



**AMERICAN SOCIETY OF HIGHWAY ENGINEERS (ASHE)
NATIONAL CONFERENCE GUIDELINES**

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1. PURPOSE OF THIS DOCUMENT

This document provides the procedures that are to be followed by the Conference Host for the Annual American Society of Highway Engineers (ASHE) National Conference.

2. OBJECTIVE ON AN ASHE NATIONAL CONFERENCE

- Provide a quality venue for ASHE Members and industry stakeholders to meet, conduct annual business, install officers, conduct technology exchange, recognize special contributions, and participate in appropriate social activities.
- Exercise due diligence when financial decisions are made to keep costs affordable for all attendees.
- Conference Host is expected to host the conference as though you are welcoming friends into your home. The primary objective is for attendees to leave with a positive appraisal of the event, exchange information, foster and develop fellowships with our industry advocates and get attendees to look forward to future conferences.

3. POLICIES & PROCEDURES

- The National Board of Directors (National) has established a National Conference Committee to provide assistance, guidance and to act as the representative to National in all matters related to the annual National Conference.
- The Chair of the National Conference Committee will contact all Regions and Sections of ASHE to solicit interest in hosting a future conference. This information is forwarded to the Regions and Sections in the fall of the year. The Conference host can be an individual Section, a group of Sections or an entire Region. The interested Conference Host shall respond in writing by the date set by the National Conference Committee Chair, expressing interest in hosting a future conference. This response shall include supplemental information that will be used by the National Conference Committee when evaluating expressions of interest.
- A Conference Host will be selected by using an objective procedure with the goal of providing an equitable geographical distribution of conference sites. Conference Hosts are selected three (3) years in advance of the proposed conference date.
- The National Conference Committee will submit a recommendation of a Conference Host to National at the January National Board Meeting. National will approve the Conference Host. The National Conference Committee Chair will notify, in writing, all Sections and Regions who expressed an interest in hosting a Conference, of the final selection.

- The Conference Host is agreeing to adhere to the current ASHE National Conference Guidelines by requesting to host the conference.
- The financial success of the conference is the sole responsibility of the Conference Host. The National Conference Committee and the National Board will assist and provide suggestions to the Conference Host leadership in preparing for their conference, but financial commitments and responsibilities rest with the Conference Host.

4. RESPONSIBILITIES OF THE CONFERENCE HOST

- A Conference Host Committee shall be established that includes representation from all Sections in the Region that chose to participate in the Conference. This shall be established within 3 months of selection. The Conference Host Committee shall select a Chair(s), Secretary, and Treasurer. The Conference Host Committee shall provide the National Conference Committee with names and contact information for the individuals holding these positions as soon as they are identified, but not more than six (6) months after the selection of Conference Host.
- The Chair(s) of this Committee is the official Conference Host representative in matters related to the ASHE National Board and the National Conference Committee. Two or more individuals may equally share the position of Conference Chair. The Treasurer will serve as Chair of the Financial Subcommittee. The Conference Host Committee selects and oversees all the subcommittees described later in these guidelines.
- The Conference Host Committee shall establish Conference Subcommittees to perform various duties listed under each subcommittee. **Attachment 1** lists the suggested subcommittees and their duties; additional subcommittees may be created as needed.
- Obtain an EIN (Employer Identification Number) from the IRS and provide this information to the National Treasurer. To obtain EIN please refer to <https://www.irs.gov/businesses/small-businesses-self-employed/employer-id-numbers> and read <https://www.irs.gov/businesses/small-businesses-self-employed/responsible-parties-and-nominees>. Please note that ASHE is a 501c6 when filling out EIN forms. It is recommended that prior to submitting forms the Conference Host meet with the National Treasurer to discuss IRS requirements. To close your conference EIN account, send the IRS a letter that includes the complete legal name of the conference, the EIN, the business address, and the reason you wish to close the account. If you have a copy of the EIN Assignment Notice that was issued when your EIN was assigned, include that when you write to the IRS. Send the letter to the same address for the IRS that you used to obtain the EIN. Copies of these letters should also be sent to the NCC for forwarding to the National Treasurer.
- Once the EIN has been obtained, open banking accounts (checking, savings, etc.) in the name of the conference and apply for a conference advance from National. Do NOT co-mingle conference funds with other ASHE accounts (Section or Region banking accounts.)

- Advance (seed) funds of \$8,000 are available from National. Funds may be requested after the Committee contact information has been provided to the NCC and a bank account and EIN number has been established. All requests for funds from National shall be submitted to the NCC Chair in writing on letterhead from the Conference who will review the request with the NCC and forward to the National Treasurer with a recommendation on approval or not. This request cannot be made sooner than three years out from the proposed conference to line up with National budgets.
- Establish dates and the location of the National Conference site to best serve the general membership and technical interests of ASHE members. The Conference shall be scheduled in May or June. Conflicts with holiday weekends and other local events should be considered.
- The National Conference Committee has developed a document to assist with selection of hotels and can make this available to Conference Hosts (ASHE National Conference Hotel Contract Guidelines).
- After a Conference hotel facility has been selected by the Conference Host Committee, it must be approved by the National Board prior to a signed contractual agreement. Upon notification by the Conference Host, the National Conference Committee (or designated representative(s) of same) will visit the hotel to review the accommodations and confirm/provide feedback to the Conference Host on space allocation, location, and any coordination associated with the site based on their background and experience. When possible, this visit will be scheduled to coincide with a National Board Meeting at the preferred site, preferably three years before the National Conference dates. Expenses for the National Conference Committee representatives' visit to the proposed site are not the responsibility of the Conference Host.
- The National Conference Committee makes a recommendation and the National Board votes regarding approval of the hotel. This vote takes place no later than the first Board Meeting following the site visit. The National Conference Committee Chair notifies the Conference Host regarding the Board's decision on the site.
- The Conference facility contract is executed between the Conference Host Executive Committee and the hotel facility. The person signing the contract should be a Conference Host member authorized by the Conference Host Committee. The individual signing the agreement should do so in their capacity as a member of the Conference Host Committee. The National Conference Committee is available to review and comment on the hotel contract. The Conference Host is encouraged to utilize this service. The Conference Host Committee shall provide the National Conference Committee and National with a copy of the signed contract for the Conference as soon as it is finalized. Please note that the contract with the Conference facility shall not be in the name of just ASHE but rather ASHE 20XX Conference or something similar.

- Conference Host Committee members should plan for incurring out-of-pocket expenses for such things as Conference shirts, meals at Conference meetings and related items. These expenses should be taken into consideration and included in the Conference Host's budget.
- A "post Conference Committee appreciation event" is encouraged. However, reimbursement from conference proceeds is subject to available Conference profits to cover these costs.

