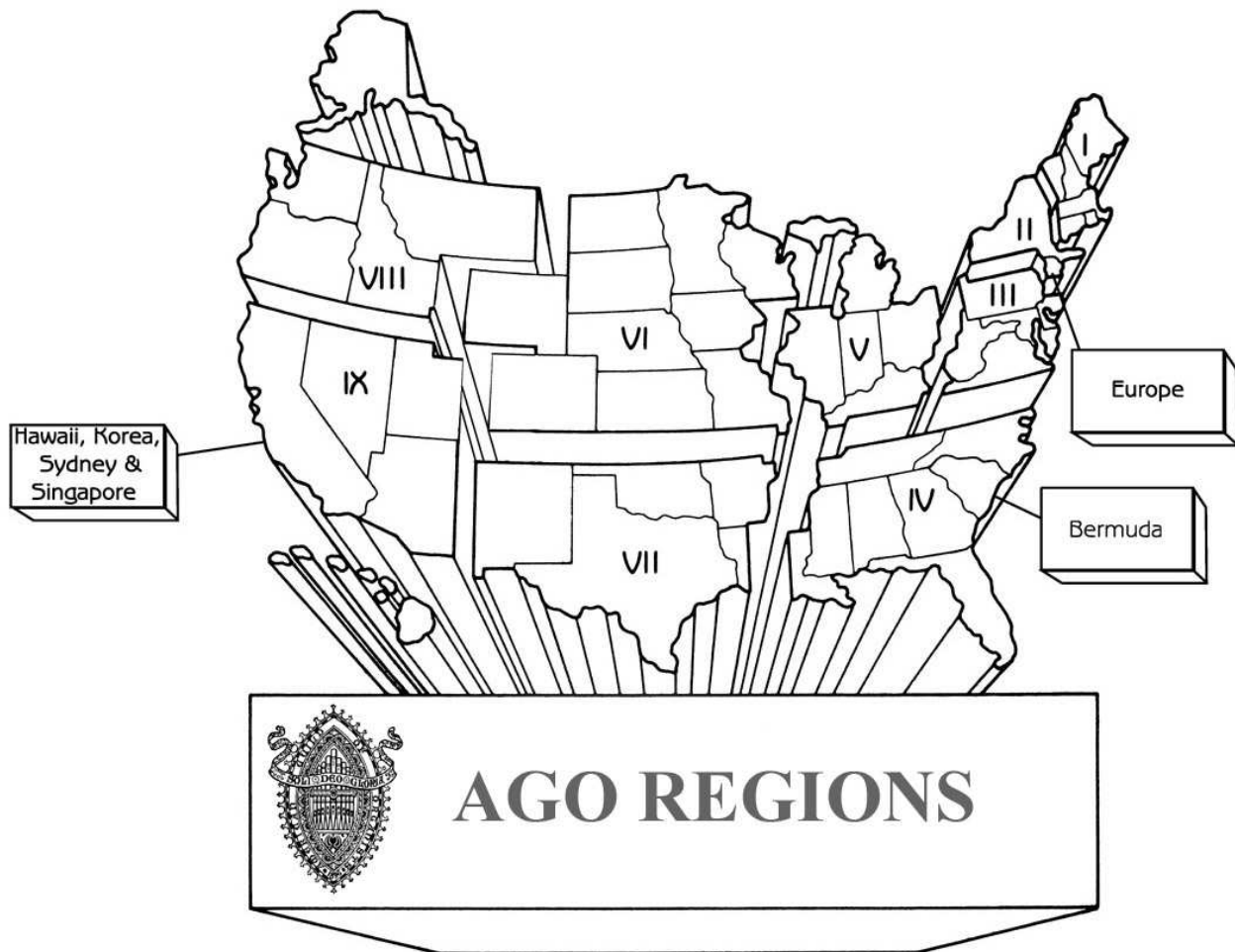


# Guidelines for Regional Conventions of the American Guild of Organists



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2005, 2006, 2008

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**GUIDELINES  
FOR  
REGIONAL CONVENTIONS  
OF THE  
AMERICAN GUILD OF ORGANISTS**

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This book is the product of the work of many people. At the top of the list are the hundreds of hardworking Guild members who have planned, organized and presented Regional Conventions. In response to the need for shared wisdom, and a desire to stop the continuous "reinventing of the wheel," the document *Guidelines for Regional Conventions* was first prepared by the National Committee on Conventions and adopted by the National Council in April, 1986. The 2008 edition reflects the most current information.

The Committee on Regional Conventions has reviewed and edited this document, making every effort to be clear in what is required of Regional Conventions and what accumulated wisdom should be shared.

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## Foreword

The document *Guidelines for Regional Conventions of the American Guild of Organists* was compiled to provide detailed instructions and information for the successful production of a Regional Convention, from the initial Chapter bidding process to post-convention responsibilities.

All committee chairs should read this entire document, in order to have an understanding of the entire process. Regional Convention committees may copy any part of this document for their use.

The preparation of a Convention is an immensely time consuming task. The challenge is to explore and enrich our musical world, to expand our vision, and to cause our spirits to soar. The hours are long, the challenge great, and the rewards invaluable!

The national organization – through the Councillor for Conventions, your Regional Councillor, the Committee on Regional Conventions, and your Regional Coordinators for Education and Professional Development, as well as the staff at Headquarters and THE AMERICAN ORGANIST Magazine – stands ready to help you and your Chapter make your Regional Convention a truly memorable one.

## TABLE OF CONTENTS

A Philosophical Statement .....	1
CHAPTER I: GENERAL POLICIES FOR REGIONAL CONVENTIONS .....	2
A. General Statements.....	2
B. Host Chapter Selection Process.....	3
C. The Relationship between the Regional Councillor and the Host Chapter.....	3
D. The Relationship between the National Organization and the Host Chapter .....	4
CHAPTER II: PLANNING A CONVENTION .....	6
CHAPTER III: CONVENTION COORDINATOR, SECRETARY, AND TREASURER.....	7
A. Convention Coordinator.....	7
B. Convention Secretary .....	8
C. Convention Treasurer.....	9
CHAPTER IV: GUIDELINES FOR CONVENTION COMMITTEES.....	11
A. The Steering Committee.....	11
Duties of the Committee .....	11
B. Program Committee .....	12
Duties of the Committee .....	13
1. Artists.....	14
2. Workshops .....	14
3. Reading Sessions .....	14
4. Guild Service/Convocation .....	14
5. Worship Services .....	15
6. Exhibits .....	15
7. Social events .....	15
8. Pre-Convention events .....	15
9. Public concerts and recitals.....	15
10. Building arrangements and organs .....	15
11. Unions.....	15
12. Recording of events .....	15
13. Performance Licensing.....	16
14. Copyright Permissions and Payments .....	16
15. Commissions .....	16
15. Coordination with Other Committees .....	16
C. The Finance Committee/Financial Policies .....	17
Convention Budget .....	17
Pre-convention expenses.....	17
Required Convention expenses.....	18
Contribution to National AGO.....	18
Financial responsibility.....	18
Tax Status/Legal Restrictions .....	19
D. Gifts, Grants and Contributions Committee .....	19
Duties of the Committee .....	19
E. Logistics Committee.....	20
Duties of the Committee .....	20
1. Early in the program planning .....	20
2. Closer to Convention date .....	21
F. Exhibits Committee .....	21
Duties of the Committee .....	22

1. Exhibit Space and Details.....	22
2. Fees .....	22
3. Exhibit Hours .....	22
G. Volunteer Committee .....	23
Duties of the Committee .....	23
H. Transportation Committee .....	23
Duties of the Committee .....	24
I. Hotel/Housing Committee .....	24
Duties of the Committee .....	25
J. Registration Committee .....	26
Duties of the Committee .....	26
1. Early Registration.....	26
2. Registration Form.....	27
3. Housing/Meals .....	27
4. Identification of Groups .....	27
5. Confirmation of Registration.....	27
6. Fees .....	27
7. Daily Registration.....	28
8. Complimentary Registrations .....	28
9. Registration Desk .....	28
10. Refunds .....	28
11. Form of Payment .....	28
12. Convention Roster .....	29
13. Badges.....	29
14. Tickets.....	29
15. Registration Packet.....	29
K. Hospitality Committee .....	29
Duties of the Committee .....	29
L. Publicity Committee .....	31
Duties of the Committee .....	31
M. Program Book Committee .....	32
Duties of the Committee .....	32
Layout.....	33
Advertising .....	33
Photographs .....	33
From National Headquarters.....	33
Other Important Factors.....	33
N. AGO/Quimby Regional Competition for Young Organists .....	34
O. Helping the Next Convention.....	35
P. Following the Convention.....	35
EXHIBITS .....	36
1. Application to Host a Regional Convention .....	37
2. Sample Letter of Agreement between AGO and Host Chapter.....	38
3. Confidentiality Pledge .....	42
4. Brainstorming Session .....	43
5. Sample Chapter Solicitation Letter .....	44
6. Sample Expense Voucher .....	45
7. Regional Convention Loan Application.....	46
8. Sample Mission Statement.....	47
9. Sample Regional Convention Timeline #1 .....	48
10. Sample Regional Convention Timeline #2 .....	49
11. Sample Convention Planning Form .....	58

12. Program Narrative Template.....	60
13. Regional Convention Budget Template .....	61
14. Program Schedule Template .....	67
15. Required Comps Chart.....	68
16. Sample Building Use Agreement.....	69
17. Sample Convention Site Information.....	70
18. Sample Event Booking Request.....	72
19. Sample Letter of Agreement – Artist Not Under Management.....	74
20. Sample Letter of Agreement for Commissioned Works .....	76
21. Suggested Procedures for Commissioning New Music.....	79
22. Sample Letter of Agreement – Performing Ensemble Contract .....	80
23. Sample Letter of Agreement for Workshop Presenter .....	82
24. Sample Advertiser Letter and Contract.....	84
25. Sample Exhibitor Letter and Contract.....	88
26. Sample Volunteer Opportunities for the Convention.....	92
27. Sample Website Suggestions .....	95
28. Sample Convention Evaluation Form .....	96
29. What To Send Where...And When!.....	98
30. Regional Convention Report Form.....	100
31. Sample Midwinter Regional Convention Timeline #3.....	103

# THE REGIONAL CONVENTIONS OF THE AMERICAN GUILD OF ORGANISTS

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## A Philosophical Statement

**Convention**, n. 1. a meeting or formal assembly, as of representatives or delegates, for action on particular matters.

—**Syn. 1.** CONVENTION, ASSEMBLY, CONFERENCE, CONVOCATION name meetings for particular purposes. CONVENTION usually suggests a meeting of delegates representing political, church, social, or fraternal organizations. ASSEMBLY usually implies a meeting for a settled or customary purpose, as for discussion. CONFERENCE denotes a (church) assembly, the members of which have been summoned for a special purpose; chapel services at some colleges are called CONVOCATIONS. (*The Random House Dictionary of the English Language*, New York: Random House, 1967.)

- The ideal Regional Convention of the American Guild of Organists fulfills all the definitions set forth above in the synonyms for *convention*.
- AGO Regional Conventions provide attendees the opportunity to celebrate and discuss music for organ, choirs and other instruments. There are specific purposes for our gatherings: concerts, recitals, workshops, services of worship, and times for socializing and collegial good fun.
- Regional Conventions, in addition, are times for inspiration and renewal. Recitals and concerts by performers should be of the highest artistic accomplishment. Workshops must challenge as well as inform.
- Regional Conventions are times for the consideration of our profession, and the role that the AGO can play not only in improving our knowledge and skills, but also in improving the situations in which we work.
- Regional Conventions are also times to put our profession on display. Performers and literature should represent the best of the profession in your region. Regional Conventions shall, for the most part, feature artists, presenters and composers from the region.
- A successful Regional Convention should inspire a renewed sense of professional affirmation and self worth, and provide tangible materials for further learning and growth among the membership.

