

Conference

Theme/Logo

Work in conjunction with your President to ascertain any ideas for possible conference theme or logo. The location, recent events, anniversary year, personal preference may be taken in to consideration in creating an overall theme. If possible, try to have this tentatively decided by the first conference committee meeting – thereby giving the committee some direction.

Design the logo to fit the theme. Keep in mind the visual appeal for web & printing opportunities (program, name badges, conference giveaways, etc.).

Work to get out the theme and logo finalized as soon as possible in early Fall.

Agenda

First, work with the committee and your President to ascertain the basic flow of the conference agenda. REMEMBER, you do not have to keep the exact same schedule of events as has been done in previous years; however, be careful that you work with the hotel as space has already been reserved for specific dates/times of tentative events.

Begin to establish a basic master schedule of events - Opening, Keynote, General Sessions, Special Events, Meals, etc. Begin to keep this in an excel spreadsheet that can be continually updated as the year progresses.

See “SASFAA Master Schedule” (attachment 17).

Speakers

Keynote

Start in July with potential keynote speakers and make arrangements to sign a contract as soon as possible. Work with your President to determine how the conference should open – Humorous, Inspiring, Timely Information, etc. This is key as you want to start the conference on a strong note.

Based on other expenses for the conference, have a budgeted figure in mind to allow for your keynote, but be a little flexible. Review payments for keynotes in previous years and be sure to include cost for speaking as well as travel expenses.

Other General Session Speakers

Again, keep in mind your budget when securing speakers. You may obtain help from another committee (such as Diversity) in covering the cost for a general session speaker. Speakers from the Department of Education and NASFAA are not paid.

Concurrent Session Speakers

Try to obtain concurrent session speakers “in-house”. Typically, they are not paid to come and speak; however, special circumstances might allow you to cover some travel or room expense (but do not make this a regular practice).

Presenter Guidelines

Make sure all presenters receive the presenter guidelines and follow-up with specific information. Items needed early are the session description and AV needs. Follow up with the date, time & location of session.

See “SASFAA Presenter Guidelines” (attachment 18)

Moderator Guidelines

Moderators will be needed to every concurrent session. Utilize the Volunteer list as well as current State Presidents to serve as potential moderators.

See “SASFAA 2006 Moderator’s Guidelines” (attachment 19)

Concurrent Sessions

Send out a “Call For Sessions” to the listserv in June or July in to have a beginning list for the first conference committee meeting.

See “SASFAA 2006 Call for Sessions” (attachment 20)

At the first conference committee meeting, review the sessions you have received as well as what may have been listed on Evaluations.

You will need to decide how many total sessions you wish to have, how many may need to be repeated, and how many sessions by category (e.g. Department of Education, Hands-On, Technology, New Aid Officer’s, Personal/Professional Development, Issues & Trends, etc.)

See “SASFAA Concurrent Session Information” (attachment 21)

Printing

Decide early the type of printing to be done as well as the style (i.e. size of the program, print paper, etc). Typically, we have done three (3) major printed pieces: A pre-conference postcard, the Conference Program, and the Pocket Directory.

The **pre-conference postcard** is mailed in November, directing the membership to the website for details and registration. This is usually a piece highlighting the theme and logo, maybe providing information on the keynote speaker, and basic information regarding registration and hotel reservations.

See “SASFAA 2006 POSTCARD1” (attachment 22)

The **Conference Program** is a HUGE undertaking. Some of the basics can be done early, but your conference agenda must be pretty set – including speakers & session descriptions – prior to it going to print by early to mid-January. Some of the items needed are as follows:

- Letter from President/Conference Chair
- Letters from the State’s Governor and City’s Mayor
- Basic Conference Information
- Hotel Information
- General Session Speakers (picture & bio)
- A Concurrent Session Chart
- Electronics Labs/Sessions
- Agenda
- SASFAA Information
- Hotel Layout
- Exhibit Layout
- Vendor/Sponsor Section
- Ad for Next Year’s Conference

See “SASFAA Program Details” (attachment 23)

The **Pocket Directory** is a shortened version of the agenda (no session descriptions) and hotel layout information for attendees to use at a glance. It should be printed at the same time as the Conference Program.