5. ADDITIONAL RESPONSIBILITIES OF CONFERENCE HOST

- Review records from previous Conferences. (It is suggested to refer to the "*Summary of ASHE Conferences*" spreadsheet which is a summary of previous national conferences. The National Conference Committee will provide this documentation to the Conference Host)
- Keep complete records to document all activities associated with planning and conducting the Conference.
- Keep detailed financial records of all conference expenditures and receipts (Recommended that the Conference Host decide on a time frame, but not less than seven years, to keep important documents, receipts, contract, and insurance information following the National Conference in case of an audit question, liability issue, etc.)
- At least 36 months prior to the conference, the Conference Host Executive Committee should develop and provide a **Critical Action Plan** Schedule (*sample copy will be provided by the National Conference Committee for your use*) for the Conference to the National Conference Committee.
- Beginning (36) months prior to the conference, the Conference Host Committee provides a quarterly report to the National Conference Committee. This information should be forwarded at least two weeks prior to each National Board Meeting to the National Conference Committee Chair. The report shows the actual progress of each activity compared to the proposed progress contained in the Critical Action Plan Schedule.
- When two or more Sections "partner" as Conference Host, a Memorandum of Understanding (MOU) is recommended to outline the responsibilities assigned to each Section. These may include, but are not limited to:
 - Conference Co-Chairs
 - Conference Executive Committee Members
 - Sub-Committee Chairs
 - Conference Profit (or Loss) percentage to be split between Host Sections

6. CONFERENCE HOST SHALL

- Insurance for the conference is now covered under the ASHE National Insurance Policy. All documents concerning the policy are located on the ASHE Cloud and can be provided upon request. It is up to the Conference Host to determine if additional insurance is necessary or required by venue at which point, they will need to obtain. Please note motorsport events or any events involving weapons (i.e., clay shoots) could potentially require additional insurance and Conference Host is responsible for determining this with National.
- At the Conference's expense, provide current and incoming National Presidents and the Robert E. Pearson/Person of the Year recipient with room, meals and registration including spouses/minor children. This includes the Luncheon Honoring Past National Presidents, the Friday evening event, and the annual banquet. The cost of tours, golf and other activities is not included. However, if the individual wishes to participate in these activities, the Conference Host will facilitate their registration. The Conference Host should make sure these expenses are captured in the conference budget as it is developed.
- The Conference Host should work with the incoming/outgoing National Presidents and Robert E. Pearson/Person of the Year recipient directly regarding lodging and registration.
- Provide "welcome gift" in rooms for the outgoing and incoming National Presidents.
- Provide shuttle service to and from local designated airport for National Board Members and their families. It is recommended this service be complimentary. Check in advance with National Board Members for their flight information (arrival/departure times and dates, airline, number in party, etc.) If shuttle service is not provided or offered by a third party (i.e., hotel shuttle) the Host Committee should assist as necessary in the coordination of the National Board Member's transportation to and from airports or train stations they will be using to attend the conference, if not driving. The use of Uber/Lyft type of services is also an acceptable alternative to shuttle services.
- Prepare the following information for four issues of the scanner in the conference year:
 - Fall issue, prior to the Conference, shall have a full-page ad announcing the Conference. Submission date is July 15th to the scanner committee
 - Winter issue shall have an article promoting the Conference. Submission date is October 15th to the scanner committee
 - Spring issue shall have the registration package for the Conference, maximum of six (6) pages. It is recommended that of these six (6) pages all the necessary registration

forms are included. By December 15th, the Conference Host shall provide the National Conference Committee with a “draft” registration packet for their review/comments. Following approval by the National Conference Committee, the Conference Host shall submit the registration package to the scanner committee by January 15th.

- Fall issue, following the Conference, shall prepare an article describing the Conference including several pictures. Submission date is July 15th to the scanner committee.
- The scanner cost of publishing this information will be paid by National.
- It is suggested but not required as a Conference expense, to provide Conference logo shirts to National Board Members and National Committee Chairs. The National Conference Committee will provide a list of shirt recipients as well as sizes if the Conference Host decides to offer these. To maximize exposure and advertising benefits for the Conference, the shirts should be provided as soon as practical prior to the Conference.
- Provide “non-revenue” booth spaces for National. National will identify, six months prior to the Conference, the number of booth spaces needed. Each booth space will come with all the amenities that are accorded a full revenue booth space at the conference (i.e., conference registrations – maximum of two, conference gift, breakfast, ice breaker, technical sessions, etc.). The cost of attending any of the other conference functions that have a separate cost (i.e., banquet, luncheon, tours, golf, etc.) as well as the s representatives will pay the cost of any booth “enhancements.” For budgetary purposes, the Conference Host should consider allowance for four (4) of these partner booth spaces. Please note that agreements with some partners require less amenities and the Conference host shall work with the National Conference Committee to determine these specifics. National will pay the conference a stipend per “non-revenue” booth. This stipend is presently set at \$400 and is to cover the actual cost to the conference for providing the booth (i.e., booth pipe and drapes, ice breaker event, breakfasts, etc.). The conference must invoice the National treasurer to obtain the stipend.
- Provide a complementary booth space for the following years Conference Host. This booth space does NOT include any other benefits normally associated with a booth space such as registrations etc.
- Prepare an exhibit at the prior year’s conference and man the exhibit booth. In addition, develop and present a brief (5-10 minute) marketing presentation that will be part of the Annual Banquet. Coordinate audio visual requirements with the Conference Host.
- Conference Host Chair and a minimum of one other Conference Host Committee Member must attend at least two prior National Conferences, including the immediately prior Conference. These individuals must attend the debriefing held the morning following the Conference (typically conducted on Sunday). The Conference Host Committee may choose to reimburse all, some or none of the expense to attend the Conferences per Section 4.

- Provide meeting rooms for the Past Presidents' Meeting, the Region/Section Officers Meeting, the National Board Meeting (Saturday or Sunday at the discretion of the Incoming President) and other meetings that may be requested during the Conference. The Region/Section Officer meeting typically is set up classroom style with accommodations of 35-40 people minimum. The Conference Host will check with National Secretary and Treasurer about any additional AV items needed for this meeting. The National Board Meeting room shall be set up in a "U" shape or hollow box and be able to accommodate at least twenty-five (25) people.
- On the morning following the Conference, hold a debriefing meeting with representatives of future Conferences. The Conference Host Committee chair and the Chair of key subcommittees shall attend this meeting. The purpose of the meeting is to convey "lessons learned" and other information that may be useful in hosting future Conferences. The room selected for this meeting should accommodate at least twenty-five (25) people.
- Conference Host Committee can use the ASHE Company Store to purchase Conference items, such as logo shirts, registration gifts, etc. or another vendor for logo material.

7. MINIMUM CONFERENCE REQUIREMENTS

- A hospitality room, with complimentary drinks and snacks, for traditional periods during the Conference, should be provided. The hospitality room should be open when no other Conference activities are scheduled, including all evening functions.
- Complimentary breakfast (full or continental) for the attendees each morning of the Conference. The National Conference Committee suggests you collaborate with the host hotel on which option is most cost effective.
- A one-day registration fee to increase attendance at technical sessions and tours.
- Consider a reduced registration rate for retired and unemployed ASHE Members.
- Display the American and State flags, as well as the ASHE Region/Section Banners, at the business meeting and other appropriate events. The National Conference Committee suggests checking the hotel if they have flags available.
- Coordinate arrangements and request all Regions/Sections to either bring or mail their banners for display at the Conference. This will involve coordination with the host facility/hotel and the Conference Host. The Conference Host shall check with the hotel to see if there are any shipping/storage/displaying requirements that need to be considered and accounted for in the conference's budget.
- Return the banners at the Conference's expense. (Note: Encourage Region/Section representatives to take their banners home to minimize this expense.)
- Check with Conference site to see if banners must be fire retardant. If so, be sure the Regions/Sections are made aware of this requirement.