# CHAPTER I

## GENERAL POLICIES FOR REGIONAL CONVENTIONS

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### GENERAL STATEMENTS

1. When a Chapter's bid to host a Convention is approved by the National Council, and the Letter of Agreement is signed, the national organization is granting a "franchise" to that Chapter to hold an event on behalf of the Guild. The Letter of Agreement specifies that the Convention will be planned and conducted according to AGO procedures and philosophy. The national organization, as a corporate entity, is responsible for the oversight of Regional Conventions. With that responsibility comes the corresponding authority to take prudent measures to avoid financial difficulties. These measures include requiring program and budget approval, involving the Regional Councillor and the consultant from the Committee on Regional Conventions (CORC) in the planning process, and adhering to the current *Guidelines for Regional Conventions*.
2. A Regional Convention of the American Guild of Organists is the biennial meeting of the membership in each of the nine regions of the Guild. The purpose of these meetings is to provide the opportunity for professional interaction and growth through appropriate emphasis on the unique cultural, ethnic and religious strengths in the Region. Workshops in church music, performance, liturgies and other topics can provide the opportunity for the finest musical and educational experiences.
3. Regional Conventions shall for the most part, feature artists, presenters, and composers **from the region**. The Regional Councillor will be involved in the process of building the Convention program.
4. Each Regional Convention will have as its goal a program which reflects a 50/50 gender balance in each category of persons selected as participants in the Convention program. The target ratio is a balance of at least 60/40 (or 40/60):
  - Performers (including conductors)
  - Composers of commissioned works
  - Workshop presenters/panelists
  - Worship leaders
5. The Convention provides a forum for communication and effective assistance within the organization. Opportunities for informal exchange of interests, ideas and mutual support should be scheduled. A formal regional business meeting shall provide an opportunity for concerns of the regional and national organization to be shared and discussed. Workshops will be scheduled that feature topics related to the Guild's work in Education, Professional Development, Membership Development and Chapter Support.
6. A Regional Convention provides the opportunity for the membership to hear some of the finest emerging musical talent through the AGO/Quimby Regional Competitions for Young Organists and subsequent winner's recital.
7. Conventions also provide an opportunity for fostering new music through commissioned compositions, which may be part of the programming.
8. Although neighboring Chapters may wish to work together on a Regional Convention, a single Chapter assumes overall responsibility as the primary host of the convention. Where Chapters are working together, all arrangements (including financial agreements) should be determined in advance and put in writing. This includes not only expenditures, but also volunteer workers. The neighboring Chapter may wish to make a financial contribution to the Convention as well. An agreement on whether any Convention net revenue would be shared should also be made in advance and put in writing. Some Conventions simply travel for a day to a nearby city.

- **HOST CHAPTER SELECTION PROCESS**

1. Chapters interested in hosting a Regional Convention shall contact their Regional Councillor at least four years before the proposed Convention date. After carefully considering Chapter resources and assessing general interest by Chapter vote, the Dean, with the approval of the Chapter Executive Committee, will notify their Regional Councillor of the Chapter's interest.
2. Chapter bids are submitted on the *Application to Host a Regional Convention* to the Regional Councillor by January 31, three and a half years before the Convention would take place. These bids must include the proposed dates of the Regional Convention as well as the proposed hotel and the name of the proposed Convention Coordinator.
  - **Send one copy of this form to your Regional Councillor.**
  - **Send one copy of this form to the Councillor for Conventions.**
  - **Send one copy of this form to the Director of the Committee on Regional Conventions.**
  - **Send one copy to AGO National Headquarters.**
  - **Retain one copy for your records.**
3. The Committee on Regional Conventions, along with the Executive Director, reviews all bids. CORC makes final recommendations to the National Council prior to Council's spring meeting three years before the Convention date.
4. Upon ratification by the National Council, the National Councillor for Conventions will notify the Chapter Dean of the action.

#### **THE RELATIONSHIP BETWEEN THE REGIONAL COUNCILLOR AND THE HOST CHAPTER**

1. The Regional Councillor is an *ex officio* member of the Convention Steering Committee, and will be involved in the selection of the Convention Coordinator, the planning of the Convention, monitoring, assisting and advising the host Chapter.
2. The Regional Councillor will promote the Convention by:
  - encouraging Convention attendance
  - contacting all Chapter Deans to enlist their support. This support could include sponsorship of receptions, concerts, and/or workshops as well as program book advertising and financial contributions.
  - contacting all District Conveners to develop a list of potential performers/workshop presenters to assist the Convention Program Committee.
3. By October 1<sup>st</sup>, 2 years preceding the Convention, the proposed program and budget of the Convention must be submitted in the required format to the Regional Councillor, the Councillor for Conventions, the Director of the Committee on Regional Conventions and the Executive Director.
4. The Regional Councillor will work with the Regional Competition Coordinator in organizing and conducting the AGO/Quimby Regional Competition for Young Organists. The Regional Councillor will approve the selection of the competition organ.
5. The Regional Councillor shall receive and review copies of **all Steering Committee and Program Committee minutes, copies of all budgets, and the Chapter newsletter.**
6. By December 1, one and a half years prior to the Convention, the Councillor for Conventions, the Committee on Regional Conventions (CORC) and the Executive Director must review the budget and program of the Convention. After CORC and the Executive Director have approved the budget, any subsequent revisions must be approved by the Regional Councillor.
7. The Regional Councillor will plan for the regional business meeting in conjunction with the Program

Committee. A time of at least one hour shall be chosen when all participants may attend. A meeting for Chapter Deans and other Chapter leaders, District Conveners, and Regional Resource Contacts shall be planned with the Regional Councillor. **The expense for this meeting is paid out of the Regional Councillor's budget.** It is also suggested that a breakfast or lunch be scheduled honoring all Examination Achievers.

8. By the time a Convention is over, the Convention Steering Committee has learned a great deal about organizing a Convention. In order to pass that wisdom on, the Regional Councillor will meet with the current Convention Steering Committee and the Committee for the next Convention in a debriefing session at the end of the Convention.
9. The Convention is responsible for only whatever transportation package is included, if any, and for only official convention meals (i.e. banquet or lunch). A per diem mileage allowance is not provided for the Regional Councillor.

#### **THE RELATIONSHIP BETWEEN THE NATIONAL ORGANIZATION AND THE HOST CHAPTER**

1. The Guild, as a corporate entity, is responsible for the oversight of Regional Conventions. This responsibility carries with it the obligation to assist the Chapter in the planning of the Convention, including but not limited to the Convention program, sites, personnel, budget, and contractual agreements with other individuals and organizations.
2. The Chapter, in its role as host Chapter of the Convention, agrees to provide the time and creative services of its members, on a volunteer basis, to staff the committee structure for planning and implementation of the Convention.
3. The National Council will appoint the Convention Coordinator upon nomination by the Chapter Executive Committee, in consultation with the Regional Councillor.
4. In the fall of the third year prior to the Convention, National Headquarters, the Councillor for Conventions, and the Committee on Regional Conventions will conduct an orientation session for all Convention Coordinators and Regional Councillors. The expenses related to this orientation session will be paid by National AGO.
5. A Letter of Agreement between the Chapter and the national organization will be signed. The Letter of Agreement should be signed and returned to AGO Headquarters as soon as hotel and dates are final, preferably by August 15 or sooner and no later than September 30 two years prior to the Convention. **Any changes to items covered by the Letter of Agreement, such as Convention dates, Convention Coordinator, or hotel must be approved by CORC and the Executive Director.**
6. By December 1, one and a half years prior to the Convention, the Councillor for Conventions, CORC and the Executive Director must review the budget and program of the Convention. After CORC and the Executive Director have approved the budget, any subsequent revisions must be approved by the Regional Councillor.
7. Regional Councillors and District Conveners should attend their Regional Convention. Either a national officer or the Executive Director will represent the national organization at each Regional Convention.
8. The finals of the AGO/Quimby Regional Competition for Young Organists will be held in conjunction with the Convention. The winner will play a recital as a part of the Convention. Rules for the competition are published in the spring of even-numbered years in THE AMERICAN ORGANIST Magazine and are available online. First- and second-prize awards for the AGO/Quimby Regional Competition for Young Organists are provided by Michael Quimby, President, Quimby Pipe Organs, Inc. These funds, totaling \$1,500 per region, will be distributed by National Headquarters prior to each Regional Convention.
9. National AGO provides liability insurance coverage for its Chapters. The AGO has a Directors and Officers Policy. The Named insured is the American Guild of Organists including all Chapters. The definition in the policy of Insured Person is any person who has been, now is, or shall become a duly elected director or trustee, a duly elected or appointed officer, an employee or committee member whether or not they are salaried, and

any other person acting on behalf of the Association or at the direction of any officer or board of directors of the Association.

10. Requests for certificates of insurance should be directed to the AGO's liability insurance administrator:  
Old National Insurance  
PO Box 1705  
Fort Wayne, IN 46801  
The AGO's contact people at Old National Insurance are:  
Dawn Pequignot, [dawn.pequignot@oldnationalins.com](mailto:dawn.pequignot@oldnationalins.com), 260-625-7212 and  
Melody Hoerl, [melody.hoerl@oldnationalins.com](mailto:melody.hoerl@oldnationalins.com), 260-625-7216.  
FAX 260-625-7525

Certificates will be prepared by Old National Insurance and sent to the venue and/or Convention's designee upon request.

11. National AGO provides performance licensing through its contract with ASCAP for works by ASCAP composers. The convention is responsible for performance licensing for works not in the ASCAP repertoire.
12. Upon request, AGO Headquarters will provide the Chapter with proof of tax-exempt status.
13. THE AMERICAN ORGANIST Magazine will provide free advertising in the magazine. The editor of the magazine will provide each Convention Coordinator with specific details and deadlines.
14. The Steering Committee will appoint an individual who will submit an article to THE AMERICAN ORGANIST Magazine, reporting on the Convention. The editor of the magazine will provide each Convention Coordinator with specific details and deadlines.
15. National Headquarters will provide at no charge an electronic file of the names and addresses of all members in the Convention's region. Promotional materials may only be mailed to recipients within the region's boundaries. No direct solicitation of members from other regions may be pursued. (Members of other regions are certainly welcome to initiate requests for information and register for any regional convention of their choice.)
16. The Committee on Regional Conventions, the Committee on Regional Competitions for Young Organists, the Councillor for Conventions and the AGO Headquarters staff are available to assist the host Chapter whenever necessary.
17. One of the members of the Committee on Regional Conventions will serve as a consultant to the Regional Convention. **The consultant shall receive and review copies of all Steering Committee minutes, Program Committee minutes, budgets and the Chapter newsletter.**
18. **The Regional Councillor shall also receive and review copies of all Steering Committee minutes, Program Committee minutes, budgets and the Chapter newsletter.**

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## CHAPTER II

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### PLANNING A CONVENTION

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**In order to succeed, it is imperative that Convention steering committees thoroughly assess these three interdependent areas before making detailed plans:**

**Financial resources**

A well-planned Convention will produce a surplus of funds that rewards a Chapter for its hard work. Set a budget that makes a realistic assessment of potential funds:

- registration fees
- gifts and grants
- advertising
- exhibit fees

**No decisions about any area of the Convention can be made without reference to the budget.**

**Available facilities**

- available area instruments
- seating capacities
- instruments suited to a specific segment of literature or playing style
- location and accessibility of buildings
- availability of air-conditioned venues
- convention hotel

**Decisions about programming and artists are affected by all of the above.**

**Programming philosophy**

- highlight regional resources
- decide if your Convention will have a theme
- determine how regional artists, presenters, and composers can build on a theme
- include repertoire from a variety of periods and levels of difficulty

**A Chapter may begin anywhere in the above list, but none of these areas can be ignored.**

**The Regional Councillor must be involved in and will assist with these initial assessments.**

## CHAPTER III

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### CONVENTION COORDINATOR, SECRETARY, AND TREASURER

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#### CONVENTION COORDINATOR

1. The Chapter Executive Committee, in consultation with the Regional Councillor, will nominate a Convention Coordinator, who will be appointed by the National Council. The Coordinator is the senior Chapter official responsible for the Convention.

