

# National Guard Executive Directors Association



## NGAUS CONFERENCE USER GUIDE FOR EXECUTIVE DIRECTORS

October 2024  
NGAUS CONFERENCE USER GUIDE  
FOR EXECUTIVE DIRECTORS

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# NGAUS CONFERENCE USER GUIDE FOR EXECUTIVE DIRECTORS

## INTRODUCTION

This guide is offered by the National Guard Executive Directors Association (NGEDA) to assist association Executive Directors (ED) in coordinating and overseeing their association's participation in the National Guard Association of the United States (NGAUS) annual general conference. Use of this guide is strictly voluntary and does not presume to offer a complete or better solution for an effective and successful NGAUS conference than policies currently used by the associations.

This guide captures helpful hints and suggestions that have proven successful for some in the planning and execution of their association's attendance at the NGAUS conference.

## PRELIMINARY PROCEDURES AND INFORMATION PHASE (JANUARY – MAY)

There are a number of requirements to be accomplished by the Executive Director to ensure that his/her association has an enjoyable and rewarding NGAUS conference experience. The first phase begins at the NGEDA conference and ends after returning home from the conference.

**1. NGEDA CONFERENCE.** Traditionally convened during the month of January, and conducted at the site of the upcoming NGAUS conference and starts the planning for that year's event. Executive Directors will interact and discuss ideas with other ED's, association officers, NGAUS staff, and corporate entities in attendance. The NGEDA board of directors is responsible for selecting the hotel in the host city to conduct the Annual NGEDA Conference. The following preliminary guidelines are offered:

a. Hotel Visits. Host State (HS) Planning Committee will schedule hotel visits to those hotels they have contracted with for sleeping rooms and hospitality suites for the NGAUS Conference. Rates for sleeping rooms and hospitality suites have already been determined by the HS Housing Committee. Be aware, there may be additional fees such as state and city taxes, resort fees, parking fees, over and above the room rate. The HS will consider past trends for "used" not "requested" rooms when contracting hotel room blocks. The HS should contract for a variety of suite sizes as depicted in the attached example floor plans for small, medium, and large suites. The hotel selection checklist on page 15 may be helpful in selecting the hotel for your state delegation, note pads, smart phones and cameras may be of help as you try to remember each hotel and various room layouts. HS will have already made arrangements with each hotel pertaining to allowing food and beverage to be brought into your hospitality room.

b. Host State Responsibilities. The HS will be responsible for setting up three (3) rooms which will be used for the hotel selection process. The HS staff will work with the NGAUS Housing Bureau (Lamont Company) and the hotel AV staff to ensure these set-up requirements are met.

1. Staging Room: this room or a dedicated space is established for state

representatives to see an overview of the hotel inventory status. This space will include a large flat screen TV with a live feed to the hotel room/suite inventory, a flat screen TV showing which state is making their hotel selection and which state is on deck and provide tables and chairs for state representatives.

2. Selection Room: this room will be staffed with HS Housing Committee, NGEDA Room Representative, and representatives from Lamont Company. In this room each state will select their hotel and the number of rooms in the block based on their 4-year history of usage. The state may also select only one hospitality suite. Additional suites may be requested after all states/territories have completed their initial hotel room/suite selection. This room will include a flat screen TV with a live feed to the hotel room/suite inventory, and sufficient tables and chairs for support staff. Each state will receive a written receipt listing their hotel, number of sleeping rooms, and suite name, if a suite is selected.
3. Contracting Room: In this room the Executive Director or designated state representative will pay a deposit for their room block which is currently \$100/sleeping room and \$200/hospitality suite. Payment can be made with a check or credit card as determined by the HS. Each state will receive a paper receipt for their payment. The HS has the option of not collecting a room deposit which eliminates the need to return funds to the states after the NGAUS Conference.

c. Hotel Selection. After your hotel visits, the process begins with the selection of your hotel usually the next morning. The HS, the shadow HS, and the NGAUS room/suite blocks shall be removed from the hotel blocks prior to the hotel lottery. Each state will be scheduled a time to visit the Host State Rooming Committee based on your lottery number from the previous year's NGEDA Conference. The HS will set-up a large flat screen TV in the NGEDA meeting room for the benefit of State EDs to know which state is selecting their hotel and which state is on deck based on the hotel lottery for that year. The HS may also consider a "live feed" link for the convenience of allowing state reps to monitor the hotel selection inventory from a phone, iPad or laptop. Prior to your assigned time, you will have the opportunity to review the available inventory of remaining rooms and suites. NGEDA uses a four (4) year rolling average of rooms requested and used in the four (4) previous NGAUS Conferences. Each state, territory and DC will be provided a copy of their four (4) year averages prior to the NGEDA Conference. Those numbers are strictly used as

guidelines for each state, territory and DC. Any deviations of these numbers will be determined by the HS Rooming Chairman. Each state, territory and DC will be provided a form for selecting their hotel, number of sleeping rooms and hospitality room by name and number, place in order top three (3) hotels. If more than three hotels are available, you may select in order more than three. Any additional request for items for your hospitality room need be mentioned on the selection sheet, i.e., second attached bedroom if available, just make sure you know what you are requesting. Information will be provided if paying by check who to make the check out to, and if they can except credit cards. All payments are due when reserving your sleeping and hospitality rooms. Once your hotel selection is confirmed, at your convenience, return to that hotel and meet the appropriate staff you will be working with to coordinate your stay. **States and territories are not permitted to go "off the grid" and negotiate additional rooms and/or suites with their assigned hotel without first coordinating with the HS Rooming Chairman.** Suggest meeting with the director of sales or catering/banquet and room service director to coordinate food and drink for your hospitality room. Exchange business cards to help when it is time for direct coordination.

**2. FOLLOWING THE NGEDA CONFERENCE.** Additional information from NGAUS will be provided to the states following the NGEDA conference. You may be answering NGAUS conference email and meeting early conference deadlines concurrently with your own state association conference preparation and execution.

a. NGAUS Conference Registration. In February, the NGAUS registration committee will provide (1) the official NGAUS conference registration information/program software via e-mail, (2) a registration and housing instruction letter listing hard deadline dates that must be met using the registration program software, and (3) a sample conference registration form that you will modify to fit your state association circumstances. The modified registration form will allow your association members to register for the conference through you. You will collect the monies and registration forms in your state and provide that information via the official conference software program and send it electronically. Note that some events cost extra, and you will want to recover the \$100 room deposits you paid at the NGEDA conference, so be sure to collect all monies required. Your registration form should include payment method options and deadline date for return of completed forms to you. You may want to show the total actual hotel room charge, including room tax/resort fee, as opposed to the basic room rate. You also have the option to add a line on your registration form assessing a small fee to each of your state delegates to help offset the cost for food and beverage in your hospitality suite. Make the registration form as user friendly as possible. Finally, print copies of all your registration reports and bring those to the NGAUS conference.