[The Conference Program and Pocket Directory have been printed by Kwik Kopy in Newport News VA (757-873-1406)]

Charity

Work with the Local Arrangements Chair(s) and your President to offer ideas for the Conference Charity to be decided on by the Conference Committee. A Charity sub-committee of Local Arrangements should begin working as soon as possible in the Fall to finalize details, prepare information for the website, and plan/execute the charity event at the conference, to include setup/process of donating as well as designating someone to speak on the charity's behalf.

As a gift to the Board, Conference Committee and General Session Speakers, the President and Conference Chair have made a donation to the charity in place of purchasing gifts for at least the past two years. In 2006, the amount donated was \$2,000.

See "SASFAA Donation" (attachment 24)

Invitations

Invitations to special events have been made in the past to specific groups of people and for specific events as follows:

Past SASFAA Presidents (breakfast or luncheon) – MAIL

See "SASFAA Past President's Data" (attachment 25)

President's Appreciation Reception (Sat.) – HAND DELIVER

First Timer's Reception – CONF. PKT

New Aid Officers' Reception – CONF. PKT

Vendor/Sponsor Reception – HAND DELIVER

President's State Assoc. Members – CONF. PKT

Rather than special printing these invitations, purchase pre-printed and perforated invitation paper to create your own.

See "SASFAA Invitations" (attachment 26)

Registration

Be aware that the following SASFAA members are granted a complimentary conference registration: President, Treasurer, Conference Chair, Membership Chair, and Vendor/Sponsor Chair. In addition, we do not charge registration fees for our General Session speakers, Interregional Visitors, nor the Department of Education personnel.

There should be two separate registration areas – one for those who have pre-registered and one for on-site registrations. Members will pick up their Conference Packet, name badge and conference “giveaway”.

Conference Packets are “stuffed” on Friday (late morning) prior to the opening of the Conference. Local Arrangements is responsible for securing local volunteers for this activity. All materials to be placed in the conference packets (including the Conference Program and Pocket Directory, prior year minutes, Treasurer’s report, local area information, etc.) must be at the hotel no later than Friday morning. Items to be shipped will be coordinated with either the hotel or the storage company.

Name Badges are provided by the Membership Chair and should be on site by Thursday afternoon prior to conference. [***One of your early decision items is to select the style and size of name badge.***] This is a tedious process for the Membership Chair, Vendor/Sponsor Chair, and Conference Chair (or Chair-elect) to get the appropriate ribbons and stickers with the name badges.

Ribbons – SASFAA has ribbons name badges for specific groups of individuals, as follows:

- Executive Board
- Conference Committee
- Past SASFAA Presidents
- Vendors (various levels)
- Speakers

Stickers – SASFAA has been designating other groups of people with stickers (the sticker design to be selected and purchased by the conference chair):

- New Aid Officer Workshop Attendees
- First Time SASFAA Conference Attendees
- Host State Attendees
- Special Dietary Needs

Conference “Giveaway” – SASFAA has presented each attendee with a substantial “giveaway” such as a padfolio, knapsack, tote, etc. The decision on the type of giveaway should be made as early as possible, so that it may be ordered no later than early January.

Signage

Although the hotel may have electronic boards for signage, SASFAA has purchased generic signs to be used on easels to assist in directing attendees to the correct rooms.

We have specific signs for Registration, Election/Voting, Community Service Project, and Computer Lab, as well as generic signs where we can place inserts for special events/sessions.

“Script”/Event Notebooks

You should put together an Event Notebook for the Annual Conference for the following people:

President
Vice President
President-elect
Conference Chair
Conference Chair-elect

The Event Notebook should contain the Master Schedule, an Event Summary, and the “Script”, and should be divided into days. The Master Schedule outlines all details (event, room, AV, food, responsibilities, etc.). The Event Summary gives a working agenda of events during the conference that need to be attended by the President (including some comments). The “Script” are the formal remarks to be made by the President for all general events.

**See “SASFAA Event Summary & Script – President”
(attachment 27)**

Seating/Name Tents

Name Tents are to be placed on the Head Table for all General Sessions. Create name tents for those to be seated at the head table at any point during the conference and have a schedule to distribute so that all those involved know when and where to sit. [BE SURE TO PICK UP THE NAME TENTS AFTER EACH EVENT SO YOU WILL HAVE THEM FOR THE NEXT EVENT.]