The Convention Coordinator should be a proven administrator with these abilities:

- to envision and articulate large goals
- to generate enthusiasm
- to delegate responsibility
- to empower others
- to involve others in the planning and decision-making process
- to develop consensus
- to monitor the progress of committees
- to inspire, encourage, and support colleagues
- to make unpopular but necessary decisions (including recommending to the Steering Committee that a committee chair be replaced, if necessary)

Essential personal characteristics include:

- administrative ability
- knowledge of the Chapter membership
- a confident and business-like manner
- insightfulness
- openness to criticism
- a sense of humor
- good mediation skills
- readiness to express appreciation to co-workers

2. In the fall of the third year prior to the Convention, the Coordinator must attend an orientation session at National Headquarters. The expenses for the orientation will be paid by National AGO. The Coordinator should also attend the preceding Regional Convention and wrap-up meeting and speak at the Regional Meeting.

3. The Coordinator, with the Chapter Dean, (and possibly even the Regional Councillor) shall conduct a "brainstorming" session, in which Chapter members can express their ideas about the Convention.

4. Soon after the orientation and brain-storming sessions, the Coordinator recommends a Secretary, a Treasurer, and committee chairs for approval by the Executive Committee of the Chapter. This group serves as the Convention Steering Committee.

5. The Coordinator conducts all Steering Committee meetings, beginning 30 months prior to the Convention, becoming monthly (including summer months) at least two years before the Convention. The Coordinator will be an *ex officio* member of all committees. All committee chairs report to the Coordinator and send minutes of meetings to the Coordinator and Convention Secretary for inclusion in Convention records.

6. The Coordinator directs the formulation of a philosophy and goals for the Convention and will articulate these

goals to members of the Executive Committee and Chapter. The creation of a Mission Statement is helpful.

7. The Coordinator requests and oversees individual committee time lines, which will result in a master time line for Convention deadlines, based on the AGO Time Line for Regional Conventions. This determines the order of Convention decisions.

8. The Coordinator is in constant communication with all committee chairs, intervening as necessary. If necessary, the Coordinator recommends replacement of a committee chair.

9. The Coordinator should read the Convention Guidelines frequently, to ensure that all committees are working efficiently and in accord with the Guidelines.

10. The Coordinator, with the approval of the Steering Committee, establishes a budget for reimbursement of the Coordinator's expenses and for secretarial assistance. Committee chairs shall also budget their expenses for Treasurer and Coordinator approval.

11. The Convention Coordinator signs all contracts.

12. The Coordinator ensures that the Final Convention Report is filed with AGO Headquarters by the Convention Secretary **by August 31 of the Convention year.**

13. In extreme circumstances, a Convention Coordinator may have to be replaced. This decision will be made by the Regional Councillor in consultation with the Executive Director and the Committee on Regional Conventions. The Regional Councillor will then meet with the Chapter Executive Committee to appoint another Coordinator.

## **CONVENTION SECRETARY**

1. The Secretary is a member of the Steering Committee and attends all meetings of the Steering Committee. The Secretary takes minutes of all Steering Committee meetings. (Tape recordings are helpful.) Within one week, copies of the minutes are sent to:

- all Steering Committee members
- Regional Councillor
- Consultant from the Committee on Regional Conventions
- Executive Director

2. The Secretary prepares and distributes a current roster of contact information, including email addresses, for all committee chairs. This roster should be updated as necessary. A copy of the roster and all subsequent changes should be sent to:

- all Steering Committee members
- Regional Councillor
- Consultant from the Committee on Regional Conventions
- Executive Director

3. At the end of the Convention, the Secretary gathers the information for the Final Convention Report, including all financial data, hotel room block and pick-up reports, and the final reports of all committee chairs. The Secretary, with the assistance of the Convention Coordinator, will enforce the following deadlines:

### **August 1:**

- **A photo and biography of both the first and second place winners of the AGO/Quimby RCYO Competition are due at National Headquarters. E-mail to AGO's Manager of Competitions, Harold Calhoun, [hc@agohq.org](mailto:hc@agohq.org).**

### **August 1:**

- **A programmatic report for THE AMERICAN ORGANIST magazine with official Convention photographs is due at National Headquarters.**

**August 31:**

**Final Convention Report due, including:**

- Financial statements
- Hotel Room Block and Pick-up Report
- Reports from the Convention Coordinator and all Committee Chairs
- Official Convention Program Book
- Completed Final Regional Convention Report Form (See Exhibits)

**Send one copy of this report to:**

- National Headquarters
- Regional Councillor
- Councillor for Conventions
- Director of Committee on Regional Conventions
- Coordinator of the next Regional Convention
  
- One copy of the Final Convention Report shall remain in the Chapter's permanent file
  
- With the copy of the Final Convention Report that is sent to National Headquarters, include copies of all publicity clippings. Send an additional 10 copies of the Official Convention Program Book to National Headquarters for archival purposes.

**August 31:**

- Contribution to the National AGO is due as required by the Letter of Agreement, with any additional contributions that the Convention would like to make.

**CONVENTION TREASURER**

1. The Convention Treasurer is the chief financial officer of the Convention. Practical experience in financial areas is essential. **The Convention Treasurer should not serve simultaneously as Chapter Treasurer.** The Treasurer will secure social security numbers from all artists and the AGO/Quimby RCYO winner.
2. The Convention Treasurer, along with the Finance Committee, develops the budget and monitors it once it is approved by CORC. All budget alterations require adjustments to other line items. **Chapter accounts and Convention accounts shall be maintained separately.**
3. **A proposed budget in the required format is due by October 1, in the second year before the Convention. The Regional Councillor must approve all revisions to the approved budget.**
4. The Convention Treasurer establishes accounting procedures, banking and investment accounts separate from the chapter's operating account, expense authorization procedures, income deposit procedures, and prepares the final financial statement/audit.
5. The Convention Treasurer reports income, expenditures and cash balances at each Convention Steering Committee meeting.
6. The Convention Treasurer supervises all Convention accounts and (generally) signs checks in consultation with the Convention Coordinator. Vouchers from committee chairs, co-signed by the Convention Coordinator, should support all expenses. The treasurer, in coordination with the convention coordinator, may establish a dollar threshold at which both must sign a check.
7. The Convention Treasurer records and deposits all gifts and grants made to the Convention.
8. Checks for all performers' fees are prepared before each event and distributed according to contracted agreements.

9. When large amounts of income are on hand which are not required for immediate expenditure, the Treasurer should be authorized to transfer these funds into interest bearing accounts to maximize the Convention income.
10. The bookkeeping procedures used throughout the Convention must conform to standard accounting practices. You may consult a professional bookkeeper or accountant.
11. The Convention Treasurer must track all payments in excess of \$600 in any calendar year made to presenters, performers, composers, etc. Those earnings must be reported to the recipient and to the IRS on form 1099-MISC by February 28 of the following year.
12. After the Convention financial report is complete, all net income should be transferred to the Chapter's account. If your Chapter's gross income during the tax year July 1 – June 30 is \$25,000 or more, the Chapter must file an IRS Form 990 (Return of Organization Exempt from Income Tax). The Chapter should consult an accountant and submit this form no later than three months and 15 days after the close of the Chapter's fiscal year (usually by October 15). All income received by the Convention including registration fees, advertising sales, etc. must be counted toward the \$25,000. Since each Chapter of the Guild operates as a not-for-profit entity, the Chapter will not have any tax liability, but the report is due nonetheless.

## CHAPTER IV

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### GUIDELINES FOR CONVENTION COMMITTEES

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Organizing an interesting, effective and well-run Regional Convention is a challenging task. It is extremely important that committee chairs be “team players” who work together to produce a fine Convention, and who are willing to involve the Chapter membership whenever possible. Individual committees should be tailored to the local situation, depending on the specific needs and personnel available. The following areas of responsibility need to be covered:

- Finance, Budget, Gifts and Grants
- Program: Recitals, Concerts, Workshops and Worship
- Logistics, Transportation
- Program Book, Advertising
- Hotel, Hospitality, Volunteers
- Registration
- Exhibits
- Regional Competition
- Publicity, Promotion

Members of the various committees will generally be appointed by the chairs of the respective committees in consultation with the Convention Coordinator. Personnel should be selected on the basis of their expertise, sense of responsibility, and ability to follow through on assignments.

The confidentiality of all committee deliberations is critical. During planning, many individuals and venues are considered. There is a great potential for disappointment, hurt and embarrassment if names and venues discussed in committee deliberations are disclosed prematurely to those not directly related to the decision process. **Every committee chair and member must sign the Confidentiality Pledge found at the end of these Guidelines.**

**All committee members are responsible for adhering to the edition of the *Guidelines for Regional Conventions* in effect when the Letter of Agreement is signed.**

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#### THE STEERING COMMITTEE

The Steering Committee consists of the Convention Coordinator, Secretary, Treasurer, chairs of all committees, the Chapter Dean and the Regional Councillor. Additional committee members might attend those Steering Committee meetings where discussion and action are focused on the particular committee(s).

The Steering Committee should develop an overall philosophy for the Convention, using information gained from the Chapter “brainstorming” session. Developing a mission statement can also be helpful. The Convention philosophy or mission statement should guide both programming and budget decisions. Only after this groundwork has been completed should specific time and event planning begin. The Regional Councillor will participate in this process.

If at all possible, each member of the Steering Committee should attend the preceding Regional Convention.

#### Duties of the Committee

1. The Steering Committee will convene initially at least 30 months prior to the Convention. At least two years before the Convention, full Steering Committee meetings should be held on a monthly basis. Regular attendance at these meetings by all members is extremely important. Should it be impossible for a committee chair to attend a

meeting, a deputy or representative should represent the chair.

**2. The deadline for submitting a proposed budget and program for approval is October 1, two years prior to the Convention. Submit these via e-mail attachment in the formats provided to the Regional Councillor, the Councillor for Conventions, the Director of the Committee on Regional Conventions, and the Executive Director.** The Committee on Regional Conventions and the Executive Director will meet to review the budget and program by December 1, or request further information as necessary.

3. Committee chairs shall submit verbal or written reports at each meeting to maintain good and open communication between the various committees and their work.

4. As members of the Convention "team," each chair's committee and its function is crucial to the success of the Convention. Further, each member of the Steering Committee is responsible for generating and maintaining the good will and "*esprit de corps*" of the Chapter in its Convention effort.

5. The Chapter Dean shall continue to conduct the business of the Chapter and shall serve in an advisory capacity on the Steering Committee. The Dean serves *ex officio* on all committees, or, in small Chapters, may actually chair a committee.

6. The Steering Committee is empowered by the Chapter to prepare and adopt a Convention budget. The securing of any loans must be agreed upon by the Steering Committee and have the approval of the Chapter Executive Committee.

7. After each meeting, the Secretary shall send copies of all minutes to all members of the Steering Committee, the Regional Councillor, the Executive Director, and the consultant from the Committee on Regional Conventions.

8. The Steering Committee should approve a Convention logotype or symbol early in the planning process.

**9. Each member of the Steering Committee will maintain strict confidentiality concerning committee discussions and deliberations. Each member will sign the Confidentiality Pledge.**

## **PROGRAM COMMITTEE**

The heart of every Convention is its programming. The program should emphasize regional resources in the selection of performers and presenters. This does not preclude the inclusion of a limited number of nationally or internationally known performers from outside the region. But for the most part, the programming should reflect the region's strengths. A good Regional Convention should not be conceived as a "mini-national" Convention.

