueling procedures with FBO(s). Negotiate for free or discounted tie-downs and discounts on fuel.
 - b. Organize ETA information supplied by registrants to provide greeting and assign drivers for transporting to hotel.
 - c. Arrange for banners/signage to welcome 99s.
 - d. Provide water (and small snacks, if possible).
 - e. Possible activity: Take pictures of 99s and their planes to display in Hospitality Room.
2. Hospitality Suite at hotel:
 - a. Obtain supplies of food/snacks/water and other beverages (purchased or donated).
 - b. Determine if any food/drink restrictions for Hospitality Suite. Obtain donations of food/snacks/water.
 - c. Schedule hours to be open with Conference Chair. Suite should be closed during Annual Business Meeting, Comm Session, all-attendee meal events, and lunch/dinner hours. It should be open at night only for closed special events such as meeting or reception.
 - d. Schedule hospitality committee members for duty for all hours that Suite is open.
 - e. Remember that purpose of Hospitality Suite is to provide a place where attendees can gather with friends, meet one another, and rest between activities. The purpose is not to provide meals, but to have refreshments as a courtesy and to make sure members stay hydrated.

Checklist:

- _____ FBO(s) located; tie-downs and fuel discounts negotiated
- _____ Welcoming signs for GA airport produced
- _____ List of 99s flying in, ETAs, and aircraft #'s organized
- _____ Drinks & snack procured for GA airport
- _____ Appoint photographer if pictures of 99s & planes to be gathered
- _____ On-site visit to Hospitality Suite at hotel to confirm storage & refrigeration areas
- _____ Schedule finalized with Conference Chair
- _____ Food & drink items (plus napkins, plastic ware, cups, etc.) for Hospitality Suite purchased

Conference Committees: Sales Room (Marketplace)

The Marketplace can be a profit-producing venture, not only for the vendors, but also for the Conference itself. You may not need more than one person to be in charge of the Marketplace, but she will need to have some assistance to have someone in charge at the Marketplace at all times.

Duties include:

1. Determine price for each 10-foot space which will include a 6-foot table and 2 chairs. The hotel should provide the space, tables, and chairs and whatever electrical outlets are available at no cost to the Conference. If there is a cost, the price per space will have to cover the Conference's costs plus some revenue. Tables should be skirted and vendors are given the option to bring their own racks or displays instead of using a table.
2. Determine price differentials for non-99 vendors.
3. Sales room space reservations should be on the website and a form available to be sent to prospective vendors.
4. Check with the hotel to determine if any vendor items are not allowed due to competition with hotel gift shops, etc.
5. Make sure sales room is lockable and that someone is available to welcome vendors for setup, open promptly for sales hours and lock the room when sales hours are over. Vendors should be allowed to leave items overnight and between sessions.
6. Check with The 99s Trusts (Endowment Fund, AEBM, AEMSF, and MWP) to see if they wish to utilize complimentary table(s) in the Marketplace.
7. Contact vendors from previous Conferences, and recruit new vendors that would appeal to attendees. Consider local vendors with unique or souvenir-type items. If possible, have forms ready to hand out to vendors at previous Conference and local events.

Checklist:

- _____ Hotel policies and prices verified (preferably in writing)
- _____ Vendor registration form completed with prices, schedule, and other information needed
- _____ Registration form available for mailing and on website
- _____ Verify hotel contact for key(s) to Marketplace
- _____ 99s Trusts contacted to determine need for space in Marketplace
- _____ Send vendor confirmations via e-mail or regular mail

Conference Committees: Awards Banquet

The Awards Banquet is one of the highlights of The 99s Annual Conference with attendees dressing up for the occasion. The current 99s Awards Chairman is responsible for organization's selection of the award recipients and will coordinate with you to provide the names for the program and if they will be attending.

The Awards Banquet Chair is responsible for the following:

- 1) Coordinating with the Hotel Liaison to select the room and set-up and arrange for a cash bar.
- 2) Seating arrangements are up to the Committee. The attendees will need to know if there will be open seating or assigned seating. If open seating, reserved tables need to be set aside for speakers, Board members, and award recipients. Those who are to sit at the reserved tables need to be notified, and reserved signs procured. If assigned seating, you will need to decide whether to let attendees select their seats from a master layout drawing, or whether they are assigned tables to promote mixing and mingling.
- 3) Usually, round tables for 8 are preferred at the Banquet. If space is at a premium, rounds of 10 can be used, although this can be a bit crowded.
- 4) Stanchions with numbers for each table are usually provided by the hotel.
- 5) The selection of the menu is normally handled by the Hotel Liaison and/or the Destination Management Company, if used. However, your input may be sought. They will also normally be working with the hotel on the final meal count.
- 6) You will need to work with the Awards Chair and the International President to select a Mistress of Ceremonies who will introduce the various parts of the program, including the Welcome and the Awards Program.
- 7) Coordinate the printing of a program booklet to be placed at every place setting. It is to include the menu and the program events. Ask the International Awards Chair for the order of Awards to be presented.
- 8) Normally, the riser, steps, 1 or 2 banquet tables (to hold the awards) and 1 lectern with microphone will suffice for the stage. Determine if any additional A/V equipment is needed.
- 9) Discuss with the Conference Chair(s) if entertainment is needed.
- 10) The award recipients receive a complimentary Banquet and guest ticket, but pay for their own airfare, lodging, and guest tickets.
- 11) Table decorations may be a separate committee or ask a particular Chapter to be responsible for them. The decorations should not be so large as to cut off the line of sight of others sitting at the table. The hotel may have some generic decorations that you can use and upgrade with extra flourishes. If the decorations are such that they can be taken home, some system of awarding them to one of the table members needs to be devised.

Checklist:

- _____ Make sure hotel has arranged for the bartenders at the Reception before the Banquet.
- _____ Preferred seating arrangement for the Banquet selected. Table layout diagram prepared, if needed.
- _____ Mistress of Ceremonies selected.
- _____ Invocation deliverer selected.
- _____ Menu selected
- _____ Program pamphlet printed
- _____ Entertainment (if used) arranged
- _____ Table decorations assigned
- _____ Table numbers arranged

Conference Committees: Audio/Visual

Someone other than the Conference Chair should be in charge of coordinating Audio/Visual needs with the hotel and the Hotel Liaison Committee, at least at the Conference itself. Some hotels have their own department and others have a third-party service that they use. If someone from another Section has the expertise and experience with A/V equipment, feel free to ask them to help.

