

**Logistics Officer Association Guidance
G1
Conference**

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1. Overview.

a. Attendees. Individuals permitted to attend LOA's annual National Conference are:

- LOA members in good standing
- Speakers invited by the Executive Board
- Industry Partners and exhibitors attending in support of a paid exhibitor's booth

b. Membership Dues. Members must have their dues paid before attending the conference. Dues should be sent in time for the dues to arrive, and be posted, prior to the conference. Dues may

also be paid at the conference, as well as paying next year's dues if the member desires. These dues paid at the conference are separate from the conference registration fees and only update the membership status.

- c. Dress Code.** If the member is on official duty (funded or permissive TDY), they are representing their service and should be in duty uniform for all meetings. The duty uniform is Class "B's" or higher. Those who choose to wear civilian attire for the conference proceedings should wear business casual, slacks and shirt with collar (open collar is acceptable), but no jeans or T-shirts are allowed. If the member is on leave, from the local area, or on a normal day off, duty uniform or civilian clothes are appropriate. Casual civilian attire, or duty uniform of the day, is appropriate for the evening reception/social mixer. *Dress for the banquet is Class "A's" or civilian business suit as appropriate.
- d. Conference Registration Fees.** The Executive Board will establish the conference fees each year to help offset the cost of the conference. All effort will be made to keep the conference fees as low as possible. The intent is to keep fees low in order to encourage maximum attendance.

2. Tiered Positions.

- a. Description.** The conference requires various levels of effort from numerous people in order to provide a world class event. Tiered position requirements are established within paragraph 3; however, modification to these requirements may be requested by the team leads. Any modification to include the tier level requires the executive board's approval. Every requirement is aligned with one of four tiered positions as described:
 - Tier 1 Positions include significant pre-conference work and are projected to work the entire conference
 - Tier 2 Positions work the entire conference
 - Tier 3 Positions work over 8 hours during the conference
 - Tier 4 Positions are volunteers
- b. Benefits.** Due to the workload required and the ability for the personnel to participate within the conference each of the tiered positions includes the following benefits from LOA, if requested:
 - Tier 1 Position's receive travel, per diem, lodging and conference fees paid by LOA
 - Tier 2 Position's receive conference fee paid by LOA
 - Tier 3 Position's receive one day conference fee paid by LOA
 - Tier 4 Positions are volunteers who benefit from the interaction with senior leaders

3. Organization Outline and Manning Requirements.

The organizational structure outlined within Chart 3.1 includes the relationships; tiered positions; and the manpower requirements for the appropriate functions. Note that if there is no number associated with the role then there is a requirement for only one person. Each of the responsibilities within each function is described in paragraph 4. Matching the right skills of the volunteers to fill the tiered positions is extremely important to having a successful conference. The Executive Board and Conference Chairman approve and assign Tier 1 and Tier 2 as necessary. Tier 3 and Tier 4 positions are filled by the Volunteer Coordinator. For more information about the Volunteer Coordinator see paragraph 4. All contracted positions are filled by the Conference Director.