**No firm program commitments can be made or program contracts issued until the necessary approval of budget and program has been received.** Discussions about availability and fees must be held as part of the planning process. But even these must be made clearly tentative until all plans are final and approved. Only then may formal contracts or letters of agreement be issued. Program committees are encouraged to submit a draft of the proposed program early in the process to the Regional Councillor, the Councillor for Conventions, their CORC consultant, and the Executive Director for input and suggestions.

The cooperation of this committee is essential for the well-being of the entire Convention, since it is responsible for planning all recitals, concerts, workshops and worship.

It is possible that the Steering Committee may serve as the Program Committee. In this case, there is still a need for a Program Chair to handle all the details of programming. If a separate Program Committee is appointed, approximately five members, including a secretary, are usually adequate.

**The National Council has mandated that every Regional Convention will incorporate the following items in its programming:**

1. Gender balance among artists and presenters of 50/50, or at least 60/40 or 40/60. **Inclusiveness in selection of convention participants:** The Guild's current policy on inclusiveness will apply to all conventions. That is, issues of inclusiveness regarding gender, age, and ethnic/cultural diversity will be considered before approval is granted at any level. All AGO conventions will have as a goal a gender

balance of 50/50 in each category of persons selected as participants in a convention program:

- Performers (including conductors).
  - Composers of commissioned works.
  - Workshop presenters/panelists.
  - Worship leaders.
2. Feature artists to be selected primarily from the region.
  3. Workshops addressing topics regarding the work of the Guild:
    - Education (examination and certification, encouraging young organists, Pipe Organ Encounter, the new organist)
    - Professional Development (e.g. salaries, contracts, clergy/musician relationships, mentoring)
    - Membership Development and Chapter Support (recruiting and retaining members, Chapter programming ideas, websites, newsletters)
  4. AGO/Quimby Regional Competition for Young Organists and a recital for the winner.
  5. Regional business meeting (allow at least one hour), scheduled at a time when all Convention participants may attend, planned in conjunction with the Regional Councillor.
  6. Meeting of District Conveners, Education and Professional Development Coordinators, and Deans with the Regional Councillor.

**The National Council has mandated that program committees shall not arbitrarily shun non-pipe technologies when structuring their programs, and that issues particular to non-pipe technologies be addressed in workshops.**

**The Committee on Regional Conventions and the Executive Director must approve the program and the budget of the Convention BEFORE ANY CONTRACTS RELATING TO THE PROGRAM CAN BE SIGNED. The deadline for submitting a proposed program for approval is October 1, in the second year prior to the Convention. Include the AGO region with which each artist, presenter, and composer is identified. Submit these via e-mail attachment in the required formats to the Regional Councillor, the Councillor for Conventions, the Director of the Committee on Regional Conventions, and the Executive Director. (Use Budget Template and Program Narrative Template found in the Exhibits)**

### **Duties of the Committee**

1. The Program Committee must begin its work by meeting at least once a month, beginning approximately 30 months before the Convention.
2. A Program Committee Secretary shall be named to maintain complete and accurate minutes of the committee's deliberations and discussions. Copies are sent to committee members, the Chapter Dean, the Regional Councillor, and the consultant from the CORC.
3. The duties of the Committee are to:
  - Select all artists and performing groups for recitals and concerts.
  - Plan all workshops and select workshop presenters.
  - Determine what services of worship will be held during the Convention, and either plan them or provide for the planning.
  - Maintain close communication with other committees as the planning progresses: registration, logistics, publicity, program book and transportation will all be directly affected by the work of this committee. It would be wise to have representatives from these committees attend appropriate Program Committee meetings.
  - Gratefully acknowledge unsolicited program proposals upon receipt.
  - As a policy matter, decide whether or not to invite host Chapter and/or Steering Committee members to perform or present workshops as part of the Convention, and whether they will be paid if they do perform.
4. Important issues to be discussed in the early planning include:
  - Total Convention time frame, buildings and seating capacities, and available organs.
  - Criteria for choices of performers and workshop presenters.

- Provision for a variety of types of events, a cross section of repertoire, and learning experiences at various levels (both practical and scholarly). It is expected that music for smaller instruments, and for choirs and organists with limited training and resources, be included in every Regional Convention program.
- The extent to which commissioning of new music will be a feature of the Convention; the criteria for types of compositions to be commissioned, and from which composers. (The National New Music Committee is available to serve as a resource in this area.)
- When all artists, presenters and performing groups have been chosen and the program and budget approved by the Committee on Regional Conventions and the Executive Director, the Committee will prepare contracts to be signed by the Convention Coordinator. Graciously inform those not selected that program decisions have been finalized and that they are not included.

**All contracts should include a space for the artist's social security number or agent's Federal I.D. number.**

### Artists

1. After the program and budget have been approved by CORC, confirm contract details with the artist or artist's manager. Be clear as to the committee's expectations, e.g., specify the length of the program and the extent of the committee's control regarding the content, and if the premiere of a commissioned work is an expectation.
2. A fee package should be negotiated with the artist or artist's manager. Elements to be considered include the performer's fee, transportation, complimentary registration, and lodging and per diem expenses. If lodging is provided, be specific about incidentals such as phone, parking, dry cleaning, room service, etc. Negotiating a flat fee is highly preferable. Be sure that everything you expect of the artist is clearly defined in the contract, especially:
  - Date by which proposed program is to be submitted (N.B.: Organ specifications must be provided to the artist well in advance of this).
  - Deadline for submitting biographical materials and photographs (how many and what type of photos).
  - Name(s) and address(es) of persons to whom above materials are to be sent.
  - Recording and/or broadcast release as necessary.
  - How and when payment will be made.
3. Contracts should specify that artists are not to make any disparaging comments about any instrument or builder, nor should they use a regional convention performance to advertise or promote one product over another.

### Workshops

1. After the program and budget have been approved by CORC, contact the suggested presenters in writing to confirm contract details. The presenter must provide an exact title and description for use in the program book.
2. Other details to be considered include:
  - Providing audio-visual and other requirements. Be certain to include these costs in the budget.
  - Encouraging presenters to "test drive" their AV equipment before their presentation.
  - Securing biographical information for use in the Convention program book.
  - Including a clause which allows the recording of workshops for future educational use.
  - Ordinarily workshop presenters provide their own handouts. If the Convention agrees to pay for handouts for workshop presenters, it is wise to set a limit on the number of handout pages and a deadline for submission of materials. Be certain to include these duplication costs in the budget.
  - A fee package should be decided upon and be clearly stated. Workshop presenter arrangements must be secured by contract or by a letter of agreement. If a hotel room is to be provided, specify whether incidentals will be included (i.e., phone, parking, meals, etc.). Be specific about all details.
  - Matching the size of the room to the projected attendance.
  - Being sure there are enough workshops to reflect a spectrum of interests.

### Reading Sessions

It is of benefit to the attendees and a courtesy to music exhibitors to offer reading sessions as part of the workshop schedule.

### Guild Service/Convocation

These services should be intentionally inclusive. It is strongly recommended that the attending national, regional and state AGO officials participate in a service in some way. If there will be a procession, appoint a person to organize it. Such a procession provides an excellent place for participation. Determine as early as possible who will

participate, and notify them of the need to bring academic robes.

### **Worship Services**

Model worship services at Guild Conventions should be viewed as essentially educational rather than religious activities. Planners should be sensitive to the impact of potentially exclusionary practices.

### **Exhibits**

Adequate free time to visit exhibits must be carefully provided.

### **Social events**

Social events and receptions should provide a change of pace for the Conventioneers—budget for them. Invite Chapters and businesses in the region to sponsor a social event.

### **Pre-Convention events**

If the Convention plans pre-Convention events, these events should be arranged so that everyone attending the Convention can be accommodated (or identify specific limits in the advance publicity). Events presented by local churches scheduled prior to the Convention may be listed in the program book. Specific deadlines should be established regarding these events if they are to be included in pre-Convention publicity and/or the Convention program book. The possibility of presenting a pre-Convention event should be announced to all the Chapter members.

### **Public concerts and recitals**

The AGO encourages that concerts and recitals, especially evening performances, be open to the public. Convention attendees should be seated first or have space reserved for them. Consider an at-the-door fee (or donation) for individual events. Check with each church for any policy regarding the sale of tickets for concerts at their facility. Budget sufficient funds to cover costs of printing tickets and programs for these public events.

### **Building arrangements and organs**

Arrangements for the use of church premises and buildings must be made as early as possible.

1. Even before substantive discussions are held regarding the selection of recital and workshop locations which will need organs, a survey must be conducted in conjunction with the Logistics Committee. The survey will list all possible organs and the seating provided in the spaces in which they are installed.
2. Contact must be made with the resident musician and the church authorities. Determine exactly who has the authority to commit the use of space in the building.
3. Arrange for a written guarantee of organ condition. If the church is unwilling to tune the organ prior to the Convention, make the proper arrangements for the Convention to pay this cost and reflect this item within the budget. Request organ specifications at the same time you make the other arrangements.
4. Clearly state that it is necessary for the incumbent organist to be present at the recital(s) during the Convention. If possible, arrange for the church's organ technician to be in attendance the day of the performance.
5. All final negotiations must be in writing and should be reconfirmed. The use of the church might be donated if members of the parish are invited to attend the recital or other event.

Some churches and other facilities will require a certificate of insurance. (See **“Relationship Between the National Organization and Host Chapter”**, #10)

### **Unions**

Be aware of musicians' union requirements regarding instrumentalists, concert halls, rehearsals and performances.

### **Recording of events**

If the Convention chooses to record events, all necessary releases and permissions must be obtained. All costs associated with recordings must be budgeted.

### **Performance Licensing**

When a Convention includes public performances of copyrighted music, the Convention is responsible for paying licensing fees to the individuals or organizations that hold the copyrights. The AGO National Headquarters pays an annual fee to ASCAP enabling all Conventions to sponsor performances of music in the ASCAP repertory without further cost or obligation. Program committees should check with BMI and SESAC to determine what fees may apply to public performances of copyrighted music within the repertory of those organizations.

### **Copyright Permissions and Payments**

Be certain that you abide by the law to secure permission to duplicate any work under copyright and that you retain the written consent of the copyright holder. Fees for copyright permissions must appear in the budget. **Written proof of permission to duplicate may be required by printers.**

### **Commissions**

The Program Committee may wish to commission new compositions for organ, with or without additional forces (choral, instrumental, vocal), as well as promote recently composed repertoire as part of the Convention program.

Important considerations in commissioning new works:

- Including works that are within the scope of the various forces available to the diverse range of churches and synagogues in the region, particularly smaller institutions.
- Matching the resources, available instruments, ensembles, and the theme of the Convention.
- Highlighting composers living in the region, including composers from local and regional colleges and universities.
- Establishing a competition for organ voluntaries, anthems, hymn-tunes, etc. Such a competition may be held in cooperation with another organization or a publisher.

The Program Committee is encouraged to:

- Consider programming works commissioned by previous Conventions and local Chapters of the AGO, works by past AGO Distinguished Composers, as well as other organizations connected with the organ, such as international competitions, colleges and universities, and religious institutions.
- Promote the work of composers from the region, including commissions and performances of already-composed works.

The National Committee on New Music Competitions and Commissions is available for suggestions and advice.