- Cover Luncheon Honoring Past National Presidents costs for ASHE Past National Presidents and special invited guests, such as a speaker (includes spouse/guest/children of ASHE Past National Presidents and special invited guests). The National Conference Committee suggests providing codes or other mechanisms for these individuals to enter on the registration form to cover the costs for this event.
- Notify the Past national Presidents and the Robert E. Pearson/Person of the Year Award recipient in advance that there will be no charge to them for this luncheon.
- Arrange reserved seating for all Past National Presidents (and spouses/guests) at the Luncheon Honoring Past National Presidents. (Note: Reserved seating cards should indicate "Seating for Past National Presidents.")
- Provide reserved seating for up to eight (8) seats for National Project Award winners. The National Project Award Committee shall coordinate the registration of lunch attendance with the award recipients and the Conference Committee. The cost for the meals for these attendees will be covered by the National Project Award Committee. The Conference Committee should also provide time during the luncheon to present these awards.
- The Conference Committee shall allot at least 15 minutes for the National Project Award Committee to present the National Project Awards during lunch. The Conference Committee shall work with the National Project Award Committee regarding any audio/video equipment they will require for presenting the awards.

After the Conference, the Conference Host shall:

- Reimburse National for any advanced funds that were issued no later than October following the Conference.
- Distribute Conference profits by December following the Conference. The first \$12,000 will remain with the Conference Host. Any amount over \$12,000 will be split equally between the Conference Host and National.
- Provide National with one hard copy (for the National Secretary) and electronic version (i.e., CD, flash drive, via FTP site) of the National Conference Summary Report, by October following the Conference, for distribution to future hosts, National's records, and National Conference Committee members. Files shall be indexed, and where practical, shall be in Microsoft Word/Excel documents in lieu of pdf files. This will facilitate their use by future Conference Hosts. The conference host is expected to provide this information prior to the next year's conference.
- The Conference Host will be responsible for submitting an IRS 990 Tax Form for the conference to the National Treasurer, representing the balances and incomes/expenses as of the end of May each year they have an open bank account, including in the year of the conference and the following year if necessary to close the account. The NCC will

work with the Conference Host on this item leading up to and immediately after the conference so that the necessary documentation is provided to National as part of this administrative requirement. This is MANDATORY and conferences that elect not to submit these will be responsible for filing their own taxes in the following year.

- The Conference Host will be responsible for preparing a 1099 worksheet for unincorporated vendors that were paid more than the current IRS maximum (Check with current National Treasurer for IRS requirements and 1099 worksheet). The accountants used by National will prepare the actual 1099 and the costs for the accountant will be paid for by the NCC.
- The Conference Host will be responsible for closing the EIN number with the IRS once all outstanding bills and expenditures have been paid and the banking accounts have been closed.

8. RESPONSIBILITIES OF NATIONAL BOARD AND NATIONAL CONFERENCE COMMITTEE

The National Conference Committee is to:

- Monitor closely the progress of each Conference Host and report that progress to the Board.
- Provide active communication between the National Board and the Conference Host.
- Provide assistance and, where necessary, intervene with the Conference Host planning process to accomplish compliance with National Conference Guidelines.
- Following the National Conference, the NCC will review the National Conference Guidelines annually to determine if revisions are required. This will include:
 - Review the Conference Guidelines so that revisions can be issued/posted on the National web site by the end of the calendar year or early in the year following a conference
 - Solicit suggested changes from the Conference Host Committees, Past National Presidents, National Board members and conference attendees.
 - Prepare “draft” National Conference Guidelines with proposed changes by December.
 - Submit proposed changes to the National Board for approval by the January National Board Meeting.

National will provide the following financial support to the Conference:

- If requested, provide advance funds (up to \$8,000) to the Conference Host per Section 4-C.

- Based on revenue from prior Conference, the National Board will make every effort to be the sole sponsor the Luncheon Honoring Past National Presidents, purchase a full-page ad in the program book and provide other sponsorship of the Conference. It is anticipated that National Board's Conference sponsorship will total \$4,000. The request for this sponsorship shall be made to the National Conference Committee in writing who will then forward to the National Treasurer. This request can be made as soon as the previous conference has concluded. The National Board will identify how this anticipated \$4,000 will be allocated based on the Conference hosts' sponsorship opportunities.
- National will be responsible for the cost of the Conference information published in the scanner. This will include Conference ads, registration package and an article on the highlights of the Conference. The conference ad with registration package should be limited to 6 pages. All other ads should be limited to one page.

National Society History Committee will provide the Conference Host with the following electronic files:

- ASHE Mission Statement
 - List of Previous Convention/Conference Hosts
 - List of Past National Presidents
 - List of National President Award Recipients
 - List of Current and Incoming National Officers and Directors
 - Bio and Photo of Current and Incoming National President
 - Reason for Awards/Grant Presentations and Bios: Including Robert E. Pearson/Person of the Year, George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner, Member of the Year, Young Member of the Year, Lifetime Achievement and Project of the Year Awards.
 - List of Previous Honorees of the Robert E. Pearson/Person of the Year Award
 - List of Previous Recipients of the George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner, Member of the Year, Young Member of the Year and Lifetime Achievement Awards
 - List of Section Names and Charter Dates
- National will assist in coordination of the complimentary Conference package to the four Section recipients of the George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner Awards, and complimentary Conference package to the individuals receiving the Member of the Year, Young Member of the Year and Lifetime Achievement Awards. This package is to include one Conference registration, one attendance to Luncheon Honoring Past Presidents, one evening dinner, one attendance to the Annual Banquet and a maximum stipend of \$500 for travel expenses. Legitimate travel expenses over \$500 will required pre-approval of the National Board. This package is to be paid by National. The recipient Sections should register their representatives in the normal manner and then seek reimbursement from National. The recipients of the Member of the Year, Young Member of the Year and Lifetime Achievement Awards shall also register in the normal manner and then seek reimbursement from National.

During the Conference, National will do the following:

- Conduct the Annual Business Meeting, Luncheon Honoring Past National Presidents, and the Annual Banquet, including installation of National Board Officers and Directors.
- Provide and present the following National Awards during the Conference functions: Robert E. Pearson/Person of the Year, George K. Hart, Gene G. Smith, Terence D. Conner, Robert E. Yeager, Young Member of the Year, Member of the Year, Lifetime Achievement and Project of the Year Awards
- A Past National President (typically the immediate Past President) will conduct the installation of National Board Officers and Directors at the Annual Banquet.
- Conduct a combined meeting for Regional Officers, Section Presidents, Secretaries, Treasurers, and other officers during the Conference. (National Board strongly encourages Region/Section Officers to attend this session.)
- Conduct a National Board Meeting at the Conference site (Saturday or Sunday at the discretion of the Incoming National President). The National Board shall provide the conference a date for the National Board by January 1st of the conference year.

ATTACHMENT 1-CONFERENCE HOST SUBCOMMITTEES AND DUTIES

All Committees will be expected to provide a summary of their experiences at the end of the conference to help with the next year's conference planning.