Duties include the following:

- 1) Determine the A/V needs for each event:
 - a) Annual Business Meeting Awards Banquet
 - b) AE Scholarship Luncheon Seminars
 - c) Leadership Session
 - d) Pre- and Post-Conference Board Meetings Other events such as a Welcome Reception
- 2) Determine if 99s-owned equipment can be utilized, rather than rented to keep expenses down Request a quote from the hotel for A/V services
- 3) Give the Conference Chair and/or Treasurer the budget amounts needed
- 4) Attend each event requiring A/V, and be prepared to operate the equipment if the hotel allows

Checklist:

- _____ A/V needs for each event listed
- _____ Quote received from hotel for A/V equipment
- _____ Availability and usage for 99s-owned equipment determined
- _____ Budget amounts reported to Conference Chair and Treasurer

Hint: Watch labor costs in union-oriented cities. Some hotels add charges and a gratuity to the "rental" of A/V equipment and don't tell you about it until you receive the hotel invoice. Be very clear about what you are paying for and if you have the ability to use your own equipment.

Conference Committees: Signage

It is very helpful to Conference attendees to have plenty of signage to point them to the right destination. Some hotels will provide some signage (such as printing the description of what is happening in each of the meeting room and putting it in a holder by the door).

Duties of the Signage committee include the following:

- 1) Determine the signs needed and where they are to be located. Common signs are:
 - Registration
 - Credentials
 - Marketplace
 - Hospitality Suite (may require more than one) Meeting/Seminars/Leadership Session, etc.
 - Career Expo related signage
- 2) Get a quote for the production of the signs and inform the Conference Chair(s)/Treasurer
- 3) Let Conference Chair(s) & Hotel Liaison know the requirement for easels.
- 4) Arrange for shipment or transportation of signs to and from Conference.

Checklist:

- _____ List of signs needed produced
- _____ Obtain quote for sign production
- _____ Determine transportation of signs
- _____ Arrange for easels for signs

Arrangement for the AEMSF luncheon/banquet is a separate document and is to be included as a separate appendix.

Conference Committees: Career Expo

The Career Expo is a full day event that will give attendees the information they need to create their pathway to success. The career expo is included with the full registration and is also a single day registration that will include the luncheon, if any is offered. Your goal is to invite a variety of aviation employers seeking pilots and interesting speakers for a day of panels on how to get where the attendees want to go. This event also includes the opportunity to meet with career counselors who will be available to discuss how to put prepare the best employment applications, and interview and do's and don'ts. The day will end with a discussion from The 99s Professional Pilot Leadership Program on how The 99s can help with career advancement.

This Career Expo can include a combination of the following:

- Regional and National Airlines on hand to give on site interviews and possible contingent job offers.
- "Time building" aviation businesses seeking new hires
- Colleges and flight schools on hand to talk about their aviation programs
- Airline and other professional pilots available to answer questions about different airlines
- Networking opportunities

Duties of the committee include:

- 1) Prepare the exhibitor packet
- 2) Contact exhibitors to secure their space at the Expo
- 3) Develop an expo theme
- 4) Secure a panel moderator and seek her suggestion on panel members
- 5) Secure panel members
- 6) Interface with Professional Pilot Leadership Initiative (PPLI) representatives
- 7) Prepare marketing material for social media
- 8) Prepare registration for non-99/Friends
- 9) Arrange for sufficient space for the event
- 10) Decide and arrange for meal option

Detailed Career Expo SOP

A. Meeting Space

1. Panel discussion – theater seating style for 100
2. Exhibit hall
 - a) space for 20-25 exhibitors each with a 6' table
 - b) Internet/wi-fi for exhibition hall
3. Break-out rooms
 - a) Hiring briefings – theater seating for 30
 - b) Private meeting rooms (2)
4. Luncheon area – rounds for 150

B. Exhibitors

1. Major Airlines – seek an airline employee to assist with securing airline representatives
2. Regional Airlines – the airline employee will be helpful here as well
3. Military – Navy, Air Force, Coast Guard, Army, Lockheed Martin, National Guard
4. Universities – contact local colleges and universities, and national on-line schools
5. Local "time building" businesses – agriculture, ferrying, flight schools, traffic watch, air ambulance/medical transport, corporate/charter operations

NOTE: *Some of the exhibitors waited until the last minute to commit to coming to the Expo. This could impact both posting on the web site and advertising schedule. Try to secure as many exhibitors as possible as early as possible.*

C. Sponsors

1. Coordinate with local conference committee members to determine available advertising program sizes.
2. Determine sponsorship opportunities (seminars throughout the conference, banquets, etc.) coordinate with local conference committee
3. Lanyards and bags for Career Expo only

D. Registration

1. Career Expo **Pre-registration** should be Incorporated into conference registration. Be sure to include a "Career Expo only" space on the conference registration form. If the career expo is during the main conference days, be sure to coordinate single day registration with the Career Expo only registration for consistency in pricing. Consider including a special rate for high school students to include a chaperone.
2. Price of Career Expo will include luncheon
3. Include add-on meal for full registration 99s attendees
4. **On-site registration (attendees)** – have a sufficient number of blank name badges, badge holders and a sharpie to give to attendees.
5. Have a conference committee volunteer with square or pay pal available to accept registration fees.
6. Distribute a badge, bag, schedule, and lunch ticket to each attendee
7. **On-site registration (exhibitors)** – have all exhibitor materials at their booth location (bag, lanyard, tent card for table, schedule, lunch tickets, wi-fi pass code)
8. Escort each exhibitor to the exhibit hall, thank them for attending and ask if there is anything they require.