### **Coordination with Other Committees:**

- **AGO/Quimby Regional Competitions for Young Organists**  
Coordinate the location and time of the regional competition winner's recital with the Competition Committee. Remember to budget the cost for printing this recital program, since it will not appear in the program book.
- **Artists' Hospitality**  
Be sure that arrangements have been made for artists' hospitality during the Convention, such as pick-up at the airport, local transportation, etc.
- **Program Book**  
If program notes are expected, clearly specify length and a deadline for submission in the contract. If program notes are to be printed in the Convention program book, be aware that they will need to be received in plenty of time to meet the printing deadline for the Convention program book. If they are to be distributed as a separate handout at the performance, allow for their printing costs in the budget.
- **Publicity**  
Maintain a close liaison with the Publicity Committee. See that all publicity items are read and reviewed by the Program Committee before publication.
- **Transportation**  
Coordinate the transportation schedule with the Transportation Committee to provide the most efficient use of time, smoothness of operation, and maintenance of the over-all schedule.

## THE FINANCE COMMITTEE/FINANCIAL POLICIES

The Convention Treasurer is the Director of the Finance Committee and in some cases may serve as the entire Finance Committee.

Sound financial planning and strict control of the budget must go hand in hand with creative program planning to have a successful Convention. A preliminary budget must be developed in consultation with the Regional Councillor.

**The deadline for submitting a proposed budget for review is October 1, two years prior to the Convention. Submit this via e-mail attachment in the required format to the Regional Councillor, the Councillor for Conventions, the Director of the Committee on Regional Conventions and the Executive Director. The Committee on Regional Conventions and the Executive Director must review the budget by December 1. After CORC and the Executive Director have approved the budget, any subsequent revisions must be approved by the Regional Councillor. (Use Budget Template found in the Exhibits)**

### Convention Budget

A primary responsibility of the Finance Committee and/or the Convention Treasurer is to participate in planning the budget, and provide strict control of the budget once approved.

All budgets submitted must use the required budget template.

In developing the budget, the following must be considered:

- Research the number of paid registrations at the last two or three Conventions. Compare your metropolitan area to similar areas of past Conventions. **Set an attendance figure that is lower than previous Conventions.** The Convention break-even point (the number of paid registrations needed to cover expenses) should be **very conservatively figured** to ensure a financially solvent Convention.
- Decide on reasonable fees for your region in the present economic climate. The fees include: early registration, regular registration, senior and spouse/partner registration, student registration, non-member registration and daily registration.
- Decide what meals will be included (if any).
- Consult previous Convention reports to get an idea about the percentage of paid registrations in each category.
- Based on the above information, calculate the amount of income from registration fees.
- Set reasonable amounts of income expected from gifts, grants, sponsorships, contributions, ticket sales, advertising and exhibit fees.
- With the total income (registration fees, gifts, grants, contributions, ticket sales, advertising and exhibit fees) in mind, the Finance and Steering Committees are now ready to discuss the expenses. Keep in mind all the financial responsibilities, in addition to programming, that must be covered by Convention income.
- Each Convention committee should prepare an estimate of expenses to be submitted to the Finance Committee in order to create a total working budget. The Convention Treasurer is responsible for controlling the budget.
- The Convention Account and the Chapter Accounts **must be kept separate.**

### Pre-Convention expenses

Working capital will be required to meet various expenses that may be incurred before any income is received. These expenses could include:

- Representation at the preceding National Convention and Regional Convention
- Promotional materials and advertising
- Printing of stationery
- Telephone and postage
- Payments on commissions
- Logo development
- Hotel deposits, if required

The first source of pre-Convention financing should be the host Chapter itself. Loans from the Chapter's operating surplus or reserves should be made, as required, and accurately recorded for repayment as soon as possible.

Loans may be arranged through AGO National Headquarters for start-up expenses. They will be interest-free until September 1 of the Convention year, at which time repayment will be requested. If the funds cannot be repaid at that time, interest will be charged (beginning the following month), with repayment terms to be negotiated with National Headquarters. Consider asking the Steering Committee to pay their registration fee early.

## **Required Convention Expenses**

Host Chapters are responsible for:

### **1. Complimentary Registration:**

- Regional Councillor
- District Conveners
- Regional Coordinator for Education
- Regional Coordinator for Professional Development
- First and Second Place Winners of the AGO/Quimby RCYO
- Judges (3) for the AGO/Quimby RCYO

### **2. Hotel:**

- Regional Councillor
- First Place Winner of the AGO/Quimby RCYO
- Competitors of the RCYO *during the practice and competition period*
- Judges (3) of the RCYO *from the time they are required to arrive until the convention begins*

### **3. Convention Transportation Package:** (if separate)

- Regional Councillor
- National AGO Representative
- First Place Winner of the AGO/Quimby RCYO
- Competitors of the RCYO *during the practice and competition period*

### **4. Convention Meal Package:** (i.e. banquet, box lunch – if separate)

- Regional Councillor
- National AGO Representative
- First Place Winner of the AGO/Quimby RCYO
- Competitors of the RCYO *during the practice and competition period*
- Judges (3) of the RCYO *from the time they are required to arrive until the convention begins*

### **5. \$100 Honorarium:**

- Each AGO/Quimby RCYO judge (3)

### **6. Contribution to National AGO**

The Chapter will contribute 5% of the gross revenue of the Convention (not including gifts, grants, contributions, and loans) to National AGO. This money supports the work of the Guild in planning and administration of Conventions and meetings at national and regional levels. This contribution should be budgeted along with other anticipated expenses. Host Chapters are encouraged to contribute additional amounts, either to the Annual Fund, the Endowment Fund, or to a special project or other fund of the Guild. (Contact the Director of Development and Communications at National Headquarters for information.) **This contribution is due by August 31 of the Convention year.**

## **Financial Responsibility**

If a Regional Convention's expenses exceed its income, the Convention Steering Committee and the host Chapter

will attempt to renegotiate fees paid to service providers and venues, tap new income sources that the Steering Committee and Chapter may not have previously accessed, and initiate post-Convention fund-raising campaigns. AGO National Headquarters is ultimately responsible for satisfying the financial obligations of each Chapter.

### **Tax Status/Legal Restrictions**

The Convention is a project of the host Chapter, and the Finance Committee should ensure early in the planning process that the Chapter is in compliance with all AGO, Federal, State and local regulations regarding proper registration as a tax-exempt organization.

The American Guild of Organists holds 501(c)(3) exempt status with the IRS for federal taxes, which includes all local Chapters through a group exemption. **The federal I.D. number and Group exemption number are available from AGO Headquarters.** Exemption from state income and sales taxes should be secured where possible under state laws. **Start this process early!** Other registrations which may be required include state franchise board, attorney general or charities bureau (to be properly registered to do business, raise funds, etc.) or local tax agencies. This may be covered in conjunction with state registration, though such items as admissions taxes may be purely local.

It may be advisable to consult a tax specialist (attorney or accountant) to be sure the Chapter is properly registered.

The Convention Treasurer must track all payments in excess of \$600 in any calendar year made to presenters, performers, composers, etc. Those earnings must be reported to the recipient and to the IRS on Form 1099-MISC by February 28 of the following year.

**The Convention's final financial statement is due August 31 as part of the Convention's final report.** After the books have been closed, all net income should be transferred to the Chapter's account. If your Chapter's gross income during the tax year July 1 – June 30 is \$25,000 or more, the Chapter must file an IRS Form 990 (Return of Organization Exempt from Income Tax). The Chapter should consult an accountant and submit this form no later than three months and 15 days after the close of the Chapter's fiscal year (usually by October 15). All income received by the Convention including registration fees, advertising sales, etc. must be counted toward the \$25,000. Since each Chapter of the Guild operates as a not-for-profit entity, the Chapter will not have any tax liability, but the report is due nonetheless.

### **GIFTS, GRANTS AND CONTRIBUTIONS COMMITTEE**

An individual or a small committee should be appointed to seek gifts, grants and contributions in support of the Convention. **Start early!** This committee should work closely with the Finance Committee and may be a sub-committee, if desired.

Financial sponsorship of Convention events increases income and holds registration fees down. A significant sponsor increases the visibility of the AGO.

Gifts, grants and contributions are distinguished from advertisements in that nothing is expected in return for a charitable donation (gift, grant or contribution). If a company or an individual sponsors an event, that sponsor may also be purchasing advertising as well as making a sponsorship donation. A distinction must be made between how much of the sponsorship money is given strictly as a gift, and how much is paying for a service rendered (i.e. advertising). The amount paid for advertising is subject to the 5% fee to the National AGO as income, but the remainder of the contribution is not.

### **Duties of the Committee**

1. The committee or chair should create a list in spreadsheet format of items which might be sponsored or donated to the Convention. These might include:

- Early registration prizes
- Receptions, coffee breaks or meals
- Convention tote bags and individual items such as guidebooks, maps, pencils and pads
- Commissioned works
- Scores for reading sessions

- Individual recitals, concerts, series of workshops
- Special ensembles (choirs, orchestras, etc.)
- Special instruments
- Rehearsals
- Daily newsletters

Potential sources of support include:

- Steering Committee members
- Chapter members
- Chapters in your region (to host receptions, sponsor commissioned works, place ads in program book, etc.)
- Local congregations (co-sponsorship)
- Organ building and/or maintenance firms
- Music publishing firms
- Retail music distributors
- Suppliers of other equipment (bells, vestments, liturgical furnishings, music stands, etc.)
- Denominationally related agencies such as insurance companies, etc.
- Donors at previous Regional Conventions
- Private individuals
- Private foundations
- State and local arts councils
- Local corporations/businesses
- Local Chapter, American Federation of Musicians (Music Performance Trust Fund grants may be available for performances involving instrumentalists and open free to the general public.)

The Foundation Center [www.fdncenter.org](http://www.fdncenter.org) is a source that lists foundations by state.

State or municipal arts funding agencies may require that any events funded be open to the public.

Proposals to any source, once the interest of that source has been determined, must be very specific and submitted with due regard for application deadlines. Budget information provided must accurately reflect the Convention's projected needs.

Acknowledge all gifts promptly in writing, as well as in the program book and other places as appropriate.

## **LOGISTICS COMMITTEE**

The Logistics Committee arranges for the locations of all Convention events, and is in charge of the production details of the Convention.

This Committee functions in conjunction with the Program Committee, and most responsibilities begin after major program decisions have been made.

### **Duties of the Committee**

#### **Early in the program planning:**

1. The Committee will conduct a survey of all churches and concert locations that might be considered by the Convention. The survey should list:
  - handicapped accessibility
  - capacity of the room
  - availability of air conditioning
  - size and type of instrument
  - location and number of restrooms
  - distance from Convention hotel

- parking availability
2. At the direction of the Program Committee Chair, confirm in writing the use of all churches. Clarify in writing all financial responsibilities.
  3. At the direction of the Program Committee Chair, confirm in writing the use of all concert halls and other buildings which will be used for Convention events, and, if required, negotiate fees for the use of the spaces. Ascertain union requirements in concert halls and all contract requirements and stipulations. Be certain to budget these costs.
  4. Obtain certificates of liability insurance coverage as required by facilities. National AGO provides liability insurance coverage for its Chapters (see Chapter I. D.).
  5. Ascertain the availability for potential rehearsal time (and charges) in the various facilities. Assemble a master rehearsal schedule.
  6. List all equipment needed for a concert or recital—from risers to special percussion instruments, music stands, stand lights, etc. Budget all such costs.
  7. Examine all performance and workshop locations to be sure they meet Convention needs and to identify potential problems.
  8. Contact the Hospitality Committee to discuss ushering requirements and other needs.
  9. Determine audio-visual needs for programs and workshops. Assign or hire personnel to deliver and operate equipment. Work with the Hotel Committee concerning arrangements for workshops that occur in the hotel. Budget all costs in cooperation with the Program Committee.
  10. In conjunction with the Hotel Committee, determine what extra costs will be incurred from the hotel, such as use of a telephone, use of a corkboard for a message center, a piano in a public room, etc. Will there be a service fee charged in addition to the actual cost? Build these items into the budget.