1. FINANCIAL SUBCOMMITTEE (Minimum Size/Chair +2)

- Help develop realistic Subcommittee budgets with assistance of each Subcommittee Chair.
- Develop a Conference budget based on a rigorous evaluation to establish estimated costs and income.
- Keep an up-to-date detailed record of Conference expenditures and income.
- Develop a detailed treasurer's report at least every three months that includes Conference expenditures and receipts and submit this report to the Conference Host Executive Committee and the National Conference Committee. Each report shall include an assessment of the Conference funding status.
- Work with appropriate Subcommittee to establish the attendee price for all Conference items.
- Obtain EIN (Employer Identification Number) from the IRS and provide a copy to the National Treasurer. Once obtained, open a checking account in the name of the conference and apply for a conference advance from National. Do NOT co-mingle conference funds with other ASHE accounts (Section or Region banking accounts.)
- Deposit and disburse conference funds.
- Complete and submit an IRS 990 form every year the conference host has an open bank account
- Coordinate 1099 forms as necessary for vendors
- Close out EIN and submit copy of documentation sent to the IRS to National Conference Committee for forwarding to the National Treasurer
- Keep detailed financial records of all Conference expenditures and receipts in case an audit question, liability issue, etc. should arise. The Conference Committee should decide on a time frame, but not less than seven years, to keep these records. This should be documented in writing as a part of the Financial Subcommittee's roles and responsibilities.

2. SPONSORSHIP SUBCOMMITTEE (Minimum Size/Chair +5)

- Establish Subcommittee budget and schedule of fees.
- Establish layout size of program book, ad sizes, option of color and graphic art format from the selected printer. The format determines the graphic art resolution and will differ with each printer. The resolutions and format determine the clarity of the ad. Select printer early on in planning. This should be done prior to soliciting sponsors. NOTE: Program book should fit in a suit jacket pocket. Typical size is 4.5" wide by 8.5" long.

- Start advertising solicitation as soon as possible after the prior Conference using a list of advertisers from last year's conference in electronic form with emails
- Solicit advertising from companies, organizations, and ASHE Regions/Sections for the printed Conference Program Book.
- Develop sponsorship levels (overall and work with committees such as golf, entertainment, etc. that need sponsorship)
- Establish a minimum quota of income from advertisements and sponsors.
- Establish schedule of mailing, income of returns and follow-up. Suggested that you maintain a master contact list in electronic form so you can easily track % of target you have received as well as tracking any follow up (if needed).
- Develop a realistic plan to solicit required Conference funding. Solicit and disburse conference funds to the Conference Committee Chair.
- This subcommittee is responsible for the ad portion of the conference program book. The balance of the program book, including printing, is handled by the Program Subcommittee.

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

- Establish Subcommittee budget.
- Develop timely technical topics of interest to the national highway industry and provide CEU's (Continuing Education Units) and PDH (Professional Development Hour) credits for attendees at Technical Sessions. Identify recognized speakers who are qualified to present these topics. A technical tour may be substituted for a session. If possible, provide CEU/PDH certificates at the conference or have a process in place to distribute after the conference.
- Provide appropriate time slot for National Board Representatives to conduct Section and Regional Officers meeting. (Note: A total of two hours should be allocated).
- Provide a time slot for the National Past Presidents' Meeting immediately following the luncheon Honoring Past National Presidents.
- Solicit commitments from the speakers early and follow-up to ensure that their schedules do not change.
- Develop a technical program schedule that does not compete with other important conference activities.
- 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.
- Arrange for AV equipment as needed. Consider using volunteer equipment rather than an AV company for significant cost savings. Have back up equipment. Require speaker presentations be sent prior to the conference. Preloaded presentations on computers.
- Ensure that appropriate signs are placed to direct participants to the technical session locations.
- Coordinate with Registration and Facilities Subcommittees to ensure the meeting rooms will accommodate the Session attendees.

- 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.
- Ensure any gifts for speakers can travel easily by plane with them.
- Provide meeting space for Regional Board meetings as requested that may be held during the conference.
- Provide a location for the National Board Meeting (Saturday afternoon or Sunday morning).
- Provide a location the morning following the Conference for a debriefing meeting with the current host and future conference hosts (typically Sunday morning from 8:30 to 10:30 am).
- Provide a summary of CEU/PDHs awarded during the conference to the Conference Host's Region by the end of January following the conference.

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

- Develop Subcommittee budget and exhibitor fee schedule.
- Estimate number of exhibitors and establish space required.
- Develop requirements of exhibitor tables, chairs, and electrical connection.
- 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 breakfasts in or near the exhibit area.
- Collect exhibitor contact information from prior ASHE Conferences and other available national and local resources.
- Start solicitation for exhibitors as soon as possible after the conclusion of the prior Conference.
- Mailings are important but personal calls from industry associates are most effective.
- It is recommended that solicitations for exhibitors be combined with solicitations for financial sponsors.
- Provide free exhibit space for next year's Conference host and provide space for any of our partnerships. A stipend for partnership space will be paid by National. See Conference Guidelines for details of stipend. Include listing of the locations of all upcoming conferences that have been approved.
- Consider adding an 'exhibitor only' registration or clearly define how many folks can attend the conference on an exhibitor registration.
- Provide non-revenue booth space to strategic and affiliate partners. The number of booths will vary dependent on conference location but historically have been around four.
- Coordinate exhibitor registration with registration committee, program committee and sponsorship committee to ensure exhibitors and associated registrations are accounted for.
- 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.
- Ensure any gifts for speakers can travel easily by plane with them.

- Provide meeting space for Regional Board meetings as requested that may be held during the conference.
- Provide a location for the National Board Meeting (Saturday afternoon or Sunday morning).
- Provide a location the morning following the Conference for a debriefing meeting with the current host and future conference hosts (typically Sunday morning from 8:30 to 10:30 am).
- Provide a summary of CEU/PDHs awarded during the conference to the Conference Host's Region by the end of January following the conference.

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

- Establish Subcommittee budget.
- Coordinate with other Subcommittees to develop theme and logo for Conference during early planning stage.
- Establish program of events for Conference with input from other Subcommittees.
- Produce Conference Program with cooperation of Advertising Subcommittee and designated printer.
- Plan opening session and solicit prominent speakers that will attract attendance.
- Work with Entertainment and Financial Subcommittees to plan banquet and social events subsidizing cost, when possible, with industry sponsorship.
- 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.]
- Coordinate with other Subcommittees, National Society History Committee, and designated Conference printer to develop and produce Conference Program Book that includes:
 - A schedule of all Conference events.
 - Description, time, and location of all events.
 - Map of the Conference facility.
 - List of incoming and outgoing National Officers/Directors.
 - Bio and photo of incoming and outgoing National President and Robert E. Pearson recipient.
 - Description of awards and bios for Robert E. Pearson/Person of the Year, George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner, Member of the Year Young Member of the Year and Lifetime Achievement Awards.
 - Project of the Year Award recipients including photograph space. Information for this section to be provided by the National Project Awards Committee.
 - List of previous honorees for the Robert E. Pearson/Person of the Year Award and recipients of the George K. Hart, Gene G. Smith, Robert E.

Yeager, Terence D. Conner, Young Member of the Year and Member of the Year and Lifetime Achievement Awards.