E. Panel Discussion

1. First – get a dynamic moderator
2. Try to enlist the assistance of the moderator to find panel members – 5 max
3. Select a theme for the panel discussion that will interest all pilots
4. Set the time slot for the panel discussion where NOTHING will conflict
 - a) Consider having the panel discussion during the luncheon
 - b) Invite all exhibitors to the discussion and close exhibit hall
 - c) Open the panel discussion to full conference registration attendees and add as an a la carte item to full conference attendees
 - d) Adjust room configuration to classroom for 150 if luncheon panel

F. Social Media and advertising the Expo

1. **WAI Conference**– have sufficient exhibitor packets prepared for WAI Conference for a volunteer to seek exhibitors. 250 copies (EARLY MARCH)
2. **Social Media** - Prepare regular social media blasts to send to socialnetwork@ninety-nines.org. Blasts should be once per month starting April on all social media accounts. Also post on other aviation groups (LIFT, FAST, local groups, etc.)
3. Boost one Facebook post in June. Budget \$50
4. **Flyers** - Have the local conference committee members prepare a list of high schools and aviation schools. Send the advertisement flyer and ask that the flyer be distributed to local students. **NOTE:** Find out when school ends for the year and have the flyer distributed before the end of the high school year.
5. Have the local committee members post the flyers at all local airports in the General Aviation area.
6. **Web site** coordinate with Linda Horn (or other volunteer) to post panel bios, exhibitor logos and companies conducting hiring briefing on the conference website ASAP. Post schedule of events for the Expo on the web page.

G. Documents and Paperwork: The Career Expo chair or designated committee member shall prepare the following:

1. Airline Exhibitor Packet
2. Non-Profit, School/University, Military Exhibitor Packet
3. Sponsor Packet
4. Flyer
5. Exhibition booklet containing schedule, panel bios, exhibitor, and sponsor logos
6. Signage to easily locate exhibition hall, panel room, and other rooms

Appendix 1: Conference Locations and Dates

The following is a list of confirmed Conferences. To get the full list of Conferences since 1930, go to The 99s website (www.ninety-nines.org) and enter "conferences" in the Search box.

1999	Westin Hotel Oklahoma City, Oklahoma, 7/21-25 (Museum Dedication 7/23)
2000	Double Tree Hotel, San Diego, California 7/12-16
2001	The Westin Calgary, Calgary, Alberta, Canada 7/16-23
2002	Kansas City Airport Marriott, Kansas City, Missouri 7/16-21
2003	Huntsville Marriott, Huntsville, Alabama 7/8-13
2004	Atlantic City Sheraton, Atlantic City, New Jersey 7/6-11
2005	Crowne Plaza, Christchurch, New Zealand, 8/21-26
2006	Washington Marriott Hotel, Washington D.C., 7/5-9
2007	Omni Interlocken, Broomfield, Colorado, 9/12-16
2008	Anchorage Hilton and Marriott Downtown, Anchorage, Alaska, 8/ 7-9
2009	Chicago Downtown Marriott, Chicago, Illinois, 7/22-25
2010	Sheraton Keauhou Bay Resort, Kona, Hawaii, 7/ 5-9
2011	Oklahoma City Marriott, Oklahoma City, Oklahoma, 7/13-17
2012	Marriott Providence Downtown, Providence, Rhode Island, 7/11-15
2013	Holiday Inn, Bozeman, Montana, 7/11-14
2014	Astor Crowne Plaza Hotel, New Orleans, Louisiana, 7/8-12
2015	Sheraton Arabellapark Hotel, Munich, Germany, 7/5-10
2016	Delta Hotel, Ottawa, Ontario, Canada, 7/5-10
2017	Westin Riverwalk Hotel, San Antonio, Texas, 7/11-16
2018	Doubletree Center City, Philadelphia, Pennsylvania, 7/3-8
2019	Marriott Hotel, Dayton, Ohio, 7/16-21
2020	Queen Mary Hotel, Long Beach, California, 7/8-12
2021	Jordan

Appendix 2: Conference & Career Expo Planning Checklist

The document SOP for Annual Conference and Career Expo provides detailed information for Sections and Conference Chairmen, including a checklist for each area of Conference planning. The list below is an additional checklist for the tasks and decisions that must be completed to ensure a smooth registration process.

Task/Action	Entity Responsible (IBOD, Section, DMC, Other)	Individual Responsible	Notes
Research sales tax laws for the state in which the Conference will be held; apply for sales tax exemptions if available			
Appoint a Conference Treasurer responsible for a full accounting of all payments and disbursements			
Research and select optional tours and activities to be offered			
Design Conference website; Use the URL www.99sconference.org in promoting the Conference			
Create content for Conference website: information on registration, hotel, tours, schedule, transportation, and policies			
Make Conference website live for registration no later than November 1 of the year prior to the Conference			
Ensure that hotel reservations can be made electronically or by telephone by August 1 of the year prior to the Conference			
Prepare and make available hard copies of registration forms and bring to one-year previous Conference			
Create and deliver invitation from the host Section at the one-year previous Conference			
Provide a print-ready copy of the registration form and other information for inclusion in the <i>Ninety-Nines</i> magazine December 1 of previous year			

Task/Action	Entity Responsible (IBOD, Section, DMC, Other)	Individual Responsible	Notes
Process and confirm Conference registrations received electronically or by mail			
Process and confirm registrations for optional tours and activities			
Process and confirm hotel reservations for all attendees; process and confirm hotel reservation cancellations			
Provide a telephone number and email address available during business hours for member questions and requests during the Conference registration period			
Identify a liaison with the host hotel who will handle questions regarding reservations and coordinate VIP reservations, complimentary rooms, meeting rooms, special requests, food service, etc.			
Select a printing company for Conference materials			
Create a process for attendee payments by check, credit card, or wire transfer; and a policy and process for refunds of Conference registration fees and optional tours			
Provide interim registration reports as requested by The Ninety-Nines IBOD			
Provide interim housing reports as requested by The Ninety-Nines IBOD			
Provide/print registration lists as requested by The Ninety-Nines, the Credentials Committee, and the Tellers Committee prior to the Conference			
Provide a final registration report and hotel room pickup report for use in planning future Conferences			
Print name badges; provide badge holders			