**Closer to Convention date:**

1. Following the signing of a contract or agreement for use of any building, space, church, etc., it is wise to keep in contact with the building managers, etc., by telephone to be sure that all remains in order for your use.
2. Re-confirm all commitments with specifics two months to six weeks ahead of the Convention.
3. Complete and distribute Master Rehearsal Schedules to all appropriate committee members.
4. Inform all recitalists, instrumentalists, conductors, choruses, etc., of the rehearsal schedule.
5. Assign a committee member to each Convention event. Duties are:
  - Obtain the proper scores for each event.
  - Attend rehearsals, determine needs, distribute and collect scores, supervise stage set-up.
  - Arrive at the recital/concert venue early to check on all details.
  - Act as stage manager to determine signals for starting the performance, operation of house lights, curtains, length of intermission, etc. Coordinate with the head usher or house manager.
6. Cooperate with the Hospitality Committee to place signs at all sites, directing registrants to workshop locations, restrooms, etc.

**EXHIBITS COMMITTEE**

The Exhibits Committee contacts potential exhibitors, arranges exhibit space, supervises exhibit setup and

breakdown, and sees to the welfare of exhibitors during the Convention.

Develop a list of potential exhibitors from exhibitors at previous Conventions in your region, TAO advertisers, area music-related businesses, and others. Send a letter describing your Convention, listing proposed exhibit hours, expected attendance, fees and a reasonable deadline. This letter should also include ad prices for the program book. Consider offering package deals to exhibitors who also advertise in the Convention program book and/or sponsor Convention events.

## **Duties of the Committee**

### **Exhibit Space and Details**

1. Contact the Convention hotel about exhibit procedures and inspect all display space and rooms to be furnished by the hotel. Ideally, your display space should be located in one area – usually 2400-5000 sq. ft. Contact local music stores and publishers, local organ builders and other related vendors to provide a variety of exhibits.
2. If necessary, the hotel can recommend a display company to rent draping and table skirting. You are responsible for making this contact. Be sure to have a committee member on site when the exhibits are set up to ensure that all assignments and signs are correct. Your local Visitors' Bureau may provide booth signs.
3. Provide music dealers with the complete program as soon as possible to allow them to order multiple copies of repertoire and workshop music. Your attendees will want to purchase this music. Be sure to include organ, choral, and handbell music and CDs, as well as church supply items.
4. Make a map of the exhibit room and include it in your program book or as a handout at Registration.
5. If exhibits are in one area, digital organ dealers must provide headphones.
6. **Arrange for security** for all exhibits before, during, and after exhibit hours. **Under the AGO insurance policy, there is no liability for exhibitors' property.** Things that belong to exhibitors should be covered under their own policy no matter where they are – at home, business, or exhibition.
7. Consider having receptions and cash bars near the exhibit area to encourage traffic.

### **Fees**

1. When the Convention budget is set, fees for exhibits must be decided by the Steering Committee. The Convention charges the exhibitor a fee for the booth based on cost to the Convention plus a reasonable profit.
2. At the discretion of the Steering Committee, exhibitors may receive complimentary registration. Special badges should be prepared for the exhibitors, listing company and location.
3. The Program Committee will usually include reading sessions in the workshops. If arrangements are made early enough, publishers or local music stores may be willing to provide packets for these sessions. If the music is provided on a consignment basis, packets that are taken but not paid for are the responsibility of the Convention.

### **Exhibit Hours**

1. **Be sure to include adequate exhibit time at reasonable hours in your schedule in order to attract the greatest possible number of exhibitors!** Exhibits should be considered early in the planning process as an integral part of the schedule; they also provide important convention revenue. The premium hours are after evening events, especially when receptions and cash bars have been arranged in the exhibit area. Scheduling is only effective when convention guests are at the hotel. Exhibit hours often work well in conjunction with opening day registration, free time between events, and even music reading sessions on site. Avoid low traffic scheduling – during early morning hours or while events and workshops are held away from the hotel.
2. Exhibits **must** be closed during a Guild service/convocation, recitals, and the regional business meeting.

3. Clearly list exhibit hours in the brochure and the program book.

## **VOLUNTEERS COMMITTEE**

This individual or committee coordinates volunteer workers for the Convention. Whether or not the Convention requires this committee will depend upon the complexity of the program and the size of the Chapter.

### **Duties of the Committee**

1. List all personnel needs for the Convention by consulting with other committees -- especially Program, Registration, Hospitality and Logistics.
2. Make appeals for assistance through the Chapter newsletter and a separate letter mailed to each member. Include a returnable form from which a master list of volunteers may be made.
3. In April of the Convention year, send a preference and availability questionnaire, with response form. From the responses, begin to assign volunteers. Be sure to make provision for alternates!
4. Communicate with each volunteer regarding duties, schedule, and contact information. Express appreciation for their willingness to serve in this capacity. Volunteers should be readily identifiable!
5. Arrange orientation sessions in cooperation with committee chairs. It can be helpful to gather all the Convention personnel for a session a few days before the Convention to walk through the entire Convention:
  - who does what, when
  - who needs to be where, when
  - what equipment needs to be in place, when
  - where buses will be loading
  - where hospitality, coffee breaks will be, etc.
6. Have a pool of volunteers available to be on call should emergencies arise during the Convention.
7. If the Volunteer Committee is responsible for ushers, one member should serve as the usher director to coordinate with the Program Committee and organize all volunteers. Recruit ushers from the various churches. Ushers should be familiar with the layout of the buildings used for programs, the location of rest rooms, parking arrangements, and be prepared with first aid assistance and emergency phone numbers.
8. A card listing phone numbers for all essential contacts (emergency services, Steering Committee members, etc.) is vital for each person connected with the running of the Convention to have.
9. A celebratory event, scheduled at some point after the Convention, is an appropriate way to thank all members who participated in the work of the Convention.

## **TRANSPORTATION COMMITTEE**

The Transportation Committee arranges for transportation to each Convention event.

Average Regional Convention attendance is approximately 200 to 300 people, many of whom have their own cars available. The number of participants who will drive to events will depend upon the availability and cost of parking at the Convention hotel, the availability of parking at venues, and the complexity of the host city's street system. Chapters should estimate carefully the various factors in arranging for public transportation for the Convention. Keep transportation as simple as possible. If the travel is reasonably complex, it is to the advantage of an on-time schedule to urge the registrants to sign up for the transportation package.

The Transportation Chair tends to work alone until shortly before the Convention. Good communication between the Transportation Chair and the Program Committee Chair is essential. The Transportation Chair needs constant updating from the Program Committee, so it is wise for the Chair to attend meetings of the Program Committee

frequently, and, if otherwise appropriate, to be named an *ex officio* member of the Program Committee.

### **Duties of the Committee**

1. If possible, the program schedule should be arranged so that Conventioneers may walk to some events.
2. Buses will leave from a central point (hotel) most of the time. If the Convention is divided into groups, clearly identify bus departure points and destinations.
3. Set up an itinerary, which is also agreed upon by the Program Committee Chair and the Convention Coordinator. At this time, get bids from local bus companies. Determine that the buses are comfortable and well cared for. Be sure the bus drivers are equipped to handle driving in rush hour, etc.
4. The fee for transportation should be at least a break-even one.
5. Any major changes in the Convention schedule must be reported to the bus company.
6. Transportation is not so much a committee as a pool of people to direct traffic. An assistant chair may be helpful in organizing the people to ride the buses. The Chair will be occupied with getting the buses to and from the proper places. This is a full-time job during the Convention.
7. Special permits and assistance from the police regarding parking spaces may be necessary.
8. Each bus should have an AGO member on board to enforce directions or destinations to the driver and to watch for color coding for correct locations. The guide must enforce departure times or delays will develop which will only compound as the day progresses. Loading and unloading buses must be well supervised. A person should be designated to make a final call or dismiss the last bus.
9. If maps are necessary at the destination, the bus guide should hand them out as each person boards the bus.
10. Before the Convention, decide how to indicate paid bus transportation on the badge. You may also have a daily transportation fee. Consult with the Registration Committee.
11. Consider hiring a bus company supervisor for assistance during the Convention. This person would act as a liaison with the drivers and make sure the transportation proceeds with as little trouble as possible.
12. Adjust the number of buses after each day's events. Utilization of buses usually declines during the week except for the large concerts.
13. Plan for special needs transportation. Persons needing this service will request it on the Registration Form. The Registrar will inform the Transportation Chair, so that necessary arrangements can be made. Each person who has requested special needs transportation should receive a letter outlining the arrangements.
14. It is essential to provide maps with specific information (including venue names, addresses and phone numbers) for the people who want to drive their own cars, walk, or need to take other transportation.
15. Check each site to determine if traffic or parking guides are needed.
16. Make a dry run at the same time of day the buses will be traveling to be certain enough time is allowed. Leave enough time for emergencies and for unloading/loading. Check with city officials to determine whether any proposed routes are scheduled for maintenance at the time of the Convention. Be sure to consider holidays and special events that may impact traffic.

### **HOTEL/HOUSING COMMITTEE**

The Hotel/Housing Committee arranges for the housing of the Conventioneers and Convention participants and is responsible for overseeing, coordinating, and documenting specifications for all convention functions that take place in the hotel.

## Duties of the Committee

1. Determine the approximate number of registrants. Review the number of sleeping rooms actually rented for all hotels used during the last three Conventions. Prepare an RFP (Request for Proposals) that you can give to all hotels under consideration that specifies your hotel needs. Consult with the hotel Convention director to block the projected number of rooms. Reserve adequate rooms for pre- and post-Convention activities – for those who come early and/or stay after the Convention.

2. It is best to house the entire Convention in one hotel. This simplifies transportation and maximizes your ability to negotiate for complimentary sleeping rooms, and exhibit and meeting spaces based on the number of sleeping rooms sold. If the option of alternative accommodations is considered, including neighboring hotels and university dormitories, be sure to consider the impact this will have on meeting space costs, bus schedules, and transportation fees.

3. Inspect all meeting rooms and exhibit spaces with the Convention Coordinator, Program Chair, and Exhibit Chair. Determine costs for rooms and charges for equipment and services, such as pianos, audiovisual equipment, computers, message center, telephone, tables, and taxes.

4. Criteria for hotel selection:

- Location, Location, Location – close proximity to performance venues
- availability for proposed dates
- appropriate number, size, and quality of guest rooms
- competitive room rates
- quality of food service
- layout of the hotel
- cleanliness
- availability and fees for parking
- access and security for registration and exhibit areas
- handicapped accessibility
- convenience for convention buses
- number and location of restrooms
- flexibility of hotel contract requirements and room block reservations
- availability of audio/visual support
- attractive meeting rooms, exhibit space and banquet area
- ease in working with hotel staff
- surrounding restaurants and businesses

5. Negotiate a hotel rate and room block for the Convention that extends three to five days before and after the Convention dates. Be very conservative, not overly optimistic, in projecting the number of sleeping rooms needed. Occasionally rates cannot be finalized until one year in advance. Determine parking costs. The discount off standard “rack” rates can be negotiated, and comparisons between hotels should be made based on current rates and discounts. Negotiate for room upgrades for VIPs and other financial considerations or concessions your convention may want or need. Be sure to obtain 1 complimentary room night per 50 sold, though 1 per 40 is better yet. Ask for whatever you want.

**6. Hotel and housing costs must be settled by October of the year before the Convention so they can be advertised in THE AMERICAN ORGANIST and local mailings.**

7. Negotiate the contract. **Fax a copy to National Headquarters for approval. The contract must be approved by the Executive Director before it is signed by the Convention Coordinator. *This is the only contract which may be signed before the budget and program are approved by CORC and the Executive Director.***

8. Give the hotel a detailed hour-by-hour, room-by-room schedule for all events housed in the hotel, and the set-up/services required for each. These events may include:

- Registration

- Hospitality/Message Center
- Convention Office
- Workshops
- Cash Bars/Receptions
- Banquets/Lunches/Continental Breakfasts
- Meetings—Regional, State, Deans, etc.
- Exhibits

Meticulously review the banquet event orders (BEOs) the hotel prepares for your signature.