Conference Organization Chart

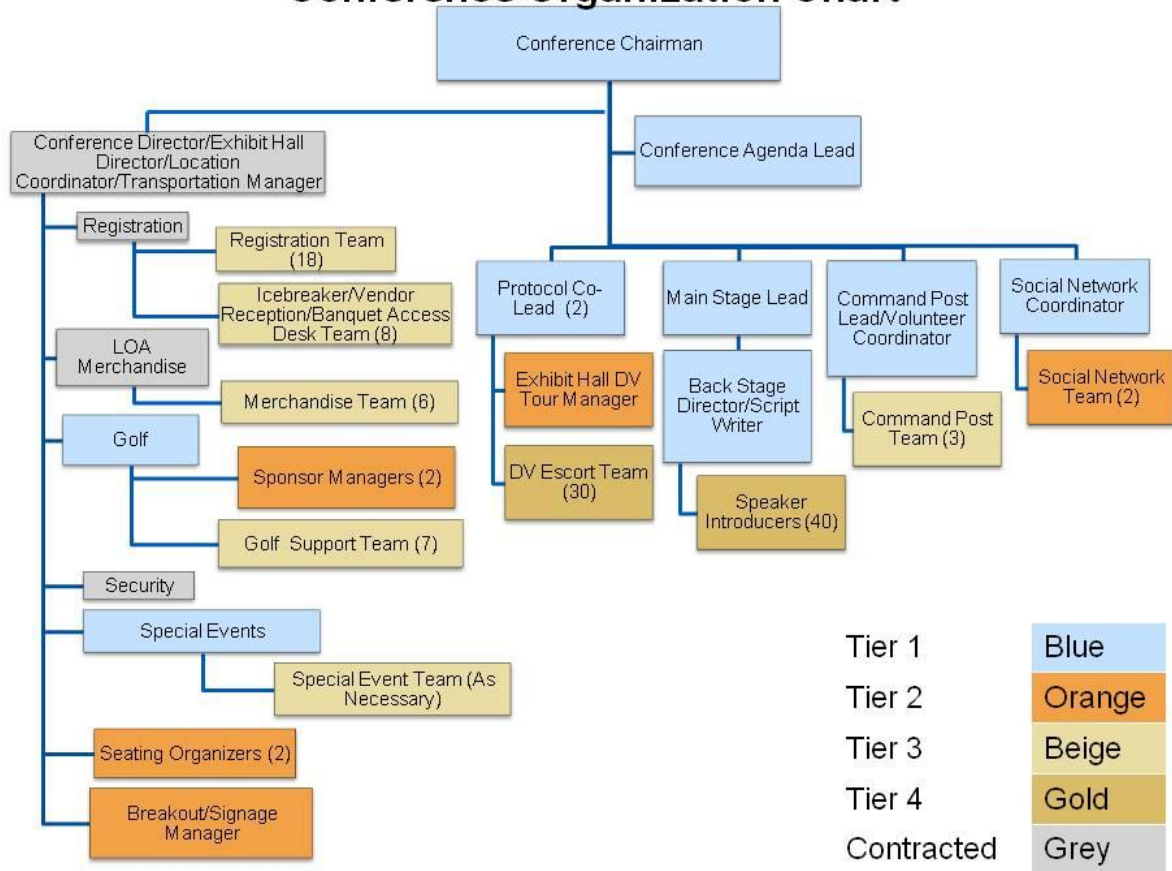


Chart 3.1 Conference Organization Chart

4. Responsibilities.

a. Executive Board.

- 1. President.** Approves the conference budget and conference agenda. Serves as the MC and oversees the general session script.
- 2. Vice President.** Oversees the award and scholarship programs presented during the conference. He/she is responsible for approving gifts for the guest speakers and conference workers; coordinates with the Conference Chairman on the feedback program; and MC's the banquet and oversees the banquet script.
- 3. Chief Financial Officer.** Provides the projected conference budget to the President and oversees all financial obligations with the Conference Director. Serves as the MC for the awards luncheon and oversees the award luncheon script.
- 4. Chief Information Officer.** Coordinates communication efforts with the membership. He/she is responsible for obtaining and uploading all presentations and videos from the conference to the LOA website. He/she also coordinates with the Social Network Coordinator on the network communication strategy.

b. Conference Staff.

- 1. Conference Chairman (Tier 1 Position).** He/she serves as the main conduit between the Executive Board and the Conference Staff. He/she oversees the entire conference planning and execution and manages the conference feedback program for the Vice President. Sends requests for speaking; thank you notes for all GO/SES and other special DV conference attendees; and any other correspondence as directed on behalf of the President.
- 2. Conference Agenda Lead (Tier 1 Position).** He/she develops the agenda and publishes the final agenda. Coordinates with all main stage and breakout speakers until the briefings have been loaded onto the AV system for presentation. Ensures the latest slides are loaded and presentable for both main stage and breakouts. Ensures speaker gifts are available during all breakout sessions. Drafts all executive correspondences to include: requests for speaking, thank you notes for all GO/SES and other special DV conference attendees, etc...
- 3. Protocol Co-Lead (2 Tier 1 Positions).** Oversees all protocol activities to include the Exhibit Hall DV Tours and DV Escorts and coordinates with the Conference Chairman and Executive Board as necessary. He/she coordinates with the Volunteer Coordinator to fill all manpower requirements and matches the Escort Officer with a DV. He/she coordinates with the Conference Director for vehicle and driver requirements.

The following criteria are utilized to determine support from Protocol:

Main stage speakers; 3 and 4-Star General Officer (GO) and equivalent Senior Executive Service (SES) attendees; and former A4/7 [DCS Logistics, IL, A4, etc.] will be provided an escort and driver if desired. All Active Duty GO's and SES's will be provided an escort and afforded use of a side meeting room. Retired 3 and 4-Star GO's and SES equivalents will be provided an escort and afforded the appropriate respect and privilege including an opportunity for reserved seating if desired. Other retired GO's and SES's (1-2 Star and equivalent) will be tracked and afforded the appropriate respect and privilege including an opportunity for reserved seating if desired. All active duty and retired GO's and SES's are welcome to attend the Stars and Bars Luncheon (or similar event). Special participants – such as local politicians or celebrities – will be afforded treatment appropriate to their status and situation. Local Protocol Offices may be approached for assistance.