b. NGAUS Resolutions. You should receive e-mail from NGAUS headquarters in the April timeframe reminding you that the deadline to submit proposed resolutions to NGAUS is 1 July.

c. NGAUS Awards Program. You should receive information about the NGAUS awards program in the April timeframe. Should you wish to submit a nomination(s) for a NGAUS award, that information is your guide. The NGAUS website Awards link is another good source of information. The NGAUS awards program POC is Mr. Rich Arnold, 202-454-5301 or [richard.arnold@ngaus.org](mailto:richard.arnold@ngaus.org).

d. Official Conference Call Letter. You will receive the official call of the NGAUS General Conference from the NGAUS president in the May timeframe. You should print, read and keep that information handy. In addition, visit the NGAUS website often for updated information concerning the conference, especially the conference schedule of events that provides information about the day-to-day activities.

e. Officer Development Program (ODP). Your state Adjutant General should receive information from NGB in the May timeframe concerning the officer development program (OPD). NGAUS has been asked to provide a copy of that information to association Executive Directors as well; however, if you do not receive that, request a copy from your Adjutant General or contact NGAUS and ask for the information. Again, that information should arrive in May; however, it is sometimes later and does not allow much time to disseminate the information and receive nominations of officers to attend the NGAUS conference to participate in the program.

f. By-Laws Changes. All proposed by-laws changes are due at NGAUS the first week of June each year. The NGAUS by-laws point of contact is listed on Page 16 under

## Points of Contact.

g. Administrative Leave Requests. In accordance with your state's human resources office (HRO) directives, NGB administrative leave/permissive TDY for full time technician/AGR personnel may be granted to members attending as delegates to the NGAUS conference.

h. Executive Director as POC. As Executive Director, you are the main point of contact (POC) for conference attendees from your state. However, you may delegate certain POC responsibilities to others to reduce your workload. Questions will arise prior to and during the conference that your members will expect you to answer or know where to get the answers. It may be helpful to make a folder or three ring binder for all preliminary information and future data. That will give you a one stop location for information to answer inquiries and remind you of what you have coordinated.

We are now well into June, and you can really start putting your own special signature on your association's participation at the conference. Your imagination and of course, your budget, will determine how much you can provide for the enjoyment of your state's delegation.

## **NGAUS CONFERENCE REGISTRATION SOP**

### **PREPARATION PHASE**

(JUNE TO CONFERENCE TIME)

There are still deadlines to meet, particularly registration and hotel room reservations as well as hotel room deposit refund dates. Also, there is still time to consider some rewarding options to make participation at the conference a great experience for your members. Detailed below are the remaining requirements and some ideas that can be added to the conference experience. You will have to determine if the extras are affordable and whether you are willing to put forth the effort to provide them.

1. Conference Requirements. There are some very important deadlines that you do not want to overlook; those dates are normally in the June-July-August timeframe. Refer to the NGAUS registration and housing instruction letter for those deadlines.
- a. Registration. Ensure you comply with the NGAUS conference registration final submission date, which is normally end-of-July/beginning of August timeframe. The Housing Bureau (registration software portal) will provide a registration link with log in and password information to each state association. The registration software will require that the officer is a current NGAUS member with your state. You can register the officer (and guest/guests) at the same time or add the guest at a later date. The registration software will ask for address/cell phone/email, arrival & departure dates, mode of transportation, events (Governor's reception, banquet, spouse's reception, golf outing, 5K run). You also will indicate if the NGAUS member will be a delegate, resolutions chair, Task Force chair, OPD attendee, shuttle reservations. The registration software also allows you to preview the registration badges. While NGAUS will provide a suspense date for registrations, that date will only apply to those registration badges which will be pre-printed. Officers can still register after the deadline or at the NGAUS conference; however, their registration badges will be printed on-site. The registration software allows you to send email confirmation to the registered officer. The software also allows you to send an updated group confirmation to the group POC so that you

have an updated list on a regular basis. Officers can be registered for the conference without making a hotel reservation.

b. Registration Refunds. The registration software will allow you to cancel a reservation without penalty up to a specified date, which is provided in the instruction letter. Registrations cancelled after a specific date will incur a nominal administrative cancellation fee. If the cancellation is due to mission requirements, reach out to NGAUS requesting that the cancellation fee be waived; if approved, NGAUS will notify the software registration company. There may also be a date at which point registration fees will be non-refundable.

c. Registration Reimbursement.

NGAUS will reimburse each state \$180 for advertising the NGAUS conference (using the NGAUS conference logo for that year) on their website or in newsletters. States must request reimbursement and provide proof of advertisement to NGAUS.

1. NGAUS will reimburse the registration for each state for award winners or Task Force Chairs. States must request reimbursement. All reimbursements will be actioned by NGAUS Finance Department after the Conference.

d. Hotel Room Reservations. The registration software has two parts – the conference registration and the hotel reservation. Officers can be registered for either part separately or registered for both. At the NGEDA conference, each state committed to a specific number of sleeping rooms (and hospitality suite). Each state has until the suspense date to make changes within their room block in the registration software program. Names must be assigned to each room, even if that means that rooms within your block do not have a conference attendee assigned to it. You may need to assign multiple rooms to yourself or another conference attendee; those names can be adjusted. Or, those extra rooms can be ultimately cancelled. Each state will need to determine if they want to hold hotel rooms for late registrants. You might also want to reach out to other states who are looking for last minute rooms. Even after the registration portal deadline passes, you can still make reservation adjustments (names & dates) directly with the hotel. If you need additional hotel rooms, your first choice should be to contact the HS Housing Chairman. Another option is to contact other State EDs who are in your hotel to see if they have extra rooms they were planning to turn back in to the HS.

e. Hotel Room Deposit Refunds. The NGAUS instruction letter will contain a cutoff date for hotel refunds. No refunds will be made after the cutoff date. However, check with the hotel concerning its cancellation policy; you may be able to recover the deposit from the hotel.

f. Software Registration Cut-off Date. Unfortunately, at a certain point (1-3 weeks before the conference) you will no longer have access to the software registration portal, so it is important that you print off regular registration and hotel room updates.

g. Registration Packet Pick-up. Each state must make an appointment to pick up their registration packets (including name tags) via the software registration portal.