Task/Action	Entity Responsible (IBOD, Section, DMC, Other)	Individual Responsible	Notes
Provide materials and personnel for on-site registration			
Provide at least two individuals to manage the registration desk during the hours designated on the Conference schedule			
Secure space for all functions at the host hotel; provide the hotel with room set-up instructions as required by the hotel			
Ensure that signage is prepared for all Conference events			
Select menus as needed for all functions in the host hotel			
Secure space for all functions outside the host hotel; arrange transportation to off-site events included in registration as needed			
Arrange for food service as needed for all functions outside the host hotel			
Arrange optional tours, including reservations, transportation, tour guides, and 99s liaisons			
Print and distribute event tickets as needed for Conference meals and optional tours			
Reserve technology as needed for all functions, such as microphones, projectors, screens			

Appendix 3: Sample Budget/Actual

	Est #	Cost	Budget	Actual to Date	Notes
INCOME				27-Sep-11	
Seed Money - International			\$ 1,000.00	\$ 1,000.00	
99s Registration - Early	170	\$ 299.00	\$ 50,830.00	\$ 26,910.00	101 (-11 comp)
99s Registration - Standard	20	\$ 325.00	\$ 6,500.00	\$ 15,925.00	50 (-1 comp)
99s Registration - Late	10	\$ 345.00	\$ 3,450.00	\$ 3,105.00	9
One Day Avg 99s Registrations	25	\$ 150.00	\$ 3,750.00	\$ 3,635.00	5T - 7F - 11S
Guest Registrations	50	\$ 15.00	\$ 750.00	\$ 570.00	38
Comped Registrations	12	\$ -	\$ -	\$ -	12
Guest Welcome Event	50	\$ 39.00	\$ 1,950.00	\$ 975.00	25
Guest AE Luncheon	30	\$ 49.00	\$ 1,470.00	\$ 931.00	19
Guest Buffet Breakfast	25	\$ 29.00	\$ 725.00	\$ 348.00	12
Guest Awards Banquet	50	\$ 75.00	\$ 3,750.00	\$ 2,925.00	39
Career Expo Registration	200	\$ 200.00	\$ 40,000.00	\$ -	
Sponsorships			\$ -		
Donations			\$ -		
Advertising			\$ 2,000.00	\$ 1,100.00	
Tours	200	\$ 10.00	\$ 2,000.00	\$ -	
Marketplace - 99s	10	\$ 30.00	\$ 300.00	\$ 300.00	
Marketplace - Non-99s	5	\$ 60.00	\$ 300.00	\$ 120.00	
Silent Auction			\$ -		
Clothing Sales - T-shirts			\$ -		
Bank/CD Interest			\$ 25.00		
TOTAL			\$ 78,800.00	\$ 57,844.00	
EXPENSES					
Hotel - President			comped	\$ (294.96)	room credits
Hotel - Legal Counsel	4	\$ 150.00	comped	\$ -	comped
Hotel - Parliamentarian	2	\$ 150.00	comped	\$ -	comped
Return of Intl. Seed Money			\$ 1,000.00	\$ 1,000.00	
Welcome Event at Headquarters *	317	\$ 35.00	\$ 11,095.00	\$ 2,330.19	bus -1662.50
Bartender(s) Pre-Banquet			\$ 200.00	comped	
Pre-Meeting Breakfast Buffet *	302	\$ 25.23	\$ 7,619.46	\$ 2,683.53	25% discount
AE Scholarship Luncheon *	304	\$ 37.83	\$ 11,500.32	\$ 7,390.05	40+tax+grat
Awards Banquet *	331	\$ 63.06	\$ 20,872.86	\$ 7,563.74	25% discount
Travel Planners Inc.-Reg 99s**	200	\$ 33.00	\$ 6,600.00	\$ 5,856.00	actual @32 ea
Travel Planners Inc.-Addl 99s (200+)	38	\$ 20.00	\$ 760.00	\$ -	
Travel Planners Inc.-Guests' Reg	50	\$ 5.00	\$ 250.00	\$ 240.00	
Travel Planners Inc.-Banquet	331	\$ 7.50	\$ 2,482.50	\$ 1,575.00	15%of base price
Travel Planners Inc.-Luncheon	304	\$ 4.50	\$ 1,368.00	\$ 1,116.00	"
Travel Planners Inc.-Welcome Event	317	\$ 4.50	\$ 1,426.50	\$ -	"
Travel Planners Inc.-Breakfast Buffet	302	\$ 3.00	\$ 906.00	\$ 549.00	"
Travel Planners Inc.-CCd Exp (3%/\$500)	225	\$ 15.00	\$ 3,375.00	\$ 1,542.60	
Travel Planners Inc.-A/V			\$ 450.00	\$ -	
A/V for Business Meeting			\$ 9,000.00	\$ 1,675.00	

* See Estimated food/meal count calculations on next two pages

** DMC provides brochure copy, website, badges, name tags, reports

	Est #	Cost	Budget	Actual to Date	Notes
A/V for other Meetings			\$ 550.00	\$ 3,028.51	
Parliamentarian Fee			\$ 600.00	\$ 500.00	
Air Fare-Parliamentarian			\$ 200.00	\$ 240.87	car expenses
Air Fare-Legal Counsel			\$ 400.00	\$ 610.81	
Parliamentarian Meals & Other Expenses			\$ 100.00	\$ 85.84	
Printing - Conference Booklets	500	\$ 8.00	\$ 4,000.00	\$ 3,370.27	2 books
Printing - Banquet Programs	350	\$ 3.00	\$ 1050.00	\$ 643.58	Need extra copies
Other Printing/Copying			\$ 500.00	\$ 9.95	
Postage/Pkg Delivery			\$ 300.00	\$ 12.04	
Car Rental/Gas			\$ 250.00	\$ -	
Signage			\$ 300.00	\$ -	
Goody Bag/Welcome Gift	287	\$ 5.00	\$ 1,435.00	\$ -	Need more if also giving to "a la carte" Guests
Hospitality Supplies	337	\$ 2.00	\$ 674.00	\$ 43.25	OKC chapter donated
PR/Advertising			\$ 200.00	\$ -	
Decorations/Banquet	300	\$ 0.50	\$ 150.00	\$ 100.00	
Invitation in Hawaii			\$ 50.00	\$ 147.49	
Tours			\$ -	\$ -	
T-Shirts			\$ -	\$ -	
Photography			\$ 100.00	\$ -	
Gratuities			\$ 750.00	\$ 5.00	
Miscellaneous			\$ 1,000.00	\$ 1,609.00	
TOTAL			\$ 84,864.64	\$ 43,632.76	
NET PROFIT (LOSS)			\$ (6,064.64)	\$ 14,211.24	