**See “SASFAA Head Table Seating” (attachment 28)
See “SASFAA Name Tents” (attachment 29)**

Conference Shirts w/ Logo

You will need to decide a style for and order the conference shirts to be given to the Conference Committee, the Executive Board, the Professional Advancement Committee, and select others (e.g. President-elect Trainers, Videographer, Interregional NASFAA visitors, Hotel Staff in Sales/Catering, etc.

See “SASFAA Conference Shirts” (attachment 30)

For SASFAA 2005, black titan twill long sleeve shirts with the SASFAA logo in white stitching were ordered. For SASFAA 2006, royal blue titan twill long sleeve shirts with the SASFAA logo in white stitching were ordered.

Sample Conference req list

Last Name	Badge Name	Institution	City	State	Institution Type	Dietary Needs	New Aid	Frist Conf	Ribbon	Sticker
Abernathy	Mike	Collegiate Funding Services	Wilmington	NC	Lender					
Abraham	Jan	TG	Rockville	MD	Guaranty Agency					
Adams	Dorenda	Alabama State University	Montgomery	AL	Public (4 Year)					
Adams	Vickie	Jacksonville State University	Jacksonville	AL	Not Specified					
Adams	Ron	High Point University	High Point	NC	Public (4 Year)			1		
Alghani	Carmen	SunTrust Education Loans	Port Orange	FL	Lender					
Ahmad	Ahmad	Collegiate Funding Services	Fredricksburg	VA	Lender			1		
Aiken	Robin	Brenau University	Gainesville	GA	Public (4 Year)			1		
Akins	Lenny	AmSouth Bank Student Lending	Starkville	MS	Lender					
Alapack	Aimee	American Education Services	Harrisburg	PA	Guaranty Agency			1		
Albright	Amanda	Alamance Community College	Graham	NC	Not Specified			1		
Aldridge	Clark	Collegiate Funding Services	Alabaster	AL	Lender				Bd & PSP	
Alexander	Kim	TG	Round Rock	TX	Guaranty Agency			1		
Allen	Jocelyn	Access Group, Inc.	Wilmington	DE	Lender			1		
Alman	Jennifer	Virginia Community College Sys	Richmond	VA	Not Specified			1		
Alteri	Diana	TERI Education Loans	Boston	MA	Lender			1		
Amato	Roseann	USA Funds Services	Winter Springs	FL	Guaranty Agency					
Amey	Judi	Institute for Psychological Science	Arlington	VA	Graduate/Professional					
Anderson	Chuck	Hazard Community and Technical	Hazard	KY	Not Specified					
Anderson	Craig	Chase	Indianapolis	IN	Lender					
Anderson	Tom	American Education Services	Jacksonville	FL	Guaranty Agency					
Anderson	Michele	West Asset Management	Fredricksburg	VA	Other					
Andrews	Rod	Bank of America Student Bankin	Jacksonville	FL	Lender	seafood allergy				
Andrews	Elaene	KeyBank USA/Key Education R	Charlotte	NC	Lender					
Angheloni	Suzanne	PNC Bank	South Park	PA	Lender					
Angle	Ruth	National Aviation Academy	Clearwater	FL	Not Specified					
Antworth	Theresa	Florida Department of Education	Tallahassee	FL	Government Agency			1		
Arauz	Pat	University of Louisville	Louisville	KY	Public (4 Year)			1		
Armour	Vernessa	Oakwood College	Huntsville	AL	Independent (4 Year)	No Pork				
Asalon	Penny	Northern Kentucky University	Highland Heights	KY	Public (4 Year)					
Ayers	Bill Ayers	Sallie Mae	Tampa	FL	Lender					
Ayers	Judy	Davidson County Community Cd	Lexington	NC	Public (2 Year)			1		
Ayestas	Carlos	National Education	New Orleans	LA	Lender					
Babcock	Jonathan	Edamerica	Knoxville	TN	Lender					
Baker	Ben	University of North Alabama	Florence	AL	Public (4 Year)					
Bannerman	Vernestine	North Carolina Central University	Durham	NC	Public (4 Year)					
Barksdale	Cedric	North Carolina State University	Raleigh	NC	Public (4 Year)					
Barnes	Jonathan	NellieMae	Baton Rouge	LA	Lender					
Barnes	Melissa	Norfolk State University	Norfolk	VA	Public (4 Year)					
Barnes	Takella	College Foundation, Inc	Raleigh	NC	Lender			1		
Barnett	Brad	James Madison University	Harrisonburg	VA	Public (4 Year)				Bd	
Barnett	Nancy	Financial Aid Services	Atlanta	GA	Other	Vegetarian				
Barnhart	Jerolyn	Florida Department of Education	Tallahassee	FL	Government Agency			1		
Barree	Zita	Edamerica	Chesterfield	VA	Lender					
Barree	Michael	Longwood University	Farmville	VA	Public (4 Year)					
Barrie	Debbie	Western Piedmont Community	Morganton	NC	Not Specified			1		