1. **Added Options**. The following options are offered for your information and suggest ideas for a smoother process and added bonuses. You can, however, still execute a great NGAUS conference for your members without these extras.

a. Publicize State Registration. You developed your state registration form during the preliminary phase; now you need to get that information to your members. This can be done in a number of ways, to include:

\* Use the National Guard electronic bulletin board or similar publication in your

- state to announce the NGAUS conference
- \* Place information posters with National Guard units
- \* Send invitations to specific individuals, especially retirees and those that have attended past conferences
- \* Send information to administrative officers at NG units (include copies of the registration form)
- \* Promote the conference at meetings with National Guard personnel
- \* Request announcements be made at unit training assemblies
- \* Update the association website, Facebook, etc., with conference information to include a copy of the registration form

b. Trading Pins. Most states have lapel trading pins made each year that highlight their state. You can develop your state pin yourself or you might want to form a committee to do this. The pins might feature a specific theme or highlight something unique that identifies and emphasizes your state. Some examples of pins that have been used in past years are various motor vehicle pins by Michigan and Wizard of Oz characters by Kansas; and the Arkansas pin usually portrays a razorback hog for the University of Arkansas Razorbacks football team. Everybody enjoys trading the pins with other states, and some even try to collect all fifty-four pins during the conference.

c. Hospitality Room. Hosting a hospitality suite/room within your assigned hotel is always an added treat for your delegation. It provides a focal point for your people to meet, relax and enjoy themselves. It also allows you to showcase your state to visitors that stop in. It provides a place for your association executive committee and/or your entire delegation to meet to discuss items of concern/interest. Everyone can meet there before going to a function as a group. Whatever you can provide in the way of refreshment is always appreciated. Since lunch is provided by NGAUS in the convention center many states simply provide light snacks and drinks as a way to stay within budget. States with larger budgets may offer breakfast during the conference for their delegates. If you have a specific theme for your state, the hospitality room is a great place to decorate and add more enjoyment for your delegation and visitors. It is a good idea to have someone in the hospitality room at all times to meet and greet visitors. Another avenue to consider is to combine with another state in the same hotel and share the cost of a hospitality room.

d. Apparel. Providing matching shirts, caps, vests, etc., to your delegation is an extra way to thank them for supporting the conference and shows unity among your delegates at conference functions. Following the conference, those items become souvenirs of the event. Depending on your budget, your association can donate the apparel or charge your attendees for this option.

e. Rental Vehicle. Although shuttle buses are usually provided by the host state to and from the airport and hotel on the assigned arrival and departure days and to/from the convention center during the conference, a rental vehicle is always an asset. They can be used for trips to local vendors in order to stock and replenish your hospitality room at a more affordable price than buying on site. You can add a VIP touch for individuals needing a ride to the airport on days those shuttles do not run. And, by all means you will want to assist your adjutant general and other general officers with this option to accommodate their schedules. If someone needs transportation for non-emergency medical treatment, this will save time. You may want to transport VIPs or corporate members to a local restaurant for a special meal/event.

f. Staff. If possible, enlist someone to help you. There are times when you need to

attend meetings or entertain certain individuals. If you have at least one person to work the hospitality room, you will have time to accomplish your duties as ED. You may be able to use officers attending the OPD program by scheduling them to work in your hospitality room when not attending the OPD sessions.

g. OPD Mentor. Arrange for a responsible senior officer within your state delegation to oversee the OPD program junior officers. The junior officers are usually first-time attendees at the NGAUS conference and require guidance to help them with the OPD requirements and to understand their schedule of events and the functions they should attend.

h. Hotel Coordination. Contact your hotel prior to arrival to confirm the rooms reserved for your attendees and any banquet event orders (BEO's) or purchases for your hospitality room. The start date that allows direct coordination with the hotel is provided in the registration and housing instruction letter.

i. Hospitality Night Event. This is an awesome evening that can be hosted in your own hospitality room or moved to another location. You can save money by joining with other states for a combined event unique to your group. One combined group of ten states within the Southeast Conference (SEC) has hosted a SEC hospitality night event for the past few years. Planning for that can be initiated during the NGEDA conference and every effort made to find a location, obtain information, and decide on a lead state. Final preparations can be accomplished prior to the NGAUS conference to ensure everything is set for the big event.

j. Administrative Items. Bring items such as blank checks to pay registration and appropriate fees, a small cork bulletin board or dry erase board for posting important information, post-it notes, pens, tape, thumbtacks, paper and envelopes. A first aid kit is a good idea. Your attendees will appreciate your thoughtfulness and concern. Do not forget your NGAUS conference planning binder.

k. Conference Guide. An economic asset that will be helpful to your state delegation is an abridged informational pamphlet. Prepared in advance, this guide provides a quick reference that captures each day's conference meetings, events, etc., showing what, when, and where events are taking place. It can also show reminders concerning appropriate attire and information about your hospitality room. If you will serve meals in your hospitality room, the guide can include menus and serving times. See Attachment 2 for a sample guide.

l. Sponsorship Letters. You might want to develop a letter requesting financial contributions to support your association's attendance at the NGAUS conference. Establish a list of businesses and individuals in your state that might assist you with a donation. You will be pleasantly surprised by the result of this effort. Donations received can be used to help offset your hospitality room expenses or sponsor a particular junior officer. Include a self-addressed stamped envelope with each letter. See Attachment 3 on Page 20 for a sample letter.

m. Photographs. Ask an association staff member or member of your state delegation to bring a camera and take photographs during the conference for later posting on your association website. And ask for copies of photographs taken by others in your delegation.

n. Delegate Contact List. Develop an e-mail list of your conference delegates.

This handy tool will allow you to provide information as it develops and keep everyone up to date right up to departure time.

The preplanning and coordinating of the above options will add significantly to a smoothly run conference that will be a tremendous experience for your members in attendance. The more you prepare and coordinate for your attendees, the better their experience will be. They in turn will be sure to advertise future conferences to their friends, and attendance is sure to grow!

This brings us to the next phase ... the conference itself.

## CONFERENCE PHASE

Hooray, it's Conference time! Your conference binder is now full of all the information compiled during the first two phases. There is still work to do .... some to be accomplished prior to your attendees arriving, and some coordination that is necessary after they arrive. What's first?

**1. Prior to Attendee Arrival.** Some people do not travel well and will arrive after a long day crying, "What else can go wrong!" The following suggestions may offer a calming transition for those individuals.

a. Hotel Coordination Meeting. A meeting with the appropriate hotel staff should be arranged prior to your arrival wherein your attendee hotel registration list is checked to ensure it matches the hotel guest list, to include ensuring that everyone has a room for the correct number of nights. If you have special needs attendees, check that those are being met. Check banquet event orders (BEO's) and other prearranged plans to ensure those agree with the times and dates shown by the hotel. Confirm that the hotel POC understands your attendees should receive credit on their invoices for the \$100 room deposit. If any attendees cancel at the last minute, inform the hotel so as not to be responsible for any charges; and you may also be able to receive a refund of the \$100 room deposit.

b. Hotel Check-In. Arrive early enough to coordinate outstanding issues. Check your hospitality room as soon as it is available and consider when your first guests will arrive. If possible, have refreshments available for your guests upon their arrival. Many states' associations and corporate members arrive early to play in the NGAUS golf tournament.