EXAMPLE:	Registration	Thursday	Friday	Saturday	Saturday
		Welcome	AE Luncheon	Breakfast	Banquet
Estimated meal/food count:					
99s - Early Registration	170	170	170	170	170
99s - On-Time Registration	20	20	20	20	20
99s - Late Registration	10	10	10	10	10
99s - One Day - Thursday	5	5	-	-	-
99s - One Day - Friday	5	-	5	-	-
99s - One Day - Saturday	15	-	-	15	15
Guests (full registration)	50	50	50	50	50
Guests (a la carte)	-	50	30	25	50
Board of Directors (8 or 9)	9	9	9	9	9
Legal Counsel	1	1	1	1	1
AE Donors	2	2	2	2	2
AE Judges***	-	-	3	-	-
AE Perpetual Scholarships***	-	-	4	-	-
Non-99 Award Recipients***	-	-	-	-	4
* Subtotal for meal/food count	287	317	304	302	331

***AE Luncheon or Awards Banquet only

EXAMPLE:

GUEST TICKETS	Est #		
Guest Registration		\$ 15.00	Included: Welcome Gift, Badge, Schedule, Option to take Tours, Hospitality Room & Marketplace
Welcome Event		\$ 39.00	
Pre-Meeting Buffet Breakfast		\$ 29.00	
AEMSF Luncheon		\$ 49.00	
Awards Banquet		\$ 75.00	
Subtotal			

EXAMPLE:

ONE DAY REGISTRATIONS	Est #	All include: Welcome Gift, Goody Bag, Option to take Tours, Hospitality Room, and Marketplace plus:	
Thursday		\$ 110.00	Welcome Event
Friday		\$ 150.00	Seminars, AEMSF Luncheon, Comm Session
Saturday		\$ 185.00	Buffet Breakfast, Business Mtg, Awards Banquet
Subtotal			

Appendix 4: Hotel Comparisons

	<i>IDEAL</i>	<i>HOTEL#1</i>	<i>HOTEL#2</i>	<i>HOTEL#3</i>
<i>GUEST ROOMS</i>				
Room Rate	\$99-149			
All taxes (sales/local)	<10%			
Resort Fee?	No Charge			
Other fees?	None			
Add'l charge - 3rd person	No Charge			
Add'l charge - 4th person	No Charge			
Hotel-comped Room Nights	1 per 30 nights			
Pre- & Post-Mtg Room Nights 3 days before & after	Same rate & counts 1:30			
President's Suite (5-6 nights)	Comped			
Arrival Amenities	For Board			
Cont/Buffer Breakfast	Incl w/room			
Handicapped Rooms Avail?	Yes & #			
25% Attrition allowed on contracted rooms	Yes			
25% Overage allowed at same price	Yes			
Check-in 2pm	Early avail			
Check-out 12N	Late avail			
Hair dryers in room	Yes			
Irons/Ironing Board in room	Yes			
Mini-fridge in room	Yes			
Mini-bar	No			
Coffee Maker	Yes			
Internet Access	Free			
King bed rooms	Available			
Queen/Double bed rooms	Available			
<i>PARKING</i>				
Guest Parking	No Charge			
Valet Parking	Reasonable			
<i>MEETING ROOMS</i>				
Annual Business Meeting	Comped			
Hospitality Suite	Comped			
Marketplace	Comped			
Seminars	Comped			
Welcome Reception	Comped			
Banquets	Comped			
Pre- & Post-Board Meetings	Comped			

MEALS/REFRESHMENTS				
Welcome Reception	Sufficient Area			
Pre-Meeting Breakfast	w/room charge			
Banquets	Sufficient Area			
Cash Bars	#&No Charge			
Meeting Water Service	Comped			
Gratuities	15% max			
Taxes	State tax only			
Overage Allowances on Meals	10%			
Menu Prices	Prev Year			
REGISTRATION/CREDENTIALS				
Areas set aside in Lobby	No Charge			
Skirted Tables/Chairs	Provided			
Electricity	Available			
ISSUES/MISC				
HOSPITALITY				
Wet bar? Fridge? Sink?	Yes to all			
Bring in own food/drink?	Yes			
SALES ROOM				
Any item(s) prohibited?	No			
Competing hotel/gift shop	No			
Able to lock up?	Yes			
Skirted Tables/Chairs	Provided			
DEPOSITS/HOTEL BILLS				
Meal/Beverage Deposit	Not required			
Final Bill Settlement	14 days after			
Final Count - Meals	Day of event			
TRANSPORTATION				
MAJOR COMM. AIRPORT				
Hotel Shuttle	No Charge			
Commercial Shuttle	Available			
Rental Cars	Available			
General Aviation AIRPORT				
Hotel Shuttle	No Charge			
AUDIO-VISUAL+SET-UP				
WELCOME RECEPTION				
Hand/Podium Microphone	No Charge			
Decorations	No Charge			
SEMINARS				

Podium/Removable Mike	No Charge			
Screen	No Charge			
Projector	No Charge			
Laptop	OK to use own			
Extension Cord	Provided			
SATURDAY BANQUET				
Risers/Steps	Provided			
Podium/Removable Mike	Provided			
Screen	If needed			
Projector	If needed			
Laptop	OK to use own			
Round Table Seating	8-10 per table			
Decorations	No Charge			
BUSINESS MEETING				
Risers/Steps/Skirted Tabl/Chr	Provided			
Classroom Seating	Provided			
Podium/Removable Mike	Provided			
Side Lectern with Mike				
2 Walk-up Aisle Mikes	Provided			
Classroom Seating	No extra chg			
Coffee/Water Service	Provided			
Screen	Provided			
Projector	No Charge			
Internet access	No charge			
Laptop	OK to use own			
<i>HOTEL</i>				
Recent renovations	Yes			
Construction during mtg	No			
Other conference at same time	No			
Pool	Yes			
Hot Tub	Yes			
Luxury Spa	Yes			
Fitness Room	Yes			

Appendix 5: International Conference Data Sheet

Please mail one copy to 99s Headquarters, along with the following:

- _____ Copy of hotel contract
- _____ Copy of Destination Management Company contract (if used)
- _____ Set of Conference Program Booklets
- _____ Final Budget vs. Actual Worksheet
- _____ Comments (recommendations for future Conferences, changes to be made to the Conference Guidelines, etc.)