SASF AA Conference
Sign Placements

Sunday, February 12, 2005

Sign	Time	Location	Event	Display Information
Blank	morning	Hotel Lobby	Direction	Arrow
Blank	morning	Hotel Lobby	Direction	Arrow
Hos/Com Suite	8:00 - 5:00	Arrowhead	NCASF AA Hospitality Suite	NCASF AA Hospitality Suite Open 8:00 am - 5:00 pm
Comp Lab	9:00 - 5:00	Biltmore	Computer LAB	Open 9:00 am - 5:00 pm; Sponsored by (NCSEAA)
Exbit Area	8:00 - 12:00	Guilford DEFG	Exhibit Area	Vendor Area Setup 8:00 am - 12:00 pm
Exbit Area	1:00 - 4:45	Guilford DEFG	Exhibit Area	Exhibits Open 1:00 pm - 4:45 pm
Reg	9:00 - 4:45	Registration 5 & 6	Conference Registration	Registration Open 9:00 am - 4:45 pm
Blank	8:00 - 5:00	Carolina	Conference Headquarters	Conference Headquarters
Blank	8:00 - 5:00	Carolina	Conference Headquarters	Refreshments sponsored by Collegiate Funding Services (CFS)
Blank	8:00 - 4:00	Auditorium III	NAO Meeting	New Aid Officers Meeting 8:00 am - 4:00 pm
Blank	8:00 - 4:00	Auditorium III	NAO Meeting	Breakfast and Breaks sponsored by Academic Management Services (AMS)
Blank	8:00 - 3:00	Old North	State Presidents Elect Workshop	State President Elect Workshop 8:00am - 3:00 pm
Blank	8:00 - 3:00	Old North	State Presidents Elect Workshop	Breakfast and Breaks sponsored by Wachovia
Blank	1:00 - 3:00	Heritage AB	Long-Range Planning Committee Meeting	Long-Range Planning Committee Meeting 1:00 pm - 3:00 pm
Blank	5:00 - 7:00	Guilford B	Opening Session	Opening Session 5:00 pm - 7:00 pm
Blank	5:00 - 7:00	Guilford B	Opening Session	Opening Speaker sponsored by College Foundation, Inc.
Blank	8:30	Club Fifth Season	Dance/Relax	Dance/Relax 8:30 pm - ?
Blank	8:30	Club Fifth Season	Dance/Relax	Event Sponsored by College Loan Corporation
Blank	12:00 - 1:00	Victoria BC	NAO & State Presidents Elect Luncheon	New Aid Officers & State Presidents Elect Luncheon 12:00 - 1:00 pm
Blank	12:00 - 1:00	Victoria BC	NAO & State Presidents Elect	Lunch sponsored by Academic Management Services (AMS) and Wachovia
Blank	7:00 - 8:30	Club Fifth Season	Presidents Reception	President's Reception 7:00 pm - 8:30 pm
Blank	7:00 - 8:30	Club Fifth Season	Presidents Reception	Reception co-sponsored by Bank of America
Blank	1:00 - 3:00	Morehead	By-Laws Committee Meeting	By-Laws Committee Meeting 1:00 pm - 3:00 pm
Com Serv Proj	morning	TBD	Community Service Project	Victory Junction Gang Camp (VJGC)
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