c. On-Site Registration. Check the conference schedule of events at the NGAUS website for the conference registration booth hours of operation and the last date you can claim a conference registration refund in the event of a late cancellation by one of your members. NGAUS will give each state the option to sign-up for a specific time to pick up your delegation's name tags and pay any fees. To complete your state's registration at the registration booth, bring a check for registration payments and determine any refunds due to you because of cancellations. Review all paperwork you receive to ensure that event tickets, name tags, etc., are in order. Check your name tags for correct spelling, completeness and accuracy. This will prevent dealing with misspelled names, shortage of event tickets or other mistakes that require correction. Pick up registration reimbursement forms as appropriate; i.e., complimentary registration reimbursement for NGAUS award recipients and the company grade officer if that is offered and if that information was not provided at the NGEDA conference.

d. On-Site Membership. This area should be located near the registration booth and is where you will confirm the NGAUS membership status of your delegates and other committee members.

e. Conference Administrative Areas. After completing the on-site registration, locate the NGAUS and host state administrative areas for event location information. Everyone will be looking to you to find out where to go and how to get there. Some of the places you should locate are:

- Administration Room. Each state's mailbox is located here. Sign in with the personnel there and let them know who will be picking up mail for your state. Check for mail at least once each day and more often if possible. Reimbursement checks may be placed in your mailbox prior to the end of the conference.

- Operations Room. This is where you can address issues or concerns you have with the conduct of the conference.

- Host State Room. Address questions/concerns that the host state can answer or correct. For example,

  - ° Host state reimbursements such as returned hotel room deposits.

  - ° Registration welcome "swag" bags. These bags will include lanyards, local area information and NGAUS conference information. Identify how many welcome packets you need for your attendees and coordinate their arrival times and drop locations at your hotel. HS representatives normally bring your swag bags to your hotel lobby or your hospitality room.

  - ° Hotel Welcome Couple. The host state customarily assigns a couple to assist each state during the conference. You can get information as to when you can meet with your state's assigned couple and determine whether they will have your welcome packets.

**2. Post Attendee Arrival.** Your attendees will arrive at different times and possibly by different modes of travel. It is good to have an idea of expected arrivals and departures. The following tips are offered to help make them welcome and provide an enjoyable conference.

a. Executive Director Role. Be available. You might meet some members of your delegation at the airport and escort them to the hotel. Assist with hotel check-in problems. Ensure everybody has satisfactory accommodation. Do not be so busy that your attendee never see you. Be visible not only at scheduled business meetings and events, but intermingle with them in your state hospitality room. Get involved and make sure they are having a good time. Be accessible to answer questions and help with problems. Keep them informed with information/changes that you feel are important to pass along. Keep your association president abreast of situations and decisions that are important. Meet with your association officers as necessary.

b. Host State Welcome Couple. Normally the host state will assign one or two people to man an information station in the hotel lobby. These individuals will be available to answer questions during the conference concerning scheduling, location, etc. Make these people welcome among your state attendees. Invite them

to your hospitality room and establish a friendly bond with them. These people know a lot about the area and can provide a wealth of information.

c. Hospitality Room. At conference end, make the necessary arrangements to clear the room with the hotel and return items as appropriate. Coordinate items to be returned to your home state.

d. Hotel Checkout. Determine scheduled hotel checkout times and any rules or fees. There may be an added charge for late checkouts. Remind attendees to make sure their \$100 room deposit has been credited to their hotel invoice. It is better to resolve this issue before leaving than for them to contact you after they return home.

e. Hotel Cancellations. Some individuals may cancel or fail to attend the conference after their registration fees have been paid. Be prepared to coordinate this with the NGAUS registration office and the hotel staff. If you are charged for a night's lodging or lose the hotel deposit, decide whether that expense will be passed to the member or your association will absorb it.

f. Transportation. Obtain shuttle transportation scheduling information prior to the end of the conference from one of the conference administration offices. Inform your attendees of hotel shuttle procedures and airport information as well.

## **AFTER CONFERENCE PHASE**

The conference is over and now there are a few administrative items to address:

1. Write a story for your website and include pictures, if possible, of all the exciting events at the conference.
2. Send a note or email thanking your delegation and others for participating in the NGAUS conference.
3. Keep in touch with NGAUS to ensure that you receive all appropriate reimbursements. These may include:
  - a. NGAUS Award Recipients. Each award recipient is entitled to reimbursement for their conference registration. Contact Mr. Rich Arnold at NGAUS for pictures of the awards ceremony.
4. Local Announcements. Utilize local newspapers or National Guard publications to advertise noteworthy events relating to your attendees, i.e., recognize award recipients, name OPD program attendees, etc.
5. Save your conference information binder. Everything starts over again in four months at the NGEDA Conference.

## NGAUS Points of Contacts (POC)

The below list of NGAUS POCs may change periodically. A complete list of NGAUS staff and contact information is available at [www.ngaus.org](http://www.ngaus.org). Click on "About NGAUS" and then click on "NGAUS Staff."

### **Chief of Staff**

Lt Col (Ret) John "Ike" Fesler

[john.fesler@ngaus.org](mailto:john.fesler@ngaus.org)

202.408.5895

### **VP, Government Affairs**

Col (Ret) Mike Hadley

[mike.hadley@ngaus.org](mailto:mike.hadley@ngaus.org)

202.408.5881

### **Director of Communications**

John Goheen

[john.goheen@ngaus.org](mailto:john.goheen@ngaus.org)

202.408.5882

### **Director of Membership and Marketing**

BG (Ret) Maria Kelly

[maria.kelly@ngaus.org](mailto:maria.kelly@ngaus.org)

202.454.5306

### **General Conference Coordinator**

CW5 (Ret) Jim Simms

[james.simms@ngaus.org](mailto:james.simms@ngaus.org)

859.327.4769

### **Awards**

Richard Arnold

[richard.arnold@ngaus.org](mailto:richard.arnold@ngaus.org)

202.454.5301

### **Resolutions**

Mikaila Flagg

[mikaila.flagg@ngaus.org](mailto:mikaila.flagg@ngaus.org)

