

**CALIFORNIA STATE FEDERATION OF CHAPTERS
GUIDELINE 16 (H)
PREPARATION AND MANAGEMENT OF FEDERATION CONVENTIONS**

**SUBCOMMITTEE DUTIES AND RESPONSIBILITIES
PROGRAM BOOK COMMITTEE
CHAPTER 4 APPENDIX (J)**

I Program Book Chair Requirements:

The person appointed for this task should have, or have access to a computer. This computer should have software programs (such as Microsoft Publisher, or Word) to provide for clear printing abilities and accessibility to various graphics. The Program Chair is not required to perform all of the tasks listed, but is encouraged to establish a Committee to assist in accomplishing the necessary tasks by the required time frames.

II The Program Book Chair Responsibilities:

- A. Produce a finished Program Book for the Convention, which includes, but is not limited to, a list of the names of the Convention Host Committee, pictures and identification of the NARFE National Executive Board and the California State Federation Executive Board, a list of the names of the Chair and Vice Chair of each Standing Committee, and of each Convention Committee, Badge Identification (e.g., red for delegates, blue for delegate-at-large, etc., as determined by the Convention Host Committee), a map of the hotel which identifies the location of various meeting rooms, a list of Standing and Convention Committee Meetings and their locations, the actual Convention Proceedings, Booster Lists from Federation Chapters and Advertisements from Federation Chapters and commercial businesses. As a special recognition to those businesses that donated items for the delegate packets, hospitality room, etc., they should be identified in the Program Book and be given a copy of the Program Book to let them know that they were recognized. (See previous Convention Program Book for example of binding method, covers stock, as well as page stock.)
- B. Produce a one page Mini Program (generally on 8-1/2" x 14" paper, folded into quarters), which includes the basic agenda for each day, and may include a map of the facility where the convention is being held. (*See Example L*) When the convention program agenda is approved by the Federation President, the Mini-Program may be sent electronically to the members of the Federation Executive Board who may in turn send this advance notice to each chapter within the DVPs district. In addition to the Mini Program, the Program Book Committee may be asked to develop the programs for the Recognition Luncheon and the Banquet. The Program Book Committee should provide for the printing of the Mini-Programs and the luncheon/banquet programs which would be based on the reservations made with the convention registrations. The Mini Program should be provided to the Delegate Packet Committee to place in the Delegate Packets.

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- C. Locate a company, a minimum of six written bids should be obtained, who will print the finished Program Book, keeping in mind that quality is as important as cost and the lowest bid may not be the optimum choice. For purposes of the bidding process a quantity of 400 program books with a hundred (100) pages and a 50/50 split between color and black/white pages should be used as a guideline. Be sure to obtain a printer early in the process of producing the Program Book because the committee will have to work closely with the printer to reconcile differences between committee desires and the requirements of the print process.

- D. Although paragraph II.A contains a sampling of the content of the program book, the committee needs to remember that the leader of the convention is the Federation President and as such he/she needs to have a continuing role in the approval of the content of the book. This is easily accomplished through email transmission of the page or pages in question. Regardless of how the Program Book is handled, ensure that one proof copy is provided to you prior to printing the entire number of Program Books. This proof copy should be thoroughly reviewed to ensure there are no errors or omissions.

- E. Additionally, extra copies of the Program Book should be printed to turn over to the next year's Convention Host Committee and to give to your full-page advertisers. The new Convention Host Committee will use those Program Books as samples to take to commercial businesses to encourage the purchase of advertisements. The committee may take into account the ease and lower cost of copying the program book on a CD-ROM or DVD and all modern businesses are capable of viewing a digital copy.

- F. The Committee is responsible for the layout of the Program Book, in finished format. With the use of computers and with a DVD or CD-ROM copy of the previous convention's book, the program book can be easily laid up on a page by page basis. Modern printing companies or copy companies can be furnished a disc of the program book and can print exact copies of such. Printers usually ask for a .pdf copy of the book as that locks in the layout. Minor adjustments can be made by any competent printer so that the final draft copy will reflect the exact book desired by the committee and the Federation President.

