



AROC Convention 2027

Convention Planning Kickoff Meeting
16 March 2026

Peter Jones, Convention Planning Chair

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Convention Overview



- Asked by AROC National to host 2027 Convention
 - This is not an absolute commitment – if it's not feasible, we'll cancel out
 - Cap Chapter has done several previous conventions – big win!
- Proposed date is “summer 2027” – (June – August <fingers crossed>)
- Location TBD – MD, VA, DC
- Rough guess: 300-500 people (250 rooms, Chicago used 175+), 150 cars
- Preliminary agenda, major events:
 - “Pre-Tour” Monday – Tuesday, perhaps Wednesday morning
 - Hotel check-in Wednesday, evening welcome reception
 - Thursday – Saturday tours, seminars, competition events
 - Saturday -- Concorso
 - Saturday night – reception, “official” annual convention meeting, banquet, speaker
 - Sunday – awards brunch, departure

Committee Organization and Structure



- Chapter Board of Directors – the final vote on our actions & recommendations
- Chair – High-level planning, interface with Board, National AROC
- Vice Chair – oversight of, and liaison between, all sub-committees
- Treasurer, Budget Director
- Sub-committees as required
 - Some sub's are needed right away, but not later
 - Some sub's needed later, not right away
 - The requirements are fluid and people may be in more than one subcommittee over the life of the project
- Sub-committees have a lead member who coordinates with the Vice Chair

Subcommittee Structure



Vice Chair – Subcommittee Oversight and Liaison	
Location and Date	Hotel Liaison
Track	Autocross
Pre-Tour	Tours
Registration	Web (Club Express)
Web (Convention Website)	Regional Theme & Logo
Publicity/Convention Guide	Sponsors
Vendors	Rallies/Gimmick
Seminars	Concorso

AND SO MUCH MORE !!

Subcommittee Structure



Vice Chair – Subcommittee Oversight and Liaison	
Location and Date	Hotel Liaison
Track	Tours
Pre-Tour	Concours
Registration	Web (Club Express)
Web (Convention Website)	Regional Theme
Publicity/Convention Guide	Sponsors
Vendors	Rallies
Seminars	“Punch List”

THIS IS OUR MOST CRITICAL JOB ... RIGHT NOW.

ONCE WE HAVE A LOCATION, HOTEL, DATE CONFIRMED ... THE REST WILL BEGIN TO FALL INTO PLACE

Location & Date Overview

- Right now we have five locations under consideration
 - Frederick, MD
 - Annapolis, MD
 - Tysons Corner, VA
 - Dulles/Ashburn, VA
 - Baltimore suburbs, MD
- Others may be considered in next few weeks
- We need teams to go to locations and collect data using standardized criteria
- Decision is not emotion-based – it is fact-based
- Analysis and recommendation will be given to chapter Board for review and approval
- Location/date target: end of April 2026



Location Evaluation Criteria (Not Final)



Criteria	Comments
Hotel (or hotels) size	Accommodate ~250 rooms? Overflow hotels? Cost?
Banquet	300-plus person banquet hall? Servers? Pricing?
Meeting rooms	Need meeting rooms for admin, registration, vendors, seminars
Date	Need Wednesday-Sunday <u>minimum</u> , some earlier (pre-tour)
Parking	Need dedicated parking for Alfas
Trailers	Need trailer parking
Car wash	Need water hookups, wash stand
Accessibility	Easy to get to? Traffic?
Track availability	Track within reasonable drive?
Potential day tours	Things to drive to within an hour or two? How about longer (full-day) trips?
Concours location	Need appropriate NEARBY location (park?) for judged concours
Security	Nighttime security on-site? Or can we hire it?
.... And more	

Location Process



1. Evaluate locations
2. Get proposed contract/pricing from hotel(s)
3. Committee determines recommendation
4. Advise our recommendation to chapter Board, get approval
5. AROC National convention advisors review contracts, provide recommendations
6. Present final recommendation to National for approval
7. Chapter signs contract(s)
8. Now ... everything else starts to happen



Three Realities

1. If you think there's a good location for the convention which isn't being considered, that's fine ... but be prepared to lead the evaluation team
 - “Somebody ought to...” isn't an answer, it's a cop-out
2. This convention **WILL** run in the black. Period.
 - Chicago had a great convention, made \$10K; Ogden is on track to make \$6K
 - If we have to make tough/unpopular decisions, we will.
 - We aren't going to do things that will bankrupt the chapter.
3. There will be a Good Idea Cut-Off Date (GICOD)
 - We have a finite amount of time to make some critical decisions
 - A last-minute “we oughta look at this” probably ... won't.