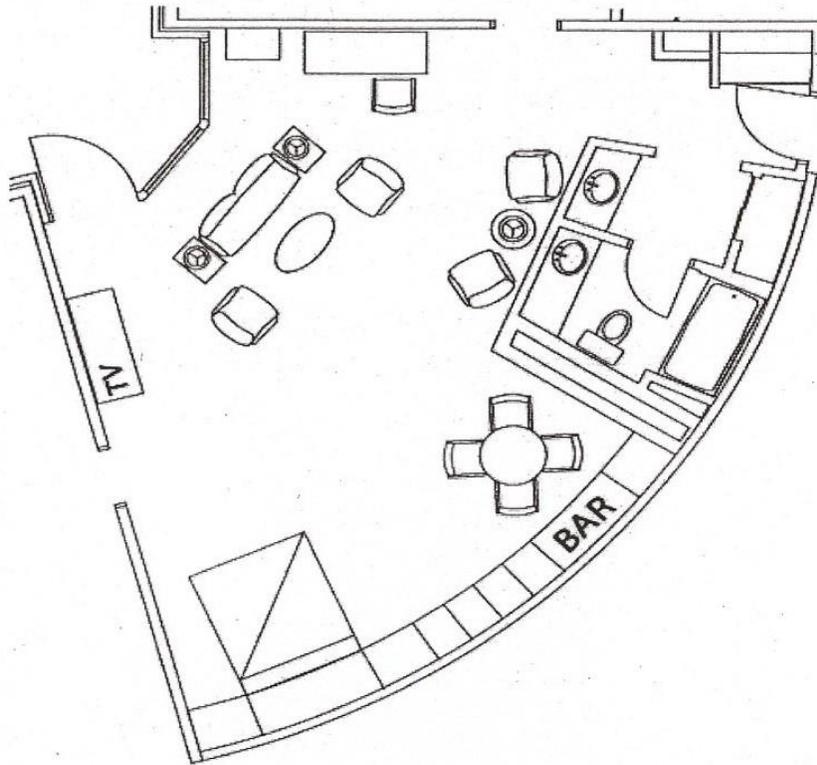
202.454.5312

## NGAUS Hotel Selection Checklist

Hotel: \_\_\_\_\_ Distance to Convention Center: \_\_\_\_\_

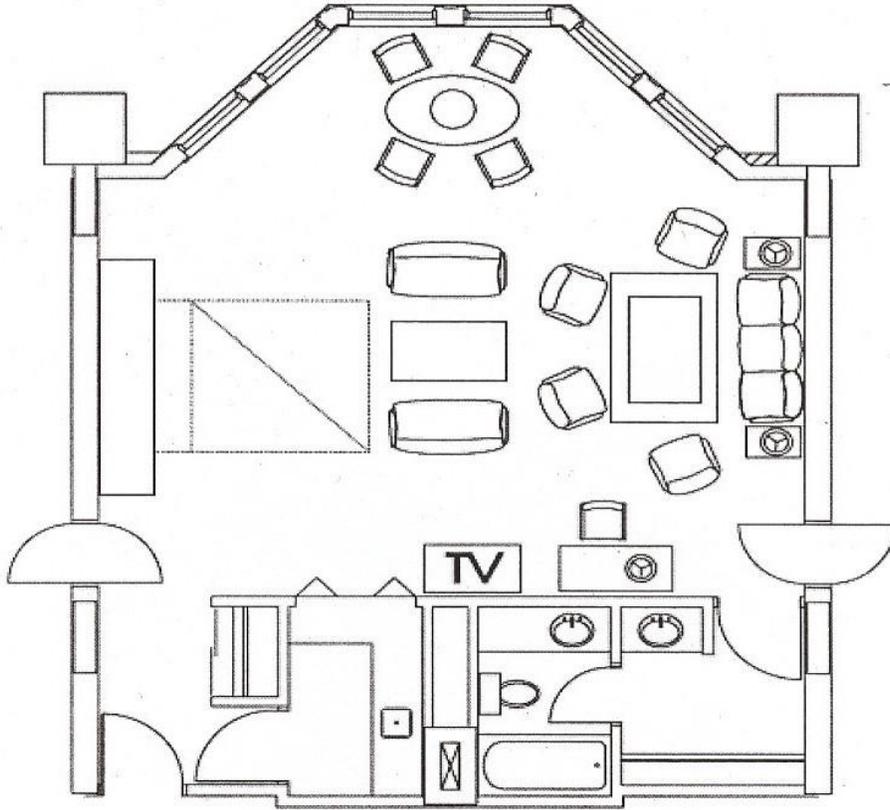
<b>Sleeping Rooms</b>			
Type (king/queen)			
Price			
Size			
Microwave	Y/N	Y/N	Y/N
Mini Frig	Y/N	Y/N	Y/N
Coffee Maker	Y/N	Y/N	Y/N
Desk	Y/N	Y/N	Y/N
Sofa/Chairs			
TV			
Parking			
<b>Hospitality Suites</b>			
Name			
Price			
Size			
Microwave			
Refrigerator	S M L or None	S M L or None	S M L or None
Wet Bar	Y/N	Y/N	Y/N
Sofa			
TV			
# of lounge chairs			
Dining table shape	Oval/Square/Rect	Oval/Square/Rect	Oval/Square/Rect
# of dining chairs			
Restroom in suite	Y/N	Y/N	Y/N
Adjoining sleeping room	0/1/2	0/1/2	0/1/2
Sleeping room included with suite	Y/N	Y/N	Y/N
Special features			
Food & Bev allowed			
<b>Meeting Rooms</b>			
Name			
Price			
Size			
Distance to restroom			
Corkage Fee	Y/N	Y/N	Y/N

## US - Premium Small Parlor



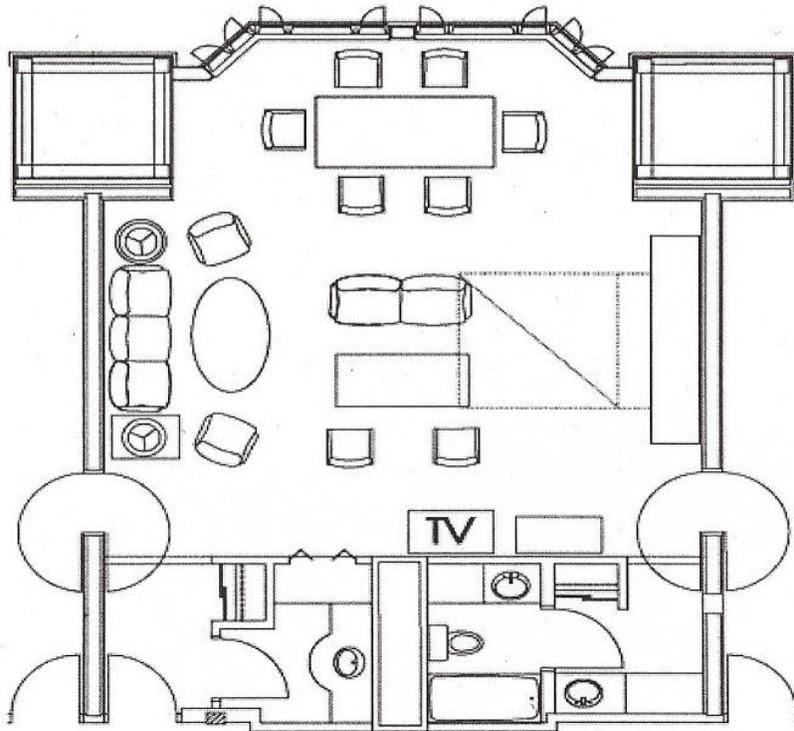
- Parlor Approximately <600 Square Feet
- Table Seats 4-6
- Small Wet Bar
- Connects To One Bedroom & Option For Second
- Meeting Capacity 25 PPL Flowing