9. The Hotel/Housing Committee will work with the committees responsible for the above functions, and with the Regional Councillor for all AGO events (regional business meeting, dean's meeting, etc.).

10. Complimentary hotel rooms are required for:

- Regional Councillor.
- Out-of-town judges for the AGO/Quimby RCYO from the time they are required to arrive for the competition until the Convention begins (unless already provided by the Convention for other reasons).
- AGO/Quimby RCYO competitors during the practice and competition period and for the winner during the Convention.

11. The Steering Committee will determine which (if any) host Chapter Convention officials will need to be housed at the Convention hotel.

12. As the convention approaches, monitor the room pickup closely, week by week. Avoid potentially severe financial penalties that may be imposed when an inadequate number of room reservations are received either by the scheduled cut-off dates or when compared to the overall room block.

13. Arrange for the financial aspects of the public functions. In coordination with the Convention Treasurer, establish a Master Account to which all services ordered by the Convention will be billed. The Hotel/Housing Committee Chair is responsible for giving the numbers of reservations for events served by the hotel. This requires close contact with the Registrar. The Chair should also check all hotel billings for accuracy and give them to the Treasurer for payment. Credit may need to be established and advance deposits may be required. (Deposits to hold sleeping rooms may also be required, but all reservations and payment for individual rooms are handled directly between the individual Conventioneer and the hotel.)

## **REGISTRATION COMMITTEE**

The Registration Committee establishes procedures for registering Conventioneers, receiving and recording fees, and staffing the registration desk at the Convention.

This Committee provides the Conventioneer with the first taste of Convention hospitality. The Chair should be one with some business experience, good judgment, resourcefulness, diplomacy and serenity! Those who staff the registration desk should be hospitable, cheerful and interested in being of service.

### **Duties of the Committee**

#### **Early Registration**

1. Consider offering a special early registration rate for members of the host Chapter. This encourages Chapter members' commitment to the Convention and provides funds early on. While it is customary to offer a reduced fee for registrations received by February 1, the Steering Committee can set any deadline it deems to be reasonable. (Remember that the later the date for early registrations, the less early income and the less total income for the Convention.)

2. In addition to the information in THE AMERICAN ORGANIST Magazine, contact all AGO Chapter deans in the region to advertise the early registration. A similar announcement should be placed in all regional AGO Chapter

newsletters. Contact information for deans and Chapter newsletter editors may be obtained from National Headquarters.

### **Registration Form**

1. Include as much vital information as possible on the registration form. Be sure to include transportation and any other additional fee items. Specify that the person's last name be identified (caps or underlined) to avoid incorrect alphabetization. Refund policy needs to be clearly stated.
2. It may be necessary to limit registration for certain workshops. Include spaces in the registration form to designate preferences for workshops and any other items that require a choice.
3. Investigate preceding Regional Convention websites for registration form ideas, etc. (websites are listed on the National website).
4. Offer on-line registration, payment and acknowledgements, if possible.

### **Housing/Meals**

1. Housing information should appear on the first registration form and all subsequent forms. Questions should be directed to the registrar. Hotel reservations should be made with the hotel directly.
2. The Regional Councillor receives a complimentary hotel room during the Convention and/or any pre-convention events (such as the AGO/Quimby RCYO).
3. Meals and individual hotel guest rooms will be provided to the AGO/Quimby RCYO competitors during the practice and competition period. The Chapter will also cover hotel and meal expenses for out-of-town judges from the time they are required to arrive for the competition until the Convention begins, unless those expenses are already provided by the Convention for other reasons.
4. If a meal is to be made available during the Convention for an additional fee, clearly list it as an option with the stated amount. Be sure that policies regarding Convention meals and cancellation fees and conditions are clearly stated.

### **Identification of Groups**

Occasionally, a Regional Convention needs to be divided due to restricted seating capacity -- usually in several groups identified by various colors on the Convention identification badges. Those who wish to be in the same group should be required to indicate this on their registration forms and submit the forms together.

### **Confirmation of Registration**

It is extremely important that each person who registers receives a response as soon as possible, confirming the registration and choice of workshops.

### **Fees**

The fee structure is established by the Steering Committee as a part of the initial budget-making process. It should be kept as simple as possible. Categories customarily used are:

- Regular members
- Host Chapter members
- Special members (over 65, disabled)
- Students (full time with current ID)
- Partner members — two regular members who live at the same address
- Non-members
- Daily

It is customary to offer early registration at a discounted rate.

**Conventions should offer a reduced fee for students in order to encourage their attendance.**

Be clear what qualifications are required for discounted fees.

### **Daily Registration**

1. Daily registrations are customary. The daily registration fee should be high enough to encourage full registration (total of dailies should equal more than full registration).
2. Tickets for special events may also be possible if space permits.

### **Complimentary Registrations**

#### **1. Complimentary registrations are required for the following personnel from the Convention region:**

- Regional Councillor
- Regional Coordinator for Education
- Regional Coordinator for Professional Development
- District Conveners
- AGO/Quimby RCYO judges
- AGO/Quimby RCYO First and Second Place Winners

#### **2. Complimentary registration is optional for:**

- Artists
- Presenters
- Exhibitors

#### **3. Conventions are strongly encouraged to provide complimentary registration to all AGO/Quimby RCYO Competitors, the Coordinator of the next Regional Convention, and their CORC consultant.**

4. The Steering Committee should decide whether any host Chapter members will receive complimentary registrations. At the discretion of appropriate chairs, individual passes might be issued for single events.

### **Registration Desk**

1. Coordinate registration desk hours with program times, bus departures, etc. **Staff the registration desk the entire first day and evening to accommodate early and late arrivals.** The desk can be open earlier or later if needed, as long as people are in line and need help. Recruit Chapter members to staff the registration desk. The local Convention and Visitors' Bureau may provide help at Registration.

2. The registration area should be divided as simply as possible, with clear signs for easy identification. This is when badges and Convention tote bags are distributed. General categories for the registration area should include:

- Pre-registrants (in alphabetical order)
- On-site registration (those not pre-registered)
- Daily registration

### **Refunds**

1. A deadline must be set regarding refunds. Registration fees are usually refunded up to 6 weeks prior to the Convention. A non-refundable service charge is imposed. Decide what to do about meal cancellations. They should not be allowed during the Convention unless the caterer will not penalize the Convention.

### **Form of Payment**

Clearly indicate everywhere what forms of payment are acceptable.

## Convention Roster

1. Many Conventions publish a roster of the names and contact information of those attending the Convention. If the Steering Committee decides to produce such a roster, it falls to the Registration Committee to produce it. Some Conventions provide this at no cost to the Conventioneers, and others charge a small fee to cover printing expenses. It is helpful to registrants if this can be distributed at the beginning of the Convention.

**2. If the Convention plans to publish a roster, the registration form must inform attendees and offer them the opportunity not to have their information included.**

## Badges

1. The design and procurement of badges and badge holders is the responsibility of this Committee. Decide the exact information to be shown on the badge (name, Chapter or hometown, title, Guild certifications, options such as bus, etc.) Ribbons or colored badges can be used to identify those with official roles:

- Steering Committee
- Host Chapter Member
- Artist
- Presenter
- Exhibitor
- Regional and National Officers

2. Be sure that the **NAME** on the badge is prominent and in large enough type so as to be easily read at a comfortable distance. Other information may be in a smaller typeface. Local Convention Bureaus might provide name badges.

3. You may wish to provide a place on the back of the name tag for attendees to write their emergency contact information.

## Tickets

Tickets for special events, which may be open to the public, should be printed. Arrangements for the sale of tickets and collection of monies should be made early and handled carefully. Some churches have policies that prohibit the sale of tickets to events in the church. Be sure to check.

## Registration Packet

Decide what type of packet will be used and what will be included. If there are requests from businesses to include some advertising material in the packet, set a fee for this service, since it is not fair to those who advertise in the program book for others to get free advertising. A separate policy may be established for non-profit and educational groups. The next Convention may wish to include an announcement of some sort in the packet (this should be complimentary). A business may want to provide the packet. If an advertiser has no relationship to music, they should be treated with great care and scrutiny.

## HOSPITALITY COMMITTEE

This Committee is most visible at the Convention itself, and the Chair needs to be organized and congenial at all times. This committee will be asked for advice, assistance, and to handle emergencies.

Convention Hospitality includes not only coffee breaks, receptions and special meals (luncheons, banquets, etc.), but most importantly, the creation of a welcoming atmosphere throughout the Convention. Determine what your area has to offer and sell it to your attendees!

## Duties of the Committee

1. During the Convention, staff a Hospitality Desk next to the Registration Desk. **Be sure this is staffed the entire first day and evening to accommodate early and late arrivals.**

2. Gather Chamber of Commerce or Visitors' Bureau items such as:
  - City maps
  - Directions to landmarks and places of interest
  - Restaurant list, map and directions (organized by price, location, formal or informal). Be sure this is current!
  - Bus, subway, and public transportation schedules
3. Distribute a map of the Hotel showing areas for Exhibits, Registration and Workshops. This should be included with the Registration packet, but extras should be available at the Hospitality Desk.
4. Plan coffee breaks, receptions and other social events carefully. (The Hotel Committee may arrange for cash bars, continental breakfasts, etc.) Be flexible in menu – for a short break snack, consider an ice cream bar and bottled water. Remember to include tea and hot water at receptions, not just coffee and iced water. If providing a box lunch, be sure that it is easy to manage and that there is adequate seating. Guests with special dietary needs must inform the Registrar. Consider a lunch or breakfast with the Regional Meeting to encourage attendance. Work out details with the Regional Councillor. A meal is usually offered with the Deans' and Regional Officers' meeting.
5. Have first aid supplies available, and know how to contact medical help. Distribute emergency phone numbers to all Convention workers. Consider having a nurse or physician on site for each concert or event.
6. If the Hospitality Committee is responsible for Ushers, conduct a training session. An Usher Director should be appointed to work with the Program Committee in supervising all volunteers. Ushers need to know restroom locations, fire exits, emergency contact numbers and parking areas. If possible, recruit ushers from various churches used for concerts as well as Chapter members.
7. Place signs (in cooperation with the Logistics Committee) at all Convention sites, directing registrants to workshops, restrooms, etc. Place signs in the Headquarters' lobby area directing registrants to Exhibits, Registration and Bus Departure areas.
8. Arrange for artists' hospitality, such as pick-up at the airport, driving to and from rehearsals, etc. in conjunction with the Program Committee. You may wish to arrange for a welcome gift in their hotel room.
9. In cooperation with the Program Committee, determine if recitalists/presenters will be introduced, recruit members to do so.
10. In some cases, the Volunteer Committee and Hotel Committees may function as part of the Hospitality Committee.
11. Hospitality is:
  - warmth, thinking of little details, being eager hosts
  - the Regional Councillor's presence at all events
  - a National Officer taking time and interest to attend your Regional Convention
  - good attendance by members of the host Chapter
  - making sure events start and end on time
  - caring and competent bus drivers
  - smiles, a caring word or two, a pat on the shoulder, a warm handshake
12. Inform area restaurants and stores of Convention dates. Encourage discounts to Conventioneers.

## **PUBLICITY COMMITTEE**

This committee has two goals:

- promote attendance at the Convention
- increase the general public's awareness of the organ

Knowledge and sophistication in writing, computer use, publicity and promotion, and advertising are necessary skills for this committee.