Please provide one copy each to the next two Conference Coordinators, along with the following:

- _____ Final Budget vs. Actual Worksheet
- _____ Comments (as above)

CONFERENCE LOCATION: _____

HOTEL USED: _____

REGISTRATIONS

- _____ 99s Early Registration
- _____ 99s On-Time Registration
- _____ 99s Late Registration
- _____ 99s One-Day Registration
- _____ Total 99s Registrations
- _____ Friends of The 99s Registrations
- _____ Guest Registrations
- _____ Number of Room Nights booked by 99s & guests at Conference Hotel and by Date

	Mon Date	Tues Date	Wed Date	Thurs Date	Fri Date	Sat Date	Sun Date
King							
Double Queen							
Total							

Conference Chairman or Co-Chairmen:

Name: _____

Contact Information: _____

Name: _____

Contact Information: _____

Appendix 6: Evaluation Form

The Ninety-Nines, Inc.
 2xxx International Conference Evaluation –
 (location)

Dear Ninety-Nine,

To better serve our members and provide more meaningful International Conferences in the future, we encourage you to fill out the following and return this form to the Hospitality Suite or Office (_____) before departing. Prefer to mail your response later? Please send to: _____

Your response is greatly appreciated. Thank you in advance.

Please rate the following areas. The scale is:

	1-poor	2-fair	3-average	4-good	5-excellent			
Registration Materials								
Clarity & conciseness				1	2	3	4	5
Easy to obtain (<i>Ninety-Nines magazine</i> , website)				1	2	3	4	5
<i>(name of hotel)</i>								
Hotel location				1	2	3	4	5
Hotel facilities & accommodations				1	2	3	4	5
Hotel staff				1	2	3	4	5
Events								
Thursday: Welcome Event				1	2	3	4	5
Friday: Leadership Training				1	2	3	4	5
Friday: AE Scholarship Luncheon				1	2	3	4	5
Friday & Saturday Seminars				1	2	3	4	5
Saturday: Awards Banquet				1	2	3	4	5
Tours				1	2	3	4	5
Overall Value and Pricing								
Was it a good value for the price				1	2	3	4	5
Amount and quality of food				1	2	3	4	5
Overall Conference rating				1	2	3	4	5

- Did you find (Destination Management Co., if used) to be helpful? Yes No
- Did Registration & Credentials flow smoothly? Yes No
- Did you access the Conference website for information? Yes No

How was the Hospitality Suite? _____

Future Conferences be: longer _____ shorter _____ same # of days _____

Please answer the following demographic questions:

Number of Conferences Attended: First _____ 1-5 _____ 6 or more _____
 Your age: 35 or under _____ 36-50 _____ 51-70 _____ Over 70 _____

Other Comments:

(Please use the back of the page for further comments or suggestions.)

Appendix 7: VIP Comps

Position	Name	Registration	Room	Air Fare	Meals
President		X	X*		
Vice-President		X			
Secretary		X			
Treasurer		X			
Past President		X			
Director		X			
Director		X			
Director		X			
Director		X			
General Counsel		X	X*	X	
Parliamentarian			X*	X	X**
AE Donors/Judges/ Scholarship Winners					X
Non-99 Awards Winners/1 guest					X
Guest of 99 Award winner					X

*** Rooms:**

President: gets comp Deluxe Suite - 5-6 nights depending on length of Conference

General Counsel: gets comp regular room - 4-5 nights

Parliamentarian: gets regular comp room – 2 nights

**** Meals & incidentals**

Parliamentarian: will invoice for meals

Appendix 8: Example of Marketing Timeline

Category	Task	Estimated Deliverable Date	Responsibility	Status
Magazine	Prepare copy for promotion in Jan/Feb magazine	12/1/2017	99s/DMC	
Facebook	Post on 99s' Facebook page	12/4/2017	DMC	
Facebook	Post on 99s' Facebook page	12/6/2017	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	12/8/2017	99s/DMC	
Facebook	Post on 99s' Facebook page	12/11/2017	DMC	
Marketing	Send link to flyer PDF to 99s members	12/11/2017	99s	
Facebook	Post on 99s' Facebook page	12/13/2017	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	12/18/2017	99s/DMC	
Facebook	Post on 99s' Facebook page	12/18/2017	DMC	
Marketing	Make list of aviation websites to utilize	12/18/2017	Debi	
Facebook	Post on 99s' Facebook page	12/20/2017	DMC	
Facebook	Post on 99s' Facebook page	12/27/2017	DMC	
Facebook	Post on 99s' Facebook page	12/29/2017	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	1/3/2018	99s/DMC	
Emails	Send conference related email to members	1/3/2018	99s	
Emails	Send Email to Chapter Chairs	1/3/2018	99s	
Emails	Send Email to Non-Members	1/3/2018	99s	
Emails	Send Email to Section Governors	1/3/2018	99s	
Facebook	Post on 99s' Facebook page	1/3/2018	DMC	
LinkedIn	Post discussion question on 99s' LinkedIn page	1/3/2018	99s	
Twitter	Tweet through 99s' Twitter page	1/3/2018	DMC	
Facebook	Post on 99s' Facebook page	1/5/2018	DMC	
Marketing	Develop plan for promoting at Chapter mtgs	1/5/2018	99s	
Marketing	Develop plan for promoting at upcoming Section mtgs	1/5/2018	99s	
Twitter	Tweet through 99s' Twitter page	1/5/2018	DMC	
Facebook	Post on 99s' Facebook page	1/8/2018	DMC	
Instagram	Post on 99s' Instagram Page	1/8/2018	DMC	
Marketing	Narrow down list of aviation websites to utilize	1/8/2018	99s	
Twitter	Tweet through 99s' Twitter page	1/8/2018	DMC	
Facebook	Post on 99s' Facebook page	1/10/2018	DMC	
Twitter	Tweet through 99s' Twitter page	1/10/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	1/15/2018	99s/DMC	
Emails	"Straight & Level" email sent to members	1/15/2018	99s	
Facebook	Post on 99s' Facebook page	1/15/2018	DMC	
Twitter	Tweet through 99s' Twitter page	1/15/2018	DMC	
Facebook	Post on 99s' Facebook page	1/17/2018	DMC	
Twitter	Tweet through 99s' Twitter page	1/17/2018	DMC	
Facebook	Post on 99s' Facebook page	1/22/2018	DMC	
Instagram	Post on 99s' Instagram Page	1/22/2018	DMC	
Marketing	Decide on aviation websites to utilize	1/22/2018	99s	
Twitter	Tweet through 99s' Twitter page	1/22/2018	DMC	
Facebook	Post on 99s' Facebook page	1/24/2018	DMC	
Twitter	Tweet through 99s' Twitter page	1/24/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	1/29/2018	99s/DMC	
Emails	Send Email to Non-Members	1/29/2018	99s	
Emails	Send Email to Section Governors	1/29/2018	99s	
Emails	Send conference related email to members	1/29/2018	99s	
Emails	Send Email to Chapter Chairs	1/29/2018	99s	

