

2017-2018 ACTION PLAN
Committee: Member Resources
Subcommittee: Exhibits

Subcommittee Co-Chairs: Kim Edmonds – khedmonds@vt.edu (Virginia)
Kate Shumaker – shumaker.68@osu.edu (Ohio)
Subcommittee Chair-elect: Holly Jay -holly.jay@montana.edu (Montana)
Subcommittee Apprentice: vacant
Subcommittee Past Chair: Kim Edmonds –khedmonds@vt.edu (Virginia)

Goal: Provide innovative professional development opportunities and resources for Extension family and consumer sciences professionals through relevant exhibits, the bookstore and resource information.

Objective: Provide educational opportunities and resources to association membership through exhibitor displays, seminars and resource information.

	What? (action steps)	Who? (specific name)	When? (specific date)
1.	Recruit a subcommittee member from the 2018 host affiliate	Kim Edmonds	October 2017
2.	Review committee meeting schedule	National Office Kim Edmonds Kate Shumaker	December 2017
3.	Initiate conference calls, e-mails and other correspondence to subcommittee members	National Office Kim Edmonds Kate Shumaker	January – September 2018
4.	<i>Send 2018 exhibit information to past exhibitors</i> Update exhibitor list Develop matrix of exhibitor/sponsor opportunities with price categories	National Office Kim Edmonds Exhibits Subcommittee	January 2018
5.	<i>Publicize \$50 finder's fee</i> Include periodic updates in NEAFCS e-News Email to all State Presidents	Kim Edmonds Kate Shumaker Edda Cotto-Rivera Lora Lee Howard	January 2018 – June 2018
6.	<i>State Sales Table</i> Email application form to all State Presidents	National Office Kim Edmonds	January 2018
7.	Update script, talking points and email messages for committee members	National Office Kim Edmonds Kate Shumaker	January 2018
8.	Training for subcommittee members - provide script of talking points	National Office Kim Edmonds Kate Shumaker	January- February 2018

9.	<i>Contact potential exhibitors</i>	National Office Exhibits Subcommittee	January - July 2018
10	Confirm exhibitors and forums	National Office Exhibits Subcommittee	July 2018
11.	Recruit committee members and other volunteers to staff Exhibit Hall and Exhibitor Forums <ul style="list-style-type: none"> • Arrange for Subcommittee member meeting at Annual Session (if necessary) • Purchase and Pack Welcome Bags 	National Office Kim Edmonds Kate Shumaker	July 2018
12.	Arrange Exhibitor Welcome Orientation	National Office Edda Cotto-Rivera	August 2018
13.	Develop and distribute paper evaluations to exhibitors (electronic follow-up if necessary)	National Office	At 2018 Annual Session
14.	Review Exhibit Hall successes and challenges	Exhibits Subcommittee	At 2018 Annual Session
15.	Identify 2019 committee leadership	Exhibits Subcommittee	At 2018 Annual Session
16.	Initiate vouchers for checks to be written to members who have referred exhibitors that did exhibit at the 2018 Annual Session	Kim Edmonds Edda Cotto-Rivera LoraLee Howard	Immediately following 2018 Annual Session
17.	Send thank you letters to Exhibitors and seminar presenters.	Exhibits Subcommittee	Immediately following 2018 Annual Session
18.	Send notebook/electronic files and orient subcommittee Chair(s)	Kim Edmonds	Immediately following 2018 Annual Session