## UM - Premium Medium Parlor



- Suite Approximately 600-1,000 Square Feet
- Table Seats 4-8
- Separate Wet Bar
- Connects To One Bedroom & Option for Second Bedroom
- Meeting Capacity 40 PPL Flowing

## UL - Premium Large Parlor



- Suite Approximately >1,000 square feet
- Table That Seats 4-8
- Wet Bar
- Connects To One Bedroom & Option for 2<sup>nd</sup> Bedroom
- Meeting Capacity 50 PPL Flowing



## Daily News

Exciting Times! ... Monday .... . September 10, 2022

- 0630-0730 5K Fun Run (Rancho San Raphael)  
0630-0930 \*Breakfast (Arkansas Hospitality Room)  
0800-0900 Professional Development (Convention Center C4)  
0800-1200 Resolutions Committee (Army) (Convention Center E2)  
0800-1200 Resolutions Committee (Air) (Convention Center E3)  
0900-1100 Area IV Meeting/Caucuses (Convention Center F5)  
(OPD attendees are encouraged to attend Area IV events)  
1030-1200 1130-1300 Center C4)  
(Other OPD attendees visit exhibits — Exhibit Hall 1,2,3)  
Company Grade Professional Development/Brunch (Convention Center C4)  
Light lunch/snacks (Arkansas Hospitality Room)  
1200-1700 First Business Session (Exhibit Hall 4,5)  
Hotel pickup for Governor's Reception  
(Meet in Arkansas Hospitality Room at 1730 hours)  
1800-2300 Aces Baseball Stadium)  
Governor's Reception (Reno)  
2100-2300 Bus transportation to hotels

\*Menu attached

Attire:

Meetings/Business Session: Military Class B/Civilian Business Casual

Governor's Reception: Civilian Casual/Conference Shirts

Exhibition Hall hours: 1030-1700 hours  
(Ribbon Cutting ceremony at 1030 hours)

# Menu



## Arkansas Hospitality Room

Breakfast 6:30 a.m. — 9:30 a.m.

### Breakfast Croissant Sandwich Station

*Fresh baked butter croissants*

*Scrambled eggs*

*Diced ham*

*Breakfast potatoes*

*Fresh sliced fruit*

*Coffee*

*Juice*

*Water*

11:30 a.m.— 1:00 p.m.

*Light Lunch/Snacks*



Dear \_\_\_\_\_:

We are making plans for the 2022 National Guard Association of the United States General Conference to be conducted in Columbus, OH, in August. Our association will be well represented with approximately\_\_ members and guests making up the (state) delegation. We will host a hospitality room for our members and open it to other state associations as well. In addition, we will participate as one of seven states sponsoring a special hospitality event to help strengthen the bonds among the other associations.

These events are costly, and any monetary support your organization can provide to help defray our expense of approximately \$\_will be greatly appreciated and will add significantly to the enjoyment of the activities. Your company's generosity will be recognized and exhibited throughout the conference.

A postage-paid envelope is enclosed for your convenience, and we thank you in advance for whatever you can do. If we can provide additional information, please contact our office at\_or e-mail\_.

Thank you again for your support.

Kindest regards,

Executive Director



National Guard Association of the United States  
**146th General Conference & Exhibition**  
 August 23-27, 2024 | Detroit, Michigan  
 Wisconsin Attendee Conference Registration Form



NGAUS 2024 QRC

# MEMBER REGISTRATION

For information about the conference and events, visit [www.ngaus.org/conference](http://www.ngaus.org/conference).

Registration includes limited transportation, coffee breaks, professional development sessions, exhibit hall access, exhibit hall ribbon cutting, brunch, hospitality night, the Governor’s Reception, the Spouses Luncheon, and the States Dinner. **Registration fee differs based on active duty rank.**

- **O1-O3, W1-CW2 - Complimentary registration for actively serving members and 1 Spouse/Guest. Additional guests pay \$180.**
- **O4-O6, CW3-CW5 - \$50 registration for actively serving members and 1 Spouse/Guest. Additional guests pay \$180.**
- **All other categories - \$180 registration for member and each guest.**

Please check all that apply:

- Retiree                       Currently Serving    NGAUS Board of Directors                       Company Grade OPD/TDY  
 I want to be considered as a delegate for my state

(Include Rank/Title/Prefix/Suffix if applicable)

Full Name

Name on Badge

(First name - whatever you go by)

NGAUS Member:  Yes    No

Street Address or PO Box

City  State  Zip

Cell Phone  Civilian E-mail

NGAUS will use email addresses to send out conference updates, special event invitations, etc.

### ADDITIONAL GUEST REGISTRATION | Registration Fee Based On Listed Parameters

A new form must be completed if there are more than two additional guests.

1. Check one if applicable  Spouse  Guest

Full Name  Name on Badge   
(Include Rank/Title/Prefix/Suffix if applicable)

Civilian E-mail   
NGAUS will use email addresses to send out conference updates, special event invitations, etc. Must be different from Member's e-mail above.

2. Check one if applicable  Spouse  Guest

Full Name  Name on Badge   
(Include Rank/Title/Prefix/Suffix if applicable)

Civilian E-mail   
NGAUS will use email addresses to send out conference updates, special event invitations, etc.

### TRANSPORTATION

Transportation Used for Travel to Conference:  Plane  Personal Operated Vehicle  WI Coach Bus

FLIGHT INFORMATION (if applicable):

Arrival  Arrival Time  Departure Date  Departure Time

Airline  Name Airline Name

WI Coach Bus: Board in Madison Board in Waukesha

## SPECIAL REQUIREMENTS

Please note any special requirements or dietary restrictions.

## CONFERENCE EVENTS

Check which of the following events you and/or your guest(s) will attend. Please note some events are exclusive or have limited capacity.

Shuttle transportation between the airport and the hotel is \$9 each way. Shuttles will run in a loop Aug. 22 - 23 from 10AM - 8PM and on Aug. 27 from 6AM - 3PM.

