

Take Action	Establish Due Date	Note When Completed	201X ASHE Conference Action Plan Description	Committee Assigned Task
3 Yrs. Out			Establish Dates of Conference	Region
			Select Conference Chair & Co-Chair	Region
			Develop Conference Committee Chairs	Chair & Co-Chair
			Obtain General Liability Insurance (Minimum of \$1 Million) to Cover Participants and National	
			Establish Web Site, Domain Name, & Host	Web Site
			Select Facility, Obtain Tentative Contract, National Review/Approval, & Sign Contract	Facilities
			Develop Theme and Logo	Conference Chairs
			Request Advance Funds (\$3,000) from National	
			Prepare Tentative Budget with Input from Each Committee	Finance
		Establish Conference Checking Account	Finance	
2 Yrs. Out			Develop Tentative Conference Agenda - 3-Day Conference Format	Conference Chairs
			Select Printing Company for Program Book, Design Letterhead, and Envelopes	
			Discuss Registration Procedures and Attendee Gifts	Registration
			Develop Tentative List of Sessions, Speakers, and Project Tours	Technical Program
			Compile List of Potential Exhibitors	Exhibits
			Compile List of Potential Sponsors	Advertising
			Guest Programs - Review and Consider Various Tours and Entertainers	Guest Program
			Golf - Arrange for Course(s) - Determine Details and Prizes	Golf
		Determine & Purchase Advertising Items to Distribute at Future National Conference	Conference Chairs	
1 Yr. Out	January		Hotel Space - Review Floor Plans and Activities for Conflicts	Facilities & Exhibits
	January		Refine Technical Program Sessions and Develop Technical Tour(s)	Technical Program
	January		Select Attendee(s) to the Current Year's Conference to Handle Exhibit Booth	
	January		Determine What Company will Handle Online Registrations	Registration
	January		Prepare ad for publishing in this year's National Conference Program Book.	Publicity
	January		Invite National Board to Facility for their October Meeting	
	March		Order Letterhead/Envelopes	Advertising
	March		Determine Mailing Method (Bulk or Standard Postage)	Advertising

	May/June	Attend Current National Conference to Handle ASHE Exhibit Booth to Promote Your Conference	
	April	Prepare and Submit Ad for Fall Issue of SCANNER due in June.	Advertising
	June	Link Conference Web Site to National	Web Site
	June	Determine Nomination Candidate for Robert Pearson/Person of Year Award	
	September	First Mass Mailing for Sponsorship/Exhibits/Program Advertising	
	September	Develop "Draft" Conference Agenda, Activities Brochure, & Registration Form & Submit to National Conference Committee for Review and Approval	Registration
	September	Send Program Book Advertising Request to All ASHE Sections & Other Agencies	Advertising/Program
	September	Prepare Page Ad for Golf Registration	Golf
	October	Develop Mailing List (Database) - Obtain from National Secretary	
	October	Prepare article for publishing in spring issue of the SCANNER.	
	November	Confirm Entertainment for Banquet Dinner, Etc. and Sign Contracts	
	November	Attend Other Conferences to Advertise ASHE National Conference	Advertising
	November	Confirm Technical Program Agenda (Speakers Bios and Topics)	Technical Program
	November	Follow-Up on Ad Solicitations	Advertising
	November	Submit article for publishing in the spring issue of the SCANNER.	Advertising
	November	Submit Conference Registration Form to SCANNER for spring issue (submission due January 15)	Advertising
	December	Develop Final Conference & Activities Registration Form	Registration
	December	Develop "Draft" Conference Brochure	Advertising
	December	Select Gift Items for Attendees, Golf Participants, and Guest Speakers	
5 Mths.	January	Confirm Transportation/Bus Costs (Coordinate with Technical & Guest Committees)	Transportation
	January	Establish Food and Menus	
	January	Encourage Firms' Sponsorship via Personal Contacts	
	January	Second Solicitation for Exhibitors	Exhibits
	January	Conference Brochure to Printer	Publicity
4 Mths	February	Initial Mass Mailing of Conference Brochure & Registration	Publicity
	February	Start 'On-Line' Conference Registration	Web Site
	February	Confirm Technical & Guest Tours	Technical/Guest
3 Mths	March	Send Letter to Speakers Acknowledging their Speaking Date and Time	Technical Program
	March	Confirm Transportation/Bus Service	Transportation

	March	Send Letter to Sponsors & Exhibitors with Registration Form (Identify their "Free" Entitlements)	Reg./Adv./Exh.
	March	Solicit Volunteers to Assist with Conference Activities	
	March	Send Letter to Exhibitors with Specific Instructions (Equipment, Hookups, Etc.)	Exhibits
	March	Compile Information & Ads for Program Book	Advertising/Program
	March	Confirm Entertainment at Various Events	
	March	Send Letter to Sections/Regions to Provide their Banners for Display at Conference	
2 Mths	April	Conference Program Book to Printer (Hold Off as Long as Possible to Accommodate Changes)	Advertising/Program
	April	Order all Registration Gifts, Prizes, Speaker Gifts, Golf Gifts, Etc.	
	April	Arrange for Digital Photos to be Taken at Various Functions	
Deadline	May	Prepare Signs & Posters	Various
	May	Assure Gifts & Prizes Have Been Received	
	May	Obtain Hospitality Room Supplies	Guest Program
	May	Provide Hotel/Caterer with Head Count for Various Meals	
	May	Coordinate with National on Past National Presidents Luncheon & Annual Banquet Presentations	
	May	Discuss Seating Arrangements for Various Dinners with Hotel	
	May	Develop Agendas for Various Dinners	
	May	Distribute Assignments to Volunteers - Area Coverage and Shifts (Need Several People)	
	May	Golf - Establish Foursomes, Scoring Rules, Handouts, etc.	Golf
	May	Ensure CEU/PDH/CPC Units are Available for Attendees at Technical Sessions	Technical Prog
	May	Assemble Registration Packets, Name Tags, List of Attendees	Registration
	May	Treasurer to Prepare Selected Checks for Conference (Do Not Endorse till Turned Over)	Finance
		Take Digital Photographs at Selected Conference Events	
		ASHE National Conference - Day 1	
		ASHE National Conference - Day 2	
		ASHE National Conference - Day 3	
		ASHE National Conference - National Board Meeting Held Morning Following Banquet	
	June	Send Thank You Letters to Speakers, Printer, Etc.	
	June	Hold Close-Out Meeting with Conference Committee Chairs	
	June	Develop Summary Article and Photos for SCANNER Following Conference & Submit	
	June	Develop Summary Binders for Distribution to National & Future Conference Hosts financial audit	Audit
	June	Prepare Financial Audit	Finance

June	Distribute Conference Profits Between Sections and National	Finance
Sept./Oct.	Develop Report to National on Conference & Return Advanced Funds to National	