- List Past National President's names and terms of office – designate 'deceased' if appropriate.
- List of Conference sponsors based on level of support.
- List of exhibitors with map of exhibitor location.
- Details related to future Conferences - including dates and locations.
- 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 Conference Host members are asked to be involved in reception activities. This is the most essential element of a successful Conference.

- Establish Subcommittee budget.
- Provide on-line registration by utilizing 123 Sign Up, welcome, RegOnline, Cvent or outsource to a company of your choice. Have this service on line four months prior to the Conference.
- Refer to attached Registration Pamphlet Check List of Items that should be included.
- Develop registration form.
- Coordinate with Publicity Subcommittee to develop the Conference registration packet. (Attached are Guidelines for Registration Packet).
- Prepare a minimum of one page ad to be published in the fall issue of the scanner at the expense of National.
- Provide National Conference Committee with a 'draft' copy of the registration packet no later than January 1st, for their comments/suggestions, prior to printing. No later than January 15th forward registration packet information to scanner representative, (currently Tammy Farrell), for publishing in the spring issue which is distributed in April. Scanner costs will be paid for by National.
- Conference Registration Packet to be included in on-line registration as well as in the spring scanner.
- Develop name tags for all participants with:
 - Colored ribbons designating officers, Committee members, speakers, guests, spouses, etc.
 - Name of the attendee, their Section name, and the name of their business or employer.
 - Conference Logo incorporated into nametag format
 - Transparent plastic protector that can be displayed without adhesives or pins.
 - If nametags are clear on both sides, consider printing on both sides
- Provide computer and printer at registration site so that nametags, identical to the original, can be printed or modified, as necessary.
- Develop Conference attendee packets that includes:

- Name tag with colored ribbons designating officers, Conference Committee members, speakers, spouses, etc.
 - Tickets for events, if required.
 - Conference program.
 - Local attractions.
 - Conference attendee mementos
- Secure volunteer or paid personnel to perform the registration process.
 - Recommend coverage from 7:00 a.m. to 7:00 p.m. daily to assist early/late arrivals.
 - Provide complete Conference attendee packet to all registrants.
 - Create nametags for onsite registrants and recreate nametags when modifications are required.
 - Maintain accurate pre-registration and on-site registration records.
- 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 be able to answer questions related to Conference activities, at the registration desk and at all Conference activities, including tours.
- Prepare all necessary signs (Registration Desk, Hospitality Room, Meeting Rooms, Luncheon, Dinner, etc.)
- Meet with dignitaries on arrival and function as official escort throughout Conference.
- Provide host hospitality room for attendees and guests.
- Provide message board for display at/near registration table showing upcoming conference schedule, events, and activities.
- Recommendations for on-line registration:
 - Allow the registrant to save his/her work and continue registration at a later time.
 - Return to the conference homepage when registration is completed and during the registration process.
 - Provide a printable conference overall agenda so registrants can see the “big picture” of the conference.
 - Have options for ‘codes’ for events that need to be free or discounted

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

- Establish Subcommittee budget.
- Research the popularity of different types of entertainment programs at prior ASHE Conferences. The National Conference Committee and National Board will share experience if needed.
- All entertainment should appeal to the broad age range of ASHE participants.
- 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.
- Activities that require consideration are as follows:
 - First evening “ice breaker” reception.
 - Opening session.
 - Luncheon Honoring Past National Presidents

- Second evening dinner and entertainment.
- Third evening annual banquet and entertainment.
- Coordinate with Transportation Subcommittee for off-site activities.
- Coordinate with Facilities Subcommittee for onsite activities.

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

- Establish Subcommittee budget.
- After National approval, begin promoting the conference to attract the substantial number of workers needed to properly conduct the event.
- Create promotional items such as lapel pins and caps to distribute or wear during ASHE events to enhance Conference exposure.
- Create logo shirts to be made available to the Conference Committee Members and Committee Chair Members. It is recommended but not required to provide shirts if budget allows to the National Board as well. Recommend these shirts be worn during the ice breaker. Coordination between the NCC and National PR Committee (while referencing *Branding and Public Relations Guidelines*) should be done prior to selecting a logo.
- Plan to display and promote Conference at prior year's Conference.
- Prepare complete advance coverage on Conference and distribute to various news media organizations such as:
 - Highway Builder Publications
 - ASHE scanner ad needs to be submitted no later than January 1st prior to the Conference.
 - DOT Publications/Newsletters
 - Local Newspapers/Radio/Television
 - Trade Publication
- Take photographs of conference events and candid photographs for display during conference (typically at the Saturday night gala) creating a photographic record of conference events which can be used in publicizing future ASHE events.
- 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.
- Prepare and submit an ad for your Conference to be published in the most recent National Conference Program Book.
- Prepare scanner articles on Conference activities and a summary of the Conference, with photos, for the summer edition of the scanner.
- Consider developing a "disclaimer statement" to include in the conference registration packet/form and/or web site stating that attendees of the conference waive their rights or are at least aware that pictures will be taken during the conference. This precaution may want to be taken just so that ASHE is covered, and conference attendees are aware of pictures being taken.

Follow the following guidance for a conference website:

- Follow the guidance in <https://ashe.pro/documents/D37-WEBSITE-GUIDELINE-PROCEDURES.pdf>, found on the National Website. Particularly, a conference website should be accessible and useful on all devices.
- Upon award, the conference committee should secure a URL (web address) for the conference. This will be in the form yyyyconference.ashe.pro. Contact the National webmaster to secure the URL.
- While a “placeholder” website may be developed, the website should not be advertised until the end of the previous year’s conference.
- When available, notify the National webmaster of the conference dates and conference logo for placement on the National website.
- Each aspect of the conference, such as guest tours, technical program, technical tours, golf, entertainment, sponsorship, etc., should have a self-contained page, or section, easily found by navigation.
- The overall conference agenda should be easily found by navigation. It should be a website page separate from and in addition to the registration page(s).
- It is recommended that, for outside events, such as guest and technical tours, there be a link to the venue website.
- Guest tours, technical tours, entertainment events should have a good description easily found or prominently displayed.
- It is also recommended that there be a separate document (PDF) with descriptions of such events.
- To take full advantage of the capabilities of the internet, links should be provided liberally to items such as technical session presenters, including LinkedIn. Sponsors’ websites should be linked as well.
- Sponsor logos should be sized in proportion to the amount or value of the sponsorships.
- Links to outside venues should open in a new window or tab.

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

The Golf outing is not required but strongly encouraged. 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.

- Establish Subcommittee budget.
- Secure golf course early.
- Develop flyer with information including cost.
- Coordinate with Registration Subcommittee to incorporate golf information in registration packet.
- Coordinate with Publicity Subcommittee to include golf information in publicly.
- Solicit prizes.
- Set-up foursomes.

- Provide lunch/refreshments to participants.
- Establish scoring rules for golf event.
- Golf outing should not conflict with Luncheon Honoring Past Presidents/Robert E. Pearson Award or other traditional Conference activities.
- Golf awards should be distributed the same day after the event is completed and should be accounted for in the golf outing budget
- Coordinate with the Transportation committee on transportation needed to get attendees to the golf course ensuring the vehicle used is large enough to accommodate golf clubs.

