

## **LandWarNet (LWN) / Tampa TechNet Excom Meeting June 23, 2009**

### **Attendees:**

Gen John Dubia	Steve Strippoli
COL Pete Gallagher	Mary Allison Yourchisin
Brandt Cosgrove	Craig Stepp
Maureen Fuller	Jay Rose
Carl Bass	Carol Schweitzer

### **Results of Tampa TechNet 2009:**

- Overall Loss for AFCEA International
- Down \$110,000 from 2007 (primarily due to lack of exhibit and patron sponsor sales)
- 2007 the event Net was \$44,000 (International and Pelican Chapter took at 50/50 split)
- Dubia and Strippoli are going to request for the Pelican Chapter to receive \$20,000 and hope for no less than \$15,000

### **Results of LandWarNet and the Pelican Chapter involvement:**

- Agreed to have an annual participation
- Pelican Chapter will receive a “retainer fee” each year regardless of the success of the event
- The amount will be known upfront and distributed to the chapter one week following the event
- Dubia and Strippoli will request the Pelican Chapter to receive \$30,000 and will not accept less than \$25,000

Please see below regarding the involvement the Pelican Chapter will undertake as well as the advantages this opportunity will offer:

- Provides 40+ Volunteers @ Conference
- One (1) lunch @ LWN is “AFCEA Pelican Chapter” luncheon
  - Overall lunch sponsor is identified by AFCEA HQ’s
  - Chapter Corp table buyers each have table with company name
  - Chapter receives greater visibility from LWN lunch than monthly chapter lunch as well as greater visibility for potential membership (ind & corp)
  - Chapter publicizes well in advance
  - AFCEA HQ’s identifies this lunch as HB South Florida Chapter
  - Chapter presents scholarship(s) or awards at lunch
  - Speaker is the Army CIO/G-6
- Chapter mans the AFCEA Booth jointly with AFCEA HQ’s to include providing Chapter-specific hand-outs
- Chapter is provided a check after event is closed out --- “Thank you for assist”
- Chapter host Golf Tournament ICW conference – 100% Net to the Chapter
- AFCEA HQ’s advertises tournament with link to Chapter
- Golf Tournament administration – Committee

- Additional revenue – golf tournament and thank you check for Volunteers' work at conference
  - No program development committee work
  - Lunch
    - venue change – MacDill to Tampa CC
    - likely greater attendance
    - Speaker set – Army CIO/G-6
  - Publicize as part of regular publicity campaign
- Key Advantage: Greater visibility for Pelican Chapter with less planning workload on annual basis 😊**