Category	Task	Estimated Deliverable Date	Responsibility	Status
Facebook	Post on 99s' Facebook page	1/29/2018	DMC	
Twitter	Tweet through 99s' Twitter page	1/29/2018	DMC	
Facebook	Post on 99s' Facebook page	1/31/2018	DMC	
Twitter	Tweet through 99s' Twitter page	1/31/2018	DMC	
Facebook	Post on 99s' Facebook page	2/5/2018	DMC	
Instagram	Post on 99s' Instagram Page	2/5/2018	DMC	
LinkedIn	Post discussion question on 99s' LinkedIn page	2/5/2018	99s	
Twitter	Tweet through 99s' Twitter page	2/5/2018	DMC	
Facebook	Post on 99s' Facebook page	2/7/2018	DMC	
Twitter	Tweet through 99s' Twitter page	2/7/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	2/12/2018	99s/DMC	
Facebook	Post on 99s' Facebook page	2/12/2018	DMC	
Twitter	Tweet through 99s' Twitter page	2/12/2018	DMC	
Facebook	Post on 99s' Facebook page	2/14/2018	DMC	
Twitter	Tweet through 99s' Twitter page	2/14/2018	DMC	
Emails	"Straight & Level" email sent to members	2/21/2018	99s	
Facebook	Post on 99s' Facebook page	2/21/2018	DMC	
Instagram	Post on 99s' Instagram Page	2/21/2018	DMC	
Twitter	Tweet through 99s' Twitter page	2/21/2018	DMC	
Facebook	Post on 99s' Facebook page	2/23/2018	DMC	
Twitter	Tweet through 99s' Twitter page	2/23/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	2/26/2018	99s/DMC	
Emails	Send Email to Chapter Chairs	2/26/2018	99s	
Emails	Send Email to Non-Members	2/26/2018	99s	
Emails	Send Email to Section Governors	2/26/2018	99s	
Facebook	Post on 99s' Facebook page	2/26/2018	DMC	
Twitter	Tweet through 99s' Twitter page	2/26/2018	DMC	
Facebook	Post on 99s' Facebook page	2/28/2018	DMC	
Twitter	Tweet through 99s' Twitter page	2/28/2018	DMC	
Emails	Send conference related email to members	3/5/2018	99s	
Facebook	Post on 99s' Facebook page	3/5/2018	DMC	
Instagram	Post on 99s' Instagram Page	3/5/2018	DMC	
LinkedIn	Post discussion question on 99s' LinkedIn page	3/5/2018	99s	
Twitter	Tweet through 99s' Twitter page	3/5/2018	DMC	
Facebook	Post on 99s' Facebook page	3/7/2018	DMC	
Twitter	Tweet through 99s' Twitter page	3/7/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	3/12/2018	99s/DMC	
Facebook	Post on 99s' Facebook page	3/12/2018	DMC	
Twitter	Tweet through 99s' Twitter page	3/12/2018	DMC	
Facebook	Post on 99s' Facebook page	3/14/2018	DMC	
Twitter	Tweet through 99s' Twitter page	3/14/2018	DMC	
Emails	"Straight & Level" email sent to members	3/19/2018	99s	
Facebook	Post on 99s' Facebook page	3/19/2018	DMC	
Instagram	Post on 99s' Instagram Page	3/19/2018	DMC	
Twitter	Tweet through 99s' Twitter page	3/19/2018	DMC	
Facebook	Post on 99s' Facebook page	3/21/2018	DMC	
Twitter	Tweet through 99s' Twitter page	3/21/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	3/26/2018	99s/DMC	
Emails	Send Email to Chapter Chairs	3/26/2018	99s	
Emails	Send Email to Non-Members	3/26/2018	99s	