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

- Establish Subcommittee budget
- Coordinate with Program Subcommittee to provide transportation for:
 - Dignitaries participating in the program.
 - Registrants attending off site Conference events.
 - Speakers
- Provide shuttle service to and from airport for National Board Members and family. (It is recommended this service be complimentary.) The use of Uber/Lyft type of services is an acceptable alternative to shuttle services.
- Coordinate with Facilities and Registration Subcommittees to assess the need to shuttle registrants, if more than one hotel is required to house registrants.
- Coordinate with Guest Program Subcommittee to provide transportation for off-site guest activities.
- Coordinate with Technical, Golf and Guest Programs Subcommittees to determine if buses (or other types of travel) are necessary for technical tours. In addition, coordinate any refreshments that are needed on the buses with these subcommittees.
- Coordinate with Program Chair and Publicity Chair to create a transportation summary page for the Program Book.
- Coordinate with Publicity Chair to create signs for airport arrivals and buses. In addition, help develop directional signs to buses during the conference.
- Contact public carriers for discount rates/fares.
 - Airlines
 - Rental Car
 - Bus Passes
 - Rail Passes
 - Parking facilities near/around host hotel
- Host Region/Section to underwrite costs of travel for individual receiving Robert E. Pearson Award and his/her guest.

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

- Establish Committee budget.
- Determine the times during the Conference when guest activities are appropriate.
 - Do not plan activities during the “ice breaker” reception, opening meeting and evening social activities.

- Research local activities that might be of interest to the guests of ASHE Members attending the Conference.
- Investigate the details of local activities that are considered appropriate:
 - Can it be accomplished within time restraints?
 - Is the price reasonable or can it be negotiated?
 - Does it require special equipment or clothing?
 - Do you have to commit in advance for a specific number?
- Select and make necessary arrangements for activities.
- Establish participant cost for each activity.
- Work with Registration Subcommittee to include guest activities in registration material.
- Provide transportation when necessary.
- Provide lunch/refreshments when appropriate.

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

- Identify the facilities within the Region that can accommodate the Conference requirements.
- Research prior ASHE Conferences and other professional conferences to determine the hotel price range that is acceptable. The NCC need to approve the costs that attendees will be charged for the hotel prior to signing the contract with the hotel.
- Obtain the best value for Conference attendees by:
 - Using someone experienced at negotiating for conference hotels.
 - Negotiating with more than one hotel to stimulate competition.
 - Negotiating the total package of hotel services not just the room rate.
 - Negotiating complimentary rooms for outgoing and incoming National Presidents and upgrades for National Board members.
 - Negotiate parking concessions when a conference is at a downtown area and parking is an issue
- After the Conference Host Executive Committee is satisfied with the hotel contract, submit it to the National Board for review prior to signing.
- Arrange for a National Conference Committee site visit prior to signing a contract.
- Arrange for accommodations and meet with the National Conference Committee representatives when they evaluate the site prior to signing the contract.
- After the site has been approved by the National Board, execute the contract to secure the Conference facility.
- Serve as the primary point of contact with the hotel facility.
- If parking at the hotel is not adequate, share alternate parking locations in the area of the conference hotel with conference attendees on the conference website.
- Work with other Subcommittees to identify and secure appropriate rooms for all Conference activities.

Attachment 2- Annual General Assembly/Business Meeting Guidelines

NOTE: Responsible Areas May Be Split Between Conference Chair and Co-Chair(s)

If audio/visual aids are used (such as PowerPoint), it is recommended the Conference Host provide a computer screen near the speaker, so they can see what is on the screen if it is located behind them.

(Conference Chair or Co-Chair)

- Pledge of Allegiance
- Call on Person for Invocation (typically someone from local section)
- Introduce Head Table
- Welcome to the Conference
- Call on National President

(National President Welcoming Remarks)

- Introduce National Secretary – acknowledge the remainder of National Board not at Head Table and needs to call the meeting to order

(National Secretary)

- Secretary's Report
- Roll Call of Sections (*Conference Committee Members Assist as Counters*)
- Introduce National Treasurer

(National Treasurer)

- Treasurer's Report

(National President)

- Introduce Chairperson of National Nominating Committee
(This is the Current Past National President)

(Immediate Past National President)

- Read List of New National Officers to be Installed at the Banquet and ask them to stand when their name is called. Consider providing a slide with headshots for all officers if audio/visual is available.
- Make a motion that the names be elected to their respective stated positions

(National President)

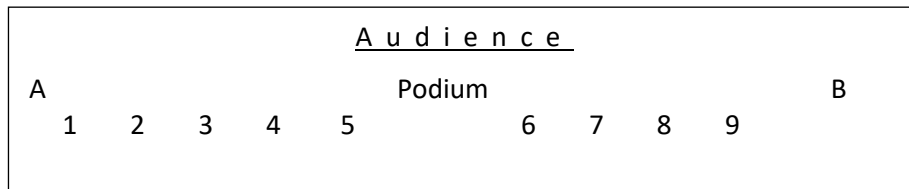
- Adjourn Business meeting

(Conference Chair or Co-Chair)

- Introduce Guest Speaker(s)
- Note Any Changes to Conference, Agenda & General Housekeeping Items
- Adjourn

Annual General Assembly/Business Meeting Guidelines

Guidelines for Head Table



A and B (United States Flag + Conference Host's State Flag)

- 1 – Person Providing Invocation
- 2 – Guest Speaker (Providing Program)
- 3 – National Treasurer
- 4 – National Secretary
- 5 – Conference Co-Chair

(Podium)

- 6 – Conference Chair
- 7 – National President
- 8 – Guest Speaker(s)
- 9 – Past National President

Attachment 3 – Luncheon Honoring Past National Presidents and Pearson Award winner Guidelines

It is recommended that the Conference Host coordinate this meeting's presentations, speakers, and format with the NCC and a representative of the National Board prior to the conference. Items such as speaking roles, content, and order of speakers/events and awards during the Luncheon Honoring Past National Presidents should be understood by all parties prior to the conference. If audio/visual aids are used (such as PowerPoint), it is recommended the Conference Host provide a computer screen near the speaker, so they can see what is on the screen if it is located behind them.