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- G. Obtaining advertisements for the Program Book from Federation Chapters and commercial businesses and booster lists from Federation Chapters are various means of raising funds to finance the convention by the Host Convention Committee. Letters containing specific information and instructions about these funds raising efforts should be forwarded to Federation Chapters. All mailing should be coordinated with the Convention Host Committee Secretary. Letters may also be forwarded to commercial businesses to encourage them to purchase an advertisement, but personal contact has proven more effective in obtaining advertisements. This is where it is important to have several members of the committee who can canvas a greater number of business establishments. This process should be started at least 18 months before the date of the convention so that chapters and companies can budget for the advertisements.
- H. Advertisements in the Program Book are one of the principal means of raising funds for the convention. The Convention Host Committee, with concurrence of the CSFC Executive Board, should set the prices for the advertisements. Consideration to a two tiered pricing system should be given which charges commercial advertisers a higher price, with chapters and individuals paying a lower price to encourage more participation by chapters. Previous Convention Host Committees charged for black/white only, \$150.00 for full-page ad; \$75.00 for half page; \$40.00 for 1/4 page; and \$30.00 for business card size. Full color ads were charged \$250 for full page, \$125 for half page, \$75 for a quarter page, and \$65 for a business card size. The covers are prized by commercial advertisers and command a higher price because of the excellent exposure. The two inside covers have commanded \$500 and the back cover should go for at least \$750. The back cover is the most desirable for a full-page ad and as such should command a higher fee.
- I. Exhibit Tables need to be made available for display purposes and must be coordinated with the Facilities Committee. Only advertisers who purchase a full-page, full color ad are entitled to an exhibit table for display purposes at no additional charge. Other businesses who wish to exhibit their services/products at the convention are normally charged \$100.00 for the use of an exhibit table. NARFE officers/members who purchase a full page ad, either color or black/white are entitled to an exhibit table.

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- J. Separate the advertisements received into full page, half page, quarter page and business card sizes and by color and black/white. Printers will charge the color page cost if even a period (.) in color appears on a page. So care must be used to group ads by color and black/white. Check the advertisement to ensure that it will be able to be printed. Some advertisements may not be provided in “copy ready”, ready to be scanned, format, such as too light, hand written, copies of previous program pages, etc. Be prepared to either reformat the advertisements by using your computer to prepare the advertisement or contact the originator to provide a better copy for the Program Book. Advertisers should be requested to either send the ads by email or place them on a CD-ROM, in the program book format so the ad can be directly copied into the publication.
- K. Obtain photographs of the National Federation Officers for the Program Book. Ask for color, not black/white photographs, and ask that the photographs be sent via email or on a disc in jpeg format. Any modern publishing software program can manipulate a color photograph and place it in the program book.
- L. Request a list of “Boosters” from each Chapter. A suggested booster donation of \$2.00 is not unreasonable. Request that the chapters send you the booster list by email in your particular work processing format. In this way you can directly copy the list to the appropriate page in the program book. If the booster list must be sent by postal mail, you will have to retype the list. No matter how careful the Program Book Chair is, names will be mistyped by the Chair or misspelled by the chapter that sends the list. It is not the responsibility of the Chair to interpret signatures and spend time looking up member names in chapter membership lists.
- M. The monies for the advertisements and booster lists should be sent to the Program Book Chair so that actual payment can be verified; he will then send the monies to the Convention Treasurer. The Chair should establish an electronic file and a paper file for copies of all correspondence and take a photo/scan of the checks to have proof of payment – or non-payment, as the case may be – to verify receipt for chapters when questions arise.
- N. Once the Program Books have been printed, the Delegate Packet Chair must be notified to coordinate the placement of the Program Book in the Delegate Packet.
- O. Acknowledgement letters should go to all businesses and chapters that

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ordered advertisements and sent in booster lists thanking them for participating in the program book and for supporting the convention. This should be done at the time the advertisement or booster request is received. A copy of the advertisement as it will appear in the program book should be sent with the acknowledgement letter. After the convention, a thank you letter should go to all businesses that supported our Program Book. Those commercial advertisers who purchased an ad, should be provided a copy of the Program Book, so they can see how their ad was displayed. This Program book could be given to the representative at the Exhibit Table, in lieu of mailing it to the advertiser.

- P. The Program Book Chair should maintain files, which provide an in-depth view of all actions taken by the Program Book Committee. At the end of the Convention, these files should be turned over to the successor to assist the new Program Book Committee in their establishment. If possible, a face-to-face turnover (perhaps at the end of the Convention) of files (include extra program books, layout pages, photographs, computer diskettes, etc.) is very beneficial. Communication between the outgoing and incoming Program Book Chair can be quite helpful. If possible, the outgoing Program Book Chair should prepare a brief report of things that worked well, and/or things that didn't work so well, to assist the incoming Program Book Chair.

III Sample Of Mini Program

See Sample 1.

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