Action Items

- Identify location groups
 - Every potential convention location needs a group to evaluate that location
 - Could be 2 people or more .. Probably about 4 is max
 - Job: find local hotel(s) which would be appropriate; evaluate according to the criteria; identify potential date(s); determine if the location is a good recommendation; bring to the committee
 - Lead solicits and chooses team members
 - Hint: AI tools are very good at listing hotels, sizes, points of contact*

Location	Team Lead	Email	Phone
Annapolis	Mary Brown	marybrownindc@gmail.com	202-213-5324
Frederick	Phil Schleider	philschleider@yahoo.com	(443) 695-5306
Tysons Corner	Peter Jones	alfa2027convention@gmail.com	571.490.5364
Dulles/Ashburn	Ryan Whitaker	Rjwhit@aol.com	703.675.2851
Baltimore area	TBD	TBD	TBD

* But don't believe everything they say ... double-check!

Action Items (2)



- Theme for the event – a phrase and image that is appropriate for our region’s National Convention
 - 2026 Ogden – “The Mountains are Calling”
 - 2025 Chicago – “Where it all began”
 - 2024 Michigan – “Alfas by the Lake”
 - 2023 Charlotte – “Alfa del Piemonte”
 - 2019 Pittsburgh -- “Cortille della Corsa”
 - 2018 NW Washington State – “Sempreverde”
 - 2016 Nashville – “Citta della Musica”
 - 2010 Capital/Frederick, Maryland – “Alfa Century”

***The theme drives the logo
and much of our planning!***

Megan Hashashyan is leading a subcommittee to develop our theme. There are a limited number of available slots. Contact Megan at mhashashyan@gmail.com to see if you can join.

Action Items (3)



- Identify Vice Chair
 - Individual who will maintain oversight of the subcommittees – monitor activity, ensure folks are “on course”
 - Deconflicts between subcommittees (ie, team working the meals needs to know the schedule of the tours)
 - Vice Chair attends briefings to the chapter and National Boards
- Identify Budget Director
 - Develops, manages, updates Convention budget
 - Uses budgets from previous conventions as template for ours
 - Advises subcommittees on their plans vs established budget
 - Critical position – need to fill this ASAP



Action Items (4)

- Need an I.T. guy or gal
 - We'll use Google Docs ... need it set up for the subcommittees to use
 - Common-user Google Drive to store documents?
 - Mailing lists?
 - Web site – URL, hosting, monitoring
 - Subcommittees may need their own drive space
- What won't be on the Google Drive (or whatever)
 - Membership information including emails, phone #s, addresses, etc.
 - Financial information (including our budget)
 - Logins, passwords, etc
 - Anything which could be used by a nefarious actor
 - If you need to contact someone – let me know, I'll get you the information you need



What You Can Expect from Me



- We will have Convention Committee (all hands) status meetings about every 2 weeks to start
 - Subcommittees work at their own pace, but will have progress dates established
 - We will use a different Zoom account for future meetings
- Use the Alfa2027convention@gmail.com email address, please
- Available by phone 8AM-6PM normally – 571.490.5364
- Emails answered within 24 hours – but if you say it’s urgent, I’ll go as fast as I can
- Texts acknowledged as soon as I can
- Sometimes the answer will be “I’m working on it!”

A Special Request



- **Not everyone on this call wants to be part of the convention planning effort**
 - Some are interested but don't have time
 - Some are curious but decide "It's not for me"
 - ***That's OK!***
- Announcements of Convention updates (like this one) will go out to the whole chapter membership, anyone can join in
- But there will be a separate mailing list for active committee members
 - Detailed updates
 - Subcommittee meeting announcements
 - Interim progress reports
 - Etc
- You have to tell me if you want to be on the committee mailing list – send me email, text, phone call
- If you're on the mailing list, I assume you want to work on the convention!
(And I will ask you to do things!) 😇

Conclusions and Next Steps



- Next Committee Zoom: Monday, 30 March, 8PM. Dial-in # to come
- Convention 2027 is not guaranteed – we have to work at it
 - If it's not feasible, we will pull the plug
 - “Feasibility” driven by volunteers
- Critical steps now: key staff positions, location/date, set up preliminary subcommittees, IT support
 - Many follow-on decisions have to wait until we have location/date
- If you want to volunteer, please let me know!
- Not everyone will agree with every decision, but we can do this -- together!



Questions Discussion

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