(Conference Chair or Co-Chair)

- Welcome to Luncheon Honoring Past National Presidents
- Introduce Head Table
- Invocation

(National President)

- Introduce Past National Presidents

(Have List of Names Available for Him/Her)

Lunch

(National Project Award Committee Member – this can be done during lunch)

- Conference Co-chair to introduce National Project Award Committee Member
- Brief discussion of National Project Awards
- Brief description of National Project Award winner – verify with NPAC if AV equipment is necessary here
- Call on Award Winner and Present Award

(Conference Chair or Co-Chair)

- Call on National President

(National President) – This can be moved to Friday morning if conference wishes to provide entertainment

- Read Reason for Person of the Year/Robert E. Pearson Award [Attached]
- Read Robert E. Pearson bio [Attached]
- Read Russell Horn Grant Information [Attached]
- Read Nomination Correspondence (read bio of recipient)
- Call on Recipient and Present Award

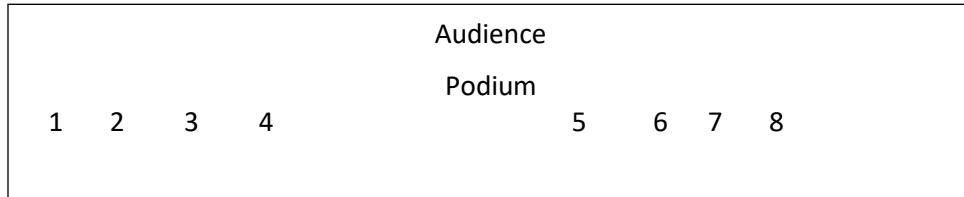
(Award Recipient)

- Acceptance – give a time limit to recipient (10-15 minutes max)
- Announce Name of Charity to Receive the Grant Monies – consider inviting someone from Russell Horn foundation to present the award

(Conference Chair or Co-Chair)

- Introduce guest speaker (if applicable)
- Adjourn

NOTE: Arrange reserved seating for all Past National Presidents (and spouses/guests/children) at the Past National Presidents Luncheon.



Head Table Seating

- 1 – National Treasurer
- 2 – National Secretary
- 3/4 – Person of Year Award Recipient & Spouse if Applicable

(Podium)

- 5 – Conference Chair or Co-Chair(s)
- 6 – National President
- 7 – Invocation Presenter
- 8 – Lunch speaker (if applicable)

Robert E. Pearson/Person of the Year Award

Sections are asked to select a nominee for this most prestigious award. Consideration is to be given, by the Section, as to whether this person is active in any highway related societies, has had impact on the highway industry statewide, that the person is willing to give up personal time for the good of the industry, and does this person have overwhelming respect of his or her peers.

Robert E. Pearson Bio

Robert E. (Bob) Pearson, PE spent his entire career in the highway industry, beginning in his home state of Alabama. He moved to North Carolina and joined the North Carolina Department of Transportation in the early 1960's to assist in the development of North Carolina's interstate highway system. He continued as a leader in roadway planning and design for NC DOT for 30 years. Upon retirement from NC DOT, he worked as a consulting engineer for The LPA Group for the next eight years, maintaining his focus on the advancement of highway design.

For ASHE, Bob was the chairman of the formation committee for the Carolina Triangle Section and served two terms as Section President in 1992 and 1993. He served as National Director from the Carolina Triangle Section from 1992 until the National Board was regionalized in 1996. He served as National Director for Region 8 in 1996. In 1997 Bob was elected National Second Vice President and was entering his term as National First Vice President at the time of his death in 1998. Bob played a key role in the formation of the Carolina Triangle, Carolina Piedmont, Tampa Bay, and Georgia Sections of ASHE. He served on numerous ASHE National Committees. Bob worked tirelessly until his death to improve and promote ASHE and to increase the stature of the highway industry.

Bob's untimely death, at age 60, robbed the highway industry of an energetic advocate and a dear friend.

Russell Horn \$1,000 Grant

A \$1,000.00 Grant is given to the favorite charity of the recipient of the Robert E. Pearson/Person of the Year Award. Russell E. Horn Sr., PE, was the Founding Father of the York, Pennsylvania Engineering Firm, Buchart Horn Inc. He was a Charter Member of the First Section of ASHE in Harrisburg, PA, and the 17th name to appear on the Original Charter.

Russell Horn Bio

Russell E. Horn, Sr. PE

Mr. Horn was a 1933 graduate of Penn State University, with a degree in Civil Engineering. He was a Registered Professional Engineer in Pennsylvania and more than 20 other states. He was a Charter Member of the Harrisburg Section, which he joined in 1958 and became a Life Member.

Mr. Horn passed away in December 2013 at the age of 101. The Russell Horn Grant will continue to be funded through the Russell and Eleanor Horn Foundation. We are grateful to Mr. Horn and to this foundation for the continued support of this grant.

Attachment 4 - Guidelines for Annual Banquet & Installation of Officers Ceremony

It is recommended that the Conference Host coordinate this meeting's presentations, speakers, and format with the NCC and a representative of the National Board prior to the conference. Items such as speaking roles, content, and order of speakers/events and awards during the Annual Banquet and Installation of Officers Ceremony/Meeting should be understood by all parties prior to the conference. The NCC will help facilitate a meeting between the necessary parties of the National Board and the Conference Host 2-3 months prior to the conference. If audio/visual aids are used (such as PowerPoint), it is recommended the Conference Host provide a computer screen near the speaker, so they can see what is on the screen if it is located behind them.

(Conference Chair)

- Welcome to Annual Banquet Dinner & Introduce Head Table
- Invocation

(Dinner)

(Conference Chair or Co-Chair)

- Call on National Secretary

(National Secretary)

- Present Gene Smith Award
- Present George Hart Award
- Present Terence Conner Award
- Present Robert Yeager Award

(Conference Chair or Co-Chair)

- Call on Present National President

(Present National President) – Work with photographer to ensure that photos can be taken of awardees with National President during presentation. If not having a head table and just podium, ensure there is table to hold the awards.

- Present Young Member of the Year Award (see [D24-YOUNG-MEMBER-OF-THE-YEAR-AWARD.pdf \(ashe.pro\)](#) for brief intro of award)
- Present Member of the Year Award (see [D25-MEMBER-OF-THE-YEAR-AWARD-GUIDELINES.pdf \(ashe.pro\)](#) for brief intro of award)
- Present Life Time Achievement Award (see [D26-LIFETIME-ACHIEVEMENT-AWARD-GUIDELINES.pdf \(ashe.pro\)](#) for brief intro of award) – Allow for Lifetime Achievement award winner to give remarks if they want to
- Present President's Award (Example of President's Award remarks are attached)
- Present Plaques to National Board Members Whose Term Ended
- Outgoing President's Remarks

(Conference Chair or Co-Chair)

- Call on Current Past National President for Installing National Officers

(Current Past National President - Installing National Officers) (**Provide Person with List of Officers & the Installation Speech** (see Operations Manual - [Microsoft Word - D12 - INSTALLATION OF OFFICERS CEREMONY OUTLINE.docx \(ashe.pro\)](#))

- Installation of Officers

(Outgoing President)

- Outgoing President Remarks
- Present In-Coming President with the ASHE Gavel
- Call on New National President

(New National President)

- Present Outgoing President with Past President's Pin and Plaque
- Incoming President Comments

(Conference Chair or Co-Chair)

- Recognition of Conference Committee Members
- Special Thanks
- Call on Future Conference Spokesperson

(Future Conference Spokesperson)

- Invite to the next ASHE National Conference

Consider providing a brief restroom break/time to get drinks if entertainment is something where people are seated and are not moving around

(Conference Chair or Co-Chair)

- Entertainment Introduction

Guidelines for Annual Banquet & Installation of Officers Ceremony

Head Table Seating:

- 1 - Conference Chair
- 2 - Conference Chair's Spouse/Guest
- 3 - National President
- 4 - National President's Spouse/Guest
- 5 - National Treasurer
- 6 - National Treasurer's Spouse/Guest
- (Podium)
- 7 - Conference Co-Chair
- 8 - Conference Co-Chair's Spouse/Guest
- 9 - Incoming National President
- 10 - Incoming National President's Spouse/Guest
- 11 - National Secretary
- 12 - National Secretary's Spouse/Guest

Please note that it is acceptable not to have a Head Table at this event if the above-mentioned people have reserved seating at tables near the front to allow for easy access to podium.