### **Duties of the Committee**

1. Create a distinctive logo to be used on every piece of literature, advertisement, letterhead, etc. to tie the campaign together.
2. Develop a Website to announce the Convention and on-line registration, if available. Ask National AGO to provide a link to your website. This must be kept current. Be sure to refer to websites from preceding regional conventions for ideas. They are listed on the National website.
3. Meet with your local Convention and Visitors' Bureau. They may be willing to provide banners, nametags, area publicity and other materials without charge.
4. Regional Mailings (restricted to your region only):
  - To the total regional membership in the fall preceding the Convention. This should include advertising rates for the program book.
  - A series of announcements for monthly use in Chapter newsletters.
  - To all regional AGO Chapter deans within your region during the year preceding the Convention.
5. The editor of *The American Organist* will provide deadlines and requirements for advertising. In addition, National Headquarters will send one blast e-mail per convention to all members of the region(s) served by that convention. Detailed information on the e-mail blast will be provided in January prior to the convention.
6. Prepare complimentary ads to be sent to your preceding regional Convention and the national Convention. Contact each to determine format requirements and deadlines.
7. Business meetings are scheduled for each region at National and Regional AGO Conventions. They include time for presentations to promote upcoming regional conventions. Additionally, some steering committees choose to contract for an exhibit booth to advertise their event at the preceding regional convention.
8. Compile a media list for releases such as:
  - Trade magazines (Diapason, Pastoral Musician, etc.)
  - All radio and television stations
  - Denominational papers and magazines
  - Daily newspapers Arts/Entertainment/Religion editors
  - Metropolitan area magazines papers
  - Area arts publications
  - Universities and music schools
  - Music dealers
9. Paid advertising in local concert series programs is great repeat advertising.
10. Provide displays at ALL local AGO Chapter programs, with artist pictures, biographies and flyers.
11. Consider personal contact with local music and arts writers and media program directors. Deliver a press packet with a press pass, information about artists, a Convention brochure and a concise listing of all public concerts. Include a fun gift so they remember you. Invite them to a meeting for suggestions on how to best market the Convention. Some reviewers will not consider an event that is only presented once.

12. Consider making a flyer of “Concerts Open to the Public” and send to all area churches in a 100-mile radius in two sizes: 8½x11 and 5½x8½ for bulletin inserts.
13. Consider creating a large professionally produced poster to advertise public concerts, at least 11x17. Distribute across the city and surrounding area.
14. Consider setting up local radio and television interviews with participating artists. If CDs are available, they may be useful to the radio or television interviewer.
15. Appoint or hire a photographer to cover the Convention. Photos will be needed for:
  - Review issue of TAO (the editor will provide deadlines and requirements)
  - Press releases during the week, or post-Convention reviews
  - Chapter archives
16. The Steering Committee appoints a person to write a programmatic report of the Convention for inclusion in THE AMERICAN ORGANIST Magazine. TAO will furnish instructions on how these articles should be submitted.
17. Publish a daily Convention newsletter to highlight daily events and announce any changes in the schedule. The cost of this daily publication should appear in the budget. Consider using different colors of paper for each day.
18. Lay out the entire publicity campaign at one time, including all forms of advertising and publicity media on a carefully coordinated schedule.

## **PROGRAM BOOK COMMITTEE**

This Committee produces the program book for the Convention, the single most visible and lasting record of the Convention. This book provides practical program information, projects your image as a Convention and as a Chapter, can serve as a revenue source, and is a major publicity vehicle.

The Steering Committee must decide whether the program book will be mailed to the entire membership of the region for advertising purposes, or if it will be issued only to those who register.

If the book is *to be mailed* to the entire region, it must be prepared early. To mail it to the region in April, for example, the deadline for all material to be included has to be in January. The necessary lead-time for layout, proofreading, and printing is critical.

If it is *not to be mailed* to the entire region, the book's value to advertisers will be less, as the readership will be limited. The registration brochure and other flyers must be very detailed to attract attention and encourage registration. Deadlines might be slightly later.

The Program Book Chair must have had some experience with editing materials for publication. This committee must work closely with the Program Committee in proofreading to ensure accurate information.

## **Duties of the Committee**

1. **PROOFREAD!!**
2. Determine format
3. Set deadlines/printing schedule
4. Obtain services of layout artist/designer
5. Choose and negotiate with a printer
6. Determine advertising policies
7. Solicit advertising
8. Collect all general Convention information
9. Collect all program information and notes **(Be sure permissions have been secured to reproduce any music for the program book. Artists are usually very aware of this and will supply the necessary permissions.)**
10. Collect descriptive material about workshops and seminars
11. Collect biographical sketches and photographs of all performers and workshop leaders

12. Collect pertinent maps and directions
13. Collect and prepare organ specifications
14. Obtain photos of all organs and venues
15. Edit all submitted materials
16. Obtain mailing lists for bulk mailing
17. Make extra copies of the program as printed in the program book for the general public. This saves a separate setup process.
- 18. PROOFREAD!!**

### **Layout**

1. Present the program book in the most interesting manner, while making it easy for the Convention attendee to find his/her way through the program both mentally and physically. Secure copies of past Convention program books to get ideas for size and format. Obtaining the services of a layout designer is well worth the expense.
2. Consider grouping ads by size, for ease in formatting.

### **Advertising**

1. The Program Book presents a wonderful opportunity for a Regional Convention to realize revenue by selling advertising and soliciting exhibitors. Contact organ builders, regional organists, Chapters, music stores, religious bookstores, etc. to purchase an ad and/or rent a booth for an exhibit.
2. Sources of potential advertisers include: previous Regional and National Conventions, current advertisers in THE AMERICAN ORGANIST, advertisers in previous Chapter publications such as newsletters and yearbooks, area businesses and music schools, and the collective ideas of the committee.
- 3. It is a National AGO policy for each Convention to provide free advertising space of at least a quarter page in its program book to advertise the next Convention in its region and the next National Convention. Contact these Conventions with deadlines and requirements.**
4. Work closely with the Publicity and Exhibits Committees to avoid duplication of effort.
5. Prepare a fee schedule based on printing bids and past Convention experience. Write a letter inviting advertisers to participate, including a style sheet or mock-up which describes the physical requirements for advertisements and booths. Specify the required format.
6. Set a deadline that is reasonable. Be prepared to follow up with emails or calls.

### **Photographs**

When contracts are signed with artists and other program participants, biographical material and digital photographs should be requested.

### **From National Headquarters**

1. National Headquarters will supply an introductory page for the program book. The page will resemble the title page of THE AMERICAN ORGANIST Magazine, including a list of national officials, introductory Guild information, a complete list of the Regional Conventions that year, plus letters and photos from the President and Executive Director.
2. Sample copies of previous Regional Convention program books are available from National.

### **Other Important Factors**

Be sure to include:

- a photo and letter of greeting from the Regional Councillor
- a photo and letter from the Convention Coordinator
- a photo and letter from the Chapter Dean

- a photo of the Convention Steering Committee
- letters of welcome or proclamations from the Mayor and Governor
- a list of **ALL** Convention contributors, including Michael Quimby for funding the AGO/Quimby Regional Competition for Young Organists
- a list of all Convention Committees

If the Program Book is not mailed, it should be included in the registration packet that is given to all Convention attendees.

Be sure to print enough program books for:

- all registrants
- artists and presenters
- exhibitors
- advertisers
- contributors and sponsors
- sales of extra books
- Chapter archives
- copies for future needs
- **Ten copies of the Program Book are to be sent to National Headquarters as part of the Final Convention Report, due by August 31.**

### **AGO/QUIMBY REGIONAL COMPETITION FOR YOUNG ORGANISTS**

The AGO/Quimby Regional Competition for Young Organists is an important program of the Guild, encouraging and recognizing young talent. This competition is a part of the Regional Convention, and the committee has the responsibility for its organization. The winner of this competition will play a recital as an event during the Convention.

1. In the spring of the year prior to the Regional Convention THE AMERICAN ORGANIST Magazine carries complete official rules governing the AGO/Quimby Regional Competition for Young Organists. Current rules are available online. These rules govern the competitions at both the Chapter and regional levels. **The Competition Coordinator must be familiar with these rules in their entirety! Failure to follow the rules in their entirety could result in disqualification of a competitor.**

**2. The Regional Councillor must approve the selection of the competition organ.**

3. The first-place winner will receive a \$1,000 prize, the second-place winner \$500. First- and second-prize awards for the AGO/Quimby Regional Competitions for Young Organists are provided by Michael Quimby, President, Quimby Pipe Organs, Inc. These funds, totaling \$1,500, are distributed by National Headquarters prior to each Regional Convention.

4. All announcements concerning the Regional Competition for Young Organists must include this statement: **The AGO/Quimby Regional Competition for Young Organists is made possible by a generous grant from Michael Quimby, President, Quimby Pipe Organs, Inc.**

5. Neither the Regional Councillor, Regional Competition Coordinator, nor the Regional Convention Coordinator may serve as a judge in his/her own region. Consider using local people or those planning to attend the Convention as alternate RCYO judges.

6. Competitors must be housed in hotels to avoid any liability issues with home stays. The convention hotel is preferred for housing the competitors. If possible, establish a student rate for the competitors when negotiating the hotel contract. Each competitor shall be assigned an individual room. Rooms for minors need to accommodate the parent or responsible adult that is required to accompany them (the convention is not responsible for a separate room or any other expenses for the accompanying adult.)

Comparable lodging, closer in proximity to the competition venue, may sometimes serve as a convenient, economical alternative. This can include dormitory housing, if the competition is on or near a college campus. If alternative lodging is used for the competition, a room for the winning competitor should be provided at the

convention hotel for use following the competition.

7. Secure the Social Security Number of the competition winner and submit it to the Convention Treasurer.
8. Following the convention, e-mail photo and biography by Aug. 1 of first and second place winners of the AGO/Quimby RCYO Competition to National Headquarters – Harold Calhoun, Manager of Competitions [hc@agohq.org](mailto:hc@agohq.org).

## **HELPING THE NEXT CONVENTION**

1. It can be helpful to have Convention attendees complete a Convention evaluation form.
2. Pass on sample copies of all forms.
3. Consider offering complimentary registration to the next Convention's Coordinator.

## **FOLLOWING THE CONVENTION**

By the time a Convention is over, the Convention Committee has learned a great deal about organizing a Convention. In order to pass that wisdom on, the Regional Councillor will meet with the current Convention Steering Committee and the Steering Committee for the next Regional Convention in a debriefing session at the end of the Convention.

Furnish the following items for the national AGO office and the AGO Committee on Regional Conventions:

- **August 1: Photo and biography of first and second place winners of the AGO/Quimby RCYO Competition due at National Headquarters. E-mail to AGO's Manager of Competitions, Harold Calhoun, [hc@agohq.org](mailto:hc@agohq.org).**
- **August 1: Submit a programmatic report for THE AMERICAN ORGANIST magazine with official Convention photographs due at National Headquarters.**
- **August 31: Final Convention Report due, consisting of:**
  - Financial statements**
  - Reports from the Convention Coordinator and all Committee Chairs**
  - Official Convention Program Book**

Send one copy of this report to:

- National Headquarters
- Regional Councillor
- Councillor for Conventions
- Director of Committee on Regional Conventions
- Coordinator of the next Regional Convention (One copy of the Final Convention Report shall remain in the Chapter's permanent file.)

*With the copy of the Final Convention Report that is sent to National Headquarters, include copies of all publicity clippings, and an additional 10 copies of the Official Convention Program Book for archival purposes.*

- **August 31:**
  - Contribution to the National AGO is due as required by the Letter of Agreement, with any additional contributions that the Convention would like to make.**

**Completed Final Regional Convention Report Form (See Exhibits)**

Plan some sort of post-convention gathering where all committees and volunteers can be acknowledged and thanked.

You may be contacted by the Archivist of the Organ Historical Society (OHS) ([www.organsociety.org](http://www.organsociety.org)) asking for a copy of your Convention program book. A stamped self-addressed envelope would be sent to you for this purpose. The American Organ Archives are housed at the Talbott Library of Westminster Choir College at Rider University.