Category	Task	Estimated Deliverable Date	Responsibility	Status
Emails	Send Email to Section Governors	3/26/2018	99s	
Facebook	Post on 99s' Facebook page	3/26/2018	DMC	
Twitter	Tweet through 99s' Twitter page	3/26/2018	DMC	
Facebook	Post on 99s' Facebook page	3/28/2018	DMC	
Twitter	Tweet through 99s' Twitter page	3/28/2018	DMC	
Emails	Send conference related email to members	4/4/2018	99s	
Facebook	Post on 99s' Facebook page	4/4/2018	DMC	
LinkedIn	Post discussion question on 99s' LinkedIn page	4/4/2018	99s	
Twitter	Tweet through 99s' Twitter page	4/4/2018	DMC	
Facebook	Post on 99s' Facebook page	4/6/2018	DMC	
Instagram	Post on 99s' Instagram Page	4/6/2018	DMC	
Twitter	Tweet through 99s' Twitter page	4/6/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	4/9/2018	99s/DMC	
Facebook	Post on 99s' Facebook page	4/9/2018	DMC	
Twitter	Tweet through 99s' Twitter page	4/9/2018	DMC	
Marketing	Sun n' Fun Begins, April 10-15 - Have handouts for conference, promo to register by a certain date	4/10/2018	99s	
Facebook	Post on 99s' Facebook page	4/11/2018	DMC	
Twitter	Tweet through 99s' Twitter page	4/11/2018	DMC	
Emails	"Straight & Level" email sent to members	4/16/2018	99s	
Facebook	Post on 99s' Facebook page	4/16/2018	DMC	
Instagram	Post on 99s' Instagram Page	4/16/2018	DMC	
Twitter	Tweet through 99s' Twitter page	4/16/2018	DMC	
Facebook	Post on 99s' Facebook page	4/18/2018	DMC	
Twitter	Tweet through 99s' Twitter page	4/18/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	4/23/2018	99s/DMC	
Emails	Send Email to Chapter Chairs	4/23/2018	99s	
Emails	Send Email to Non-Members	4/23/2018	99s	
Emails	Send Email to Section Governors	4/23/2018	99s	
Facebook	Post on 99s' Facebook page	4/23/2018	DMC	
Twitter	Tweet through 99s' Twitter page	4/23/2018	DMC	
Facebook	Post on 99s' Facebook page	4/25/2018	DMC	
Twitter	Tweet through 99s' Twitter page	4/25/2018	DMC	
Facebook	Post on 99s' Facebook page	4/30/2018	DMC	
Instagram	Post on 99s' Instagram Page	4/30/2018	DMC	
Twitter	Tweet through 99s' Twitter page	4/30/2018	DMC	
Facebook	Post on 99s' Facebook page	5/2/2018	DMC	
Twitter	Tweet through 99s' Twitter page	5/2/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	5/7/2018	99s/DMC	
Emails	Send conference related email to members	5/7/2018	99s	
Facebook	Post on 99s' Facebook page	5/7/2018	DMC	
LinkedIn	Post discussion question on 99s' LinkedIn page	5/7/2018	99s	
Twitter	Tweet through 99s' Twitter page	5/7/2018	DMC	
Facebook	Post on 99s' Facebook page	5/9/2018	DMC	
Twitter	Tweet through 99s' Twitter page	5/9/2018	DMC	
Facebook	Post on 99s' Facebook page	5/14/2018	DMC	
Instagram	Post on 99s' Instagram Page	5/14/2018	DMC	
Twitter	Tweet through 99s' Twitter page	5/14/2018	DMC	
Facebook	Post on 99s' Facebook page	5/16/2018	DMC	
Twitter	Tweet through 99s' Twitter page	5/16/2018	DMC	

Category	Task	Estimated Deliverable Date	Responsibility	Status
Conference Calls	Bi-Weekly Call: 99s/DMC	5/21/2018	99s/DMC	
Emails	"Straight & Level" email sent to members	5/21/2018	99s	
Emails	Send Email to Chapter Chairs	5/21/2018	99s	
Emails	Send Email to Non-Members	5/21/2018	99s	
Emails	Send Email to Section Governors	5/21/2018	99s	
Facebook	Post on 99s' Facebook page	5/21/2018	DMC	
Twitter	Tweet through 99s' Twitter page	5/21/2018	DMC	
Facebook	Post on 99s' Facebook page	5/23/2018	DMC	
Twitter	Tweet through 99s' Twitter page	5/23/2018	DMC	
Facebook	Post on 99s' Facebook page	5/30/2018	DMC	
Instagram	Post on 99s' Instagram Page	5/30/2018	DMC	
Twitter	Tweet through 99s' Twitter page	5/30/2018	DMC	
Facebook	Post on 99s' Facebook page	6/1/2018	DMC	
Twitter	Tweet through 99s' Twitter page	6/1/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	6/4/2018	99s/DMC	
Emails	Send conference related email to members	6/4/2018	99s	
Facebook	Post on 99s' Facebook page	6/4/2018	DMC	
LinkedIn	Post discussion question on 99s' LinkedIn page	6/4/2018	99s	
Twitter	Tweet through 99s' Twitter page	6/4/2018	DMC	
Facebook	Post on 99s' Facebook page	6/6/2018	DMC	
Twitter	Tweet through 99s' Twitter page	6/6/2018	DMC	
Facebook	Post on 99s' Facebook page	6/11/2018	DMC	
Instagram	Post on 99s' Instagram Page	6/11/2018	DMC	
Twitter	Tweet through 99s' Twitter page	6/11/2018	DMC	
Facebook	Post on 99s' Facebook page	6/13/2018	DMC	
Twitter	Tweet through 99s' Twitter page	6/13/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	6/18/2018	99s/DMC	
Emails	"Straight & Level" email sent to members	6/18/2018	99s	
Emails	Send Email to Chapter Chairs	6/18/2018	99s	
Emails	Send Email to Non-Members	6/18/2018	99s	
Emails	Send Email to Section Governors	6/18/2018	99s	
Facebook	Post on 99s' Facebook page	6/18/2018	DMC	
Twitter	Tweet through 99s' Twitter page	6/18/2018	DMC	
Facebook	Post on 99s' Facebook page	6/20/2018	DMC	
Twitter	Tweet through 99s' Twitter page	6/20/2018	DMC	
Facebook	Post on 99s' Facebook page	6/25/2018	DMC	
Instagram	Post on 99s' Instagram Page	6/25/2018	DMC	
Twitter	Tweet through 99s' Twitter page	6/25/2018	DMC	
Facebook	Post on 99s' Facebook page	6/27/2018	DMC	
Twitter	Tweet through 99s' Twitter page	6/27/2018	DMC	
Conference Calls	Bi-Weekly Call: 99s/DMC	7/2/2018	99s/DMC	
Emails	Send conference related email to members	7/2/2018	99s	
Facebook	Post on 99s' Facebook page	7/2/2018	DMC	
LinkedIn	Post discussion question on 99s' LinkedIn page	7/2/2018	99s	
Twitter	Tweet through 99s' Twitter page	7/2/2018	DMC	
Facebook	Post on 99s' Facebook page	7/4/2018	DMC	
Twitter	Tweet through 99s' Twitter page	7/4/2018	DMC	
Marketing	Spring Meeting: promote to IBOD members		99s	