He/she develops a DV folder and distributes contents to the DV Escorts. The contents of the DV Folder include the following:

- Welcome General (Mr or Mrs if SES) XXXX to LOA 20XX Sign
- DV Biography
- Master DV Matrix with all DV Itineraries
- LOA Conference Agenda
- Key Contact Information (phone numbers, etc.)
- Maps (Conference Venue, Vendor Booth map, local area, etc.)
- Local Area Information (attractions, restaurants, etc.)
- DV Escort Training Info and Briefings
- Checklists (DV Escort Duty Summary, Room Inspection, etc.)

- a. Exhibit Hall DV Tour Manager (1 Tier 2 Position).** Coordinates all DV tours within the Exhibit Hall and designs route with Conference Director to ensure proper conference sponsor exposure.

b. DV Escorts (30 Tier 4 Volunteers). Escort Officers may be civilian and/or any rank however, the use of company grade officers and junior civilians is encouraged. Throughout the years, DVs have expressed favor with this practice and this allows junior civilians and company grade officers' direct exposure to senior officers. Escort Officers must be able to arrive at the conference for training prior to the arrival of their assigned DV and provide arrival and billeting information to the Protocol Lead. Uniform for all Escort Officers is Service Dress whenever on duty with DV. When notified of their selection and matched with a DV, then the Escort Officer initiates communication with the DV point of contact (e.g. executive officer, administrative assistant, etc.). The following information must be provided to the Protocol Lead as it provides the basis for the Protocol's DV Matrix via e-mail within 48 hours to include any changes:

- Exchange of contact information
- DV's travel itinerary (dates and mode of transportation)
- Hotel preference
- Conference plans (golf, banquet, etc.)
- Special travel or dietary requirements

A short overview of duties will be provided via e-mail by the Protocol Lead upon selection. Upon arrival at the conference location review/confirm arrival/departure details on master schedule in Command Post, become familiar with conference layout, staging of the DV (if a speaker), emergency procedures, and transportation pick-up and drop-off locations. Finally the Escort Officer and Protocol Lead should review details of the DV's travel itinerary and transportation needs to ensure all have same information.

Escort Officers will ensure Protocol Lead and Command Post are continually informed of the DV's location and plans. To assist the Escort Officer, resources, such as a DV Folder, will be provided during on-site training. At first opportunity, the Escort Officer should pick up the DV's Conference Registration Package and have the material (nametag and conference materials) ready to provide to their assigned DV during initial transportation to quarters. Escort Officers will meet the DV at their arrival point—either in the arrivals area (for commercial air travel) or at the aircraft for military airlift. ("Welcome to LOA 20XX" sign with the DV's name will be provided in the DV folder) (**tip**: bring a bottle of water for DV). In some instances, Maintenance Group Commanders and/or Wing Commanders may want to greet the DV along with the Escort Officer. However, it is the Escort Officer's responsibility to accompany the DV to their quarters. BEFORE check-in, the Escort Officer should ensure the DV quarters are acceptable by personally inspecting the room. Normally, one of the members of the LOA Executive Board will meet the DV at the check-in point. If the Escort Officer – or DV - has problems, key contact information is in the DV Folder. When the DV is checked in, the Escort Officer should coordinate arrangements for the next event. Escort Officers should volunteer to meet the DV at a designated time and then escort them to the conference and their assigned seating area. It's not uncommon for some DV's to "waive off" their Escort Officer after they are checked in. However, the Escort Officer should then offer to be of service if anything changes and check in with the DV periodically to inquire if "all is well". Bottom Line for the Escort Officer: Know your DV's plans.

Vehicle and driver will be available for the Escort Officer to pick up the DV at their point of arrival, for the DV to attend the golf outing, and for departure. Other transportation requirements should be coordinated with the Protocol Lead. The Escort Officer is responsible to ensure transportation is scheduled/available for all requirements.

The Escort Officer for the Keynote Speaker at the banquet will be provided approximately \$20 (depending upon local costs) in order to cover complimentary refreshments for the speaker before the banquet. All unused funds will be returned to the Command Post or LOA Treasurer the next morning. Any other needs should be requested through the Protocol Lead.