EVENT	ATTENDEES			DATE	EVENT FEE
	Primary	Guest 1	Guest 2		
Shuttle Service from DTW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Thur., Aug. 22	\$9 per person
Shuttle Service from DTW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fri., Aug. 23	\$9 per person
NGAUS Golf Tournament	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fri., Aug. 23	\$125 per person

Company Grade/Warrant Officer/Field Grade Officer Mixer	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Fri., Aug. 23	Included (O1-O6, WO1-CW5)
5K/Urban-Athlon Run	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Sat., Aug. 24	\$25 per person
Governor's Reception	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Sat., Aug. 24	Included
Warrant Officer Luncheon	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Sun., Aug. 25	Included (WO Only)
Retired/Separated Luncheon	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Sun., Aug. 25	\$5 per person   Retired/Separated Only
Spouses Luncheon	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Mon., Aug. 26	Included
States Dinner *Select ONLY if you plan to attend	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Mon., Aug. 26	Included
Shuttle Service to DTW	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Tues. Aug. 27	\$9 per person

## HOTEL ACCOMMODATIONS

Please note that the last day to book a room within a block is July 1, 2024. Your state's hotel block is at:

Renaissance Center Marriott Renaissance Center - Marriott

Room Rate: \$175/night + taxes & fees

Do you need lodging?  Yes  No      Check-In Date       Check-Out Date

Room Type Request:  King       Double Queen       No Preference

## METHOD OF PAYMENT | Check, Credit Card, or Venmo

\$  Total Cost for Conference Registration Fees Make check payable to: WINGA

\$  Total Cost of Additional Conference Events       VISA       MASTERCARD       AMEX

\$  WI Coach Bus - \$100 per person      Card Number

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\$  TOTAL AMOUNT      Exp. Date       CCV       Zip

SIGNATURE       DATE

*There will be a \$5 administrative fee charged for all credit card payments.*

## REGISTRATION CANCELLATION POLICY

### pay via Venmo

or  
WINGA WINGA Assn  
@WINGA-WINGAAssn



Refunds less a \$15.00 administrative fee will be granted for requests received in writing prior to 12:00 PM EST 13, 2024 Email cancellation requests to [lrasmussen@winga.org](mailto:lrasmussen@winga.org) . All refunds will be processed after the conclusion of the conference. After July 15, 2024, all sales are final and no refunds will be processed.

PLEASE RETURN YOUR COMPLETED FORM WITH PAYMENT TO: e-mail [lrasmussen@winga.org](mailto:lrasmussen@winga.org) WINGA, 2400 Wright St., Rm 151, Madison, WI 53704. For additional conference information, visit [www.ngaus.org/conference](http://www.ngaus.org/conference) or [www.winga.org](http://www.winga.org)

## 2024 STATE ASSOCIATION CORPORATE PARTNER COLLABORATION RECOMMENDATIONS

Many companies that are in business with the military don't just do it for the money—many of us consider it a privilege to be able to serve the people that protect our Nation. Sharing our limited resources of money and products to any military organization is one way that we express our pride in America and our love of her protectors. State National Guard Associations add on an extra layer of happiness as often we sponsor the state in which we live and/or work—again reinforcing supporting the “home team.”

The purpose of this recommendation document, which is a collaborative effort amongst small, medium and large companies who provide both goods and services to the military, as well as our nonprofit counterparts, is to guide any interested State Guard Association on how to create and cultivate a successful partnership with Industry. The State Associations need Industry's donations to fund military balls, team building activities and conferences. Industry needs access to the Association's assessors, decision makers and buyers so they can see what technology or service they offer will support that State's mission. It is a symbiotic relationship where everyone can walk away with what they need—if it is done well.

Several State Associations do a good or very good job with Corporate Relations—but even those that many Industry members consider “The Best” have room to improve. We, as Industry, also realize that the Executive Director of each state probably only attends his or her annual conference so they may not even know what a great relationship can look like. We do attend them all—and they run the gamut, quite frankly, so we collaborated on this document to provide all State Associations the benefit of what works well to get those corporate partnerships flowing. Also, we are careful not to call out any specific State or ED—but if you recognize yourself in a good way, that's great. If you realize that you are doing something we are saying is not good or not helpful, take this opportunity to improve—and know it is coming from a place where we want you to succeed.

### 1. SET UP CLEARLY DEFINED PARTNERSHIP LEVELS.

We know that most States allow companies to set up a booth display even if they are not Corporate Supporters, which is great—but if you want to change these random companies into committed supporters, they need to see others getting the benefits they want. Moreover, if you want to turn the smaller donors into larger donors, benefits need to be clearly given. Most States will either send out a donation level sheet or will have it online. What are some of the benefits State Associations offer for partnership? Here are some examples:

- X number of Conference Registrations
- X number of participant fees for Golf or Shooting events
- Single, Double or Triple Booth Space
- X number of Complimentary Hotel Rooms (X nights)
- Recognition at Corporate Reception (Thursday evening)

- VIP Table seating at Saturday night Banquet
- Full page advertisement in the Annual Conference Program
- Invitation to Special Association events and receptions
- Special invitation to Adjutant General's reception on Friday night of the Annual Conference
- Opportunity to network with State Leadership at Exhibitors Reception during the Annual Conference
- Advertisement in the Association's newsletter
- X membership wide emails per year highlighting your partnership
- Company name inscribed on plaque displayed at the entrance of the National Guard Association office
- Scrolling link on all pages of the website
- Link on website and logo in publications
- Lapel Pin
- License to use State Association logo on company publications
- Special event via video teleconference to discuss your products with key leaders
- Corporate banner or image mounted in the Hospitality Suite at the NGAUS General Conference

## 2. MAKE SURE THE NAMES AND BENEFITS ARE SEPARATE.

If you have a program called "The Champions of Corporate Partnership" for example, and three donation levels under that, make sure they are all named clearly. For example:

The **Lightweight Level** at a \$1000.00 minimum donation,  
 the **Midweight Level** at a \$2500.00 minimum donation, and  
 the **Heavyweight Level** at a \$5000.00 minimum donation.

Just don't name one "The Champion Level" because that causes confusion and maybe hurt feelings. ["I thought all Champions were invited to the exclusive TAG Meet and Greet" when the company only gave you \$500.00.] Take a close look at your program and offer only what you can reasonably deliver—then do it. Your donors, especially the top tiers, should feel very special.