National Presidents Award

This award recognizes a member that has contributed greatly to the ASHE organization during the President's term. The National President has full discretion as to whom an award will be presented. This award is announced at the annual conference.

Sample Annual National Conference Agenda
Optional
Pre-Conference Activities Prior to Day 1 are

Day 1

The beginning times of these events are optional
- 7:00 p.m. Conference Registration Desk Open
(Where _____) Main Lobby/Convention Center
- 5:00 p.m. Golf (Optional)
- 5:00 p.m. Field Trip/Tour/Local Attractions (Optional)
1:00 p.m. - 5:00 p.m. Set-Up Exhibit Area
6:00 p.m. - 10:00 p.m. Ice Breaker/Welcome Party for Attendees & Guests
Where _____
How Paid _____
Entertainment _____
Food Arrangement/Dessert Buffet _____
Hospitality Room Open _____
Exhibits Open _____
Technical Sessions _____
Field Trip/Tours _____
Guest Program/Tours _____
10:00 p.m. - 12:00 a.m. Hospitality Room
Where _____

Day 2

7:00 a.m.-10:00 a.m. Continental Breakfast/Exhibits Open
7:00 a.m.-7:00 p.m. Conference Registration Desk Open
8:30 a.m. - 9:30 a.m. Opening of Conference/Annual Meeting (General Assembly) for Members & Guests
Where _____
Who MC's _____
Who Speaks _____
Roll Call of Sections _____
Election of National Officers _____
Secretary/Treasurer's Report _____
Head Table _____
Keynote Address _____
10:00 a.m.-5:00 p.m. Technical Sessions/Speakers
Where _____
Who _____
How Many Attendees _____

OPEN FORMAT Break/Exhibits Open
9:30 a.m. - 5:00 p.m. Guest Program/Field Trips/Tours
Where _____
What _____

Who _____
When _____
10:00 a.m.- 12:00 p.m. Section & Regional Presidents/Treasurers/Secretaries Forum by
National Board Members
Where _____
What _____
Who _____
When _____
12:00 p.m. - 2:00 p.m. Luncheon Honoring Past Presidents'/Robert E Pearson Award
Where _____
Who MC's _____
Who Speaks _____
When _____
Invocation/Pledge _____
Head Table _____
Flowers _____
How Many Attendees _____
Luncheon Program/Menu _____

(Plan for the Past National Presidents Meeting following the luncheon.)

2:00 p.m. - 5:00 p.m. Hospitality Room
Where _____
6:00 p.m. - 7:00 p.m. Host Region/Section Reception/Cocktail Party
Where _____
How Paid _____
7:00 p.m.- 10:00 p.m. Dinner/Program/Entertainment
Where _____
Who MC's _____
How Many Attendees _____
Head Table _____
Invocation/Pledge _____
Flowers _____
Menu _____
10:00 p.m.- 12:00 a.m. Hospitality Room
Where _____

Day 3

7:00 a.m. - 10:00 a.m. Continental Breakfast
7:00 a.m. - 7:00 p.m. Conference Registration Desk Open
Where _____
10:00 a.m. - 5:00 p.m. Golf Outing (Optional)
Where _____
Starting Time _____
Organizers _____
Foursomes _____

Prize Awards _____
 9:00 a.m. - 5:00 p.m. Guest Programs/Field Trips/Tours
 How Many Attendees _____
 Buses _____
 Admissions _____
 Lunch _____
 2:00 p.m. - 5:00 p.m. Hospitality Room
 Where _____
 6:00 p.m. - 7:00 p.m. President's Reception/Cocktail Party
 Where _____
 When _____
 How Paid _____
 7:00 p.m. - 9:00 p.m. Annual Banquet - Officers/Directors Installation
 Where _____
 Who MC's _____
 President's Award to Society Member _____
 Section Attendance Award _____
 Membership Increase Awards _____
 Menu _____
 Who Speaks _____
 Head Table _____
 Invocation/Pledge _____
 Flowers _____
 How many _____

9:00 p.m. - 11:30 p.m. Entertainment

Open Bar

Check Out Day

7:00 a.m. - 10:00 a.m. Continental Breakfast
 8:00 a.m. – 3:00 pm National Board of Directors Meeting
 (By Invitation Only)
 8:30 a.m. – 10:30 a.m. National Conference Committee Debriefing
 12:00 Noon-Check out time
 No Scheduled Activities
 Have a Safe Return Trip Home

National Conference Guidelines

Registration Pamphlet Check List of Items That Should Be Included:

Welcome Invitation

Brief outline of what attendees can expect at the Conference.

Technical Sessions

Topic/Speaker/Date/Time and Explanation of Program

Note that CEU's are Being Offered

Provide a Room Location if Known

Tours/Activities

Date/Time/Activity & Explanation/Cost & Note if Lunch Included

Featured Speakers

Provide Short Bio

Exhibitor Set Up

Date(s)/Cost & What is Included/Registration Form

Conference Schedule

List Date/Time of all Activities for the Conference

Provide a Room Location if Known

Featured Events

Ice Breaker Reception/Annual Business Meeting/Luncheon Honoring Past Presidents /Special Evening Dinners/Banquet Dinner *(Note type of attire required at each event.)*

Sponsorship

Breakdown of Each Type of Sponsorship/Cost/Extras Included with Each Level

Type of Artwork is Acceptable (i.e., Digital in .tif, .jpg or .eps format on disk, CD, or e-mail.

Include Form to Complete - Where to Submit Form - Make Check Payable To

Golf Outing

Golf Course/Date/Time/Cost & What is Included/Registration Form

Registration Form

Name/Mailing Address/Telephone Number/E-Mail Address

Company/Agency

ASHE Member (Y-N)/Section Name

National Board Member Position (If Applicable)

Past National President (Y-N)

Conference Sponsor (Y-N)

Exhibitor (Y-N)

Need Any Special Access/Mobility Requirements (Please Explain)

Need Any Special Dietary Requirements (Please Explain)

Spouse/Guest Attendee Information - Name/ASHE Member (Y-N)/Section Name

Children Attending with Registrant - Name

Discount Cutoff Date to Register

Refund Policy and Cutoff Date

Cost List

- ASHE Member
- ASHE Member - Government Discount
- Non-ASHE Member
- Qualifying Sponsor/Exhibitor
- Spouse/Guest/Children
- One Day Registration
- Each Day
- Technical Sessions
- Tours Separated
- Breakfast
- Dinners
- Special Events (Luncheon Honoring Past Presidents /Banquet)

Hotel Information & Directions

Name/Location/Telephone & Fax Numbers

Room Rate

Available Parking (Cost If Applicable)

Note Shuttle Service (If Applicable)

Directions

Overflow Accommodations (If Needed & Note 1st Come Basis)

Mailing Address for Completed Registration Form & Check Payable To

Websites of Local Area (if applicable)

Note to Sections/Region/Section to Provide Their Banners (Include Mailing Instructions)

Airlines and/or Car Rental Discounts (if applicable)

Parking Information (if applicable)