4. Main Stage Lead (1 Tier 1 Position). Oversees all general session activities to include the Back Stage Director and Script Writer as well as introducers and coordinates with the Conference Chairman and Executive Board as necessary. He/she coordinates with the Volunteer Coordinator to fill all manpower requirements and the Conference Director for Audio Visual and Stage Requirements. Ensures conference participants are attending the main sessions through 'herding' participants from meal and Exhibit Hall areas and that all recognized personnel are in the audience. He/she acts as the general session speaker escort from the DV lounge to the green room. He/she is also responsible for the question and answering process. The question and answer process should include the following:

- Coordinating with the Agenda Lead to have Guest Speakers identify at least two questions ahead of time for audience 'planted' questions.
- Ensure Q&A session is expanded and limited to keep the conference on schedule

a. Back Stage Director and Script Writer (1 Tier 1 Position). Oversees all general session activities on the stage and introducers and coordinates with the Main Stage Lead and Executive Board as necessary. He/she coordinates with the Main Stage Lead and the Main Stage Lead for Audio Visual and Stage Requirements. Responsible for writing the scripts for the conference and banquet and coordinates the script with the appropriate MC at least 30 days prior to the conference. He/she schedules a banquet rehearsal at least three hours prior to the banquet. He/she must become familiar with the Conference Staff and Executive Board; gain a general knowledge of all guest speakers; and involved with the conference planning. He/she coordinates and ensures all requirements within the script are available to include honor guard(s), singer(s), music, chaplain(s), proffer(s), etc. He/she oversees the Speaker Introducers and coordinates with the Agenda Lead and Volunteer Coordinator to identify Speaker Introducers to match them with the guest speaker. He/she provides a script ahead of time to the Speaker Introducer.

He/she is also responsible for sending ALL speakers and activities on the stage and for getting them off in order to keep the conference on schedule. Developing a daily flow of guest speakers and coordinating this flow with the Protocol Lead will help ensure the speaker is at the appointed area (i.e. DV Lounge, Green Room, etc.). He/she coordinates with the Agenda Lead to ensure presentations are loaded and ready and works with the Slide Flipper (AV Contractor), Mic up Person (AV Contractor), and AV Front of House Manager (AV Contractor) to execute the agenda. It is extremely important to provide a script to the AV Front of House Manager at least one day prior to the execution so that proper cues can be executed.

1. Speaker Introducers (40 Tier 4 Volunteers). Exposing junior civilians and company grade officers as introducers allows them direct exposure to senior leader. The Back Stage Director and Script Writer provide a script and rules of engagement ahead of time to the Speaker Introducer. Speaker Introducers must be able to arrive at the conference for training prior to the introduction. Uniform for all introducers is Service Dress or civilian equivalent during the introduction. The Speaker Introducer must contact the Back Stage Director and Script Writer immediately if unable to perform their duties. The Speaker Introducer must be in place (in first row/head

table or Green Room) at the beginning of the morning/afternoon session of the guest speaker he/she is introducing. For example, if the guest speaker is briefing at 1100, then the Speaker Introducer must be at the first row/head table or Green Room at 0800. If the guest speaker is in the afternoon, then the Speaker Introducer must be at the first row/head table or Green Room immediately following lunch. The Speaker Introducer should follow the script; practice aloud with a friend; make notes on the script to help with pauses and pronunciation; read the script for errors; and no saluting, just give the gift or certificate and shake the briefer's hand. Note that breakout Speaker Introducers must stay for the breakout to provide any support to the guest speaker (i.e. advance slides) and give the gift or certificate at the end.

5. Command Post/Volunteer Coordinator (1 Tier 1 Position/3 Tier 3 Positions).

Oversees all volunteer and command post activities and coordinates with the Conference Chairman and Executive Board as necessary. Oversees all volunteer requirements and solicits volunteers to fill Tier 2, Tier 3 and Tier 4 positions at least three months prior to the conference. Assigns the volunteer based upon their request, experience and needs for the conference. Provides volunteer contact information and registration coupon codes to the appropriate team lead at least two months prior to the conference. He/she maintains a volunteer reserve list to fill vacancies as they develop. Leads a team of three Tier 3 Positions to maintain a central information base for the conference and ensures the Command Post is manned during conference hours. The overnight security is handled by an outside professional security firm managed by the Conference Director. See Conference Director Responsibilities for more information on security. He/she is also responsible for the message board, office supplies, etc.

6. Social Network Coordinator (1 Tier 1 Position/2 Tier 2 Positions). Oversees all social network activities and coordinates with the Conference Chairman and Executive Board as necessary. He/she coordinates with the Volunteer Coordinator to fill all manpower requirements. He/she researches, develops and leads the appropriate method to effectively administer an effective network communication strategy. He/she is responsible for dispersing conference events to the appropriate network communication medium; establishes and manages the conference feedback program; and coordinates with the National Chief Information Officer as necessary.

c. Conference Director Staff.