## 3. ENSURE THAT HIGHER THE CONTRIBUTION THE MORE ACCESS TO YOUR STATE

More money given should mean more access to State Leadership. **This is not meant to be shady. We know that "Access" does not translate to sales/money, but for sure if there is zero "access" there is no chance to sell anything.** Here are some examples of "Access":

- Thursday or Friday night preconference dinner or happy hour with TAG and Senior Leaders. *(And do not hesitate to turn away companies who do not pay for this access.)*
- Trade show visits from TAG and Senior Leaders.
- The Executive Director requests a list of who the Company would like to see and brings them to the donor for a quick visit. Use your Association board for this or junior officers to assist. Giving the attendee a quick intro to the sponsor is very important—so know your donors!
- Top donors could be allowed to speak at key times during the conference, or at lunch.
- Banners and signage with your top donors give those companies visibility. Placing them in the actual conference room allows reinforcement of the company names. **Ask your partners to provide a certain sized banner or backdrop—even the small businesses have them—so all the State must do is place them. This saves you money.**
- If you opt to pay for new banners and signage each year, make sure that the logo sizes of each donor on each tier is the same, with the top donors having the biggest logos.
- Corporate Partners should get great booth locations—and **your top level, the best locations.**
- All Association newsletters and websites should include top donor websites or POCs.
- Social Media or Website listings give visibility--appreciating a company that Partners with you fosters community.
- If the state has a Senior Leadership conference, invite only partnered or top donors.
- If the state has a Vendor or Industry Day conference, invite only partnered or top donors.
- Recognize top donors on a Fun Run t-shirt.
- Highest level donors could be given 3 minutes to pitch the TAG or appropriate Senior Leader. *(And do not be afraid to be strict with Industry. Three minutes is THREE unless the TAG or Senior Leader extends.)*

## 4. THE CONFERENCE/ANNUAL MEETING

You need TAG and Senior Leader support so get them on board early and make sure they are visible at the conference. We know Industry is not the TAG's top priority on that weekend, but creating and feeding a robust corporate sponsorship program

has benefits well beyond this one weekend for your State. You will have cultivated a community of professionals ready to donate time, talent and treasure to your Military Balls, Scholarships and Hospitality Suites. Again, we are not talking about a “pay to play” as we understand that being a higher level donor does not guarantee a big fat order from the USPFO, but making Industry feel valued—and not just paying lip service—really works! And again, when non partner or lower tier companies see others getting access, that encourages them to step their support up.

- a. Schedule your conference dates carefully. The NGAUS website has all the conference dates listed. Be mindful that smaller companies have small booth staff so they can only attend one conference at a time. Also, there are some states that annually use the same weekends and it is probably best not to overlap those dates. Additionally, be aware of other industry show events [for example, AUSA, AAAA and MCOE]—ask a few of your vendors to give you their trade show lists will help keep you clear of those weekends. February-May are very busy months. You may want to consider how EOY spends can also play into your conference planning as well since lots of us in Industry get frantic calls in August and September from troops who have money they “have to spend” so it would be nice if we could see them before this spending frenzy.
- b. Make sure the TAG and Senior Leaders are there (barring deployments or exigent circumstances) and encourage them to use time with Industry for professional development. They should know what new goods and services are out here to make their jobs easier and safer.
- c. Have the TAG visit every large donor’s booth—period. Set limits with the Company, if need be—send a runner to say the booth personnel with have like 3 minutes or whatever, before the TAG enters the hall. Stick to that limit so everyone on your list gets a visit. This can even be done on Friday before the conference begins, or during set up—just let us know when to be on site.
- d. Have a small top donor only event with TAG and Senior Leadership—and have them stand in the front and introduce themselves so we can see them. Encourage them to wear unit polo shirts, if possible, to help us identify them.
- e. As mentioned above, place banners and backdrops of your top donors in the conference room to give maximum exposure during the event. Those can be moved to the Ballroom later.
- f. The timing and lengths of breaks are critical. They need to be long enough to give time for bathroom, coffee, and some vendor time but not too long where they can wander away to enjoy the scenery of the town.

- g. Recognize your donors during the conference verbally. Some states bring donors up at the end of the conference and give each name and company—take a picture and hand a coin. That is well received. A couple of states that used to do that have stopped, which has been disappointing, so we recommend considering this public acknowledgement. States can even do this with flexibility, meaning the high tier donors get individual acknowledgement, medium as a group, and lower maybe just read names or show them on the screen. We would also recommend doing this at the beginning of your conference rather than the end just so there is time for your attendees to visit these Industry partners.
- h. Give the attendees a list of your supporters and their levels at the conference and encourage them to visit us during the breaks—it’s professional development to see new technologies.
- i. Consider using ribbons or other reusable markings to designate the various donation tiers at each booth.
- j. Encourage and plan for families to come to the Conference. **TGIF-The Guard Is Family**, so if you really want to get your Guardsmen to attend, have spouse and kid activities so everyone comes. Again, having a robust vendor network can be key here because we can sponsor some events like a Kids’ Zone or Spousal luncheon. Make sure there is childcare available during the Saturday night ball. Make this a mini getaway for families!
- k. In that vein, use some of the Corporate Sponsorship money to pay for promising Company-grade leaders to attend. Today’s Captain may be tomorrow’s TAG!
- l. If you invite vendors to your Saturday evening event, don’t sit Industry together. We see each other enough. You can ask with whom we would like to sit and see if you can arrange that. Most of us will keep work talk to a minimum but it would be nice to attach a face to a name.

### **EXTRA POINTS TO CONSIDER**

- Expensive thank you gifts from the Association are not necessary. We give money to the Association to help the members—plus, for some companies, those gifts may be relegated somewhere and not really appreciated. So do not feel like you must go overboard here. Keep in mind that we may have to put your gift in our suitcase or you or us pay for shipping back home if the item is large or breakable.
- Gifts of a flown US flag and certificate or a coin are appreciated—but let us frame it so you don’t spend that money.

- Social media posts thanking a Company for sponsoring are very much appreciated in today's world of LIKES and FOLLOWS! Have a photo taken with TAG at the Annual Meeting and post the Thank You on FB/IG/LI/X. *If your association has no social media, grab some young Soldier or Airman and have them set it up for you. This is low cost to you!*
- Keep an eye on other large industry events, like NGAUS, EANGUS, Army Aviation Association, SHOT Show, MCOE (Maneuver Center of Excellence) Conference, Fire Support Conference, AUSA, and others—if you have units attending these shows, send them a list of your corporate partners with booth numbers and tell them to stop by and say, “Thank you for supporting our State.” **It means A LOT to hear those little words!** Additionally, you can even ask your Corporate Partners to give you that trade show information themselves to save yourself work. **This is low cost to you!**
- Use some of the Corporate Sponsorship money to pay for lifetime digital memberships to NGAUS and their State Association. **HINT: This increases your membership!**
- If you are approaching a company to ask for sponsorship, make sure the product or service they sell can be bought in your state.
- If you currently have a roster of corporate partners, reach out to each one right now and ask them if there is any way you can help with names and POCs for their projects. This could be a huge help to any company looking for a way to connect with your State and **you being proactive is very welcome!**
- If you can, attend Industry Day in December at NGAUS Headquarters. Many companies will be there, without a booth to monitor, so you will have lots of time to talk to them about sponsoring your State. This is a great time to network and communicate not only with industry, but with key NGAUS Staff and other Executive Directors as well.

We hope this document has been helpful! If you have any questions, please reach out to any of your industry partners or Victoria McDermott [vmcdermott@phantomlights.com](mailto:vmcdermott@phantomlights.com) or Darin Gilderoy [darin.gilderoy@sbdinc.com](mailto:darin.gilderoy@sbdinc.com), creators of this document.