1. Conference Director (Contracted). Oversees all contracted activities to include: Conference and Hotel Contracts; Conference Meeting Space; Exhibit Area; Audio and Visual; Food and Beverage; Registration; LOA Merchandise; Golf; Security; Special Events; Seating Organization; and Breakout/Signage Management. He/she coordinates with the Conference Chairman and Executive Board as necessary. He/she fills all contracted positions and coordinates with the Volunteer Coordinator to fill all Tier 3 and Tier 4 position requirements.

Additional Duties include the following:

- Coordinates the Budget with the Executive Board
- Oversees the coin design process and orders conference coins
- Develops and orders the conference handbook and banquet cards
- Orders all of the awards for presentation
- Develops and orders the conference 'take-away' after approved by Executive Board
- Acquires Fire Marshal approval for all layouts
- Responsible for the artwork design for all conference signage, displays, entries etc.
- Responsible for all sponsorship and scholarship sales

- Contracts with transportation company for DV shuttles and buses
- Contracts with décor company and photographer
- Provides registration coupon codes to the Volunteer Coordinator and Team Leads as appropriate

He/she negotiates exhibit area space as part of the hotel/conference contract. He/she is responsible for the Exhibit Hall for exhibitor booth assignment and will tell the exhibitors exactly what they receive for their booth payments as well as what they would need to pay for while attending the conference and prepare a booth payment confirmation letter to be mailed out as a booth payment is received.

Oversees all Audio and Visual requirements and manages the contract activities associated. He/she coordinates all general session Audio and Visual requirements with the Main Stage Lead and Back Stage Director and Script Writer. He/she coordinates with the Agenda Lead for all Audio and Visual requirements for all breakout sessions.

a. Registration (Contracted). Oversees all registration activities to include the Registration Team and the Icebreaker/Vendor Reception/Banquet Access Desk Team and coordinates with the Conference Director and Executive Board as necessary. He/she coordinates with the Volunteer Coordinator to fill all manpower requirements. He/she designs the conference name tags; maintains the Registration Database; provides Registration reports to the Conference Staff; Conference Director Staff; and the Executive Board as required; develops and constructs the Registration package.

1. Registration Team (18 Tier 3 Positions). The team members must be able to arrive at the conference for training prior to the conference. Uniform for all Registration Team members is Blues or Civilian equivalent.

2. Icebreaker/Vendor Reception/Banquet Access Desk Team (8 Tier 3 Positions). This team ensures the guests are safe and free from hassle as well as the appropriate registration fees are collected from everyone participating in the event.

b. LOA Merchandise (Contracted/6 Tier 3 Positions). Oversees all LOA Merchandise sales activities and coordinates with the Conference Director and Executive Board as necessary. He/she coordinates with the Volunteer Coordinator to fill all manpower requirements. He/she also oversees military clothing item sales.

c. Golf (1 Tier 1 Position/2 Tier 2 Positions/7 Tier 3 Positions). Oversees all golf activities to include sponsorships, coordinates with the Volunteer Coordinator to fill any manpower requirements, assigns duties to the Golf Support Team volunteers, and coordinates with the Conference Director and Executive Board as necessary. The golf tournament is the very popular opening event of the conference and usually sells out in advance of the conference. The tournament is typically held in October on Monday, Columbus Day, is a "straight scramble" format with a "shot gun" start typically around 0900. Prizes are offered for contests like closest to the pin, long drive, etc. Door prizes are also offered for participants depending on the level and amount of sponsorships received. Golf tournament sponsorships should be coordinated with the Conference Director, Golf Tournament Director, or Golf Tournament Sponsor Managers. The golf course should be selected and under contract typically in the February-March timeframe in order to secure the date for the October event.

- d. Security (Contracted).** Oversees overnight security handled by an outside professional security firm. The goal of security is to ensure your guests are safe and free from hassle. As you know, the local AF OSI office keeps track of any local "threats" within their area of responsibility. He/she should touch base with the OSI office on base and see if anything extraordinary needs to be done to ensure the conference attendees not being surprised or disturbed.

- e. Special Events (1 Tier 1 Position/As Required Tier 3 Positions).** Oversees all Special Event activities to include the Icebreaker, Professional and Spouse Tours and coordinates with the Conference Director and Executive Board as necessary. He/she coordinates with the Volunteer Coordinator to fill all manpower requirements; as manpower requirements will vary depending on the number of events scheduled. The purpose of the tours is to allow our members and their spouses to see something they might not have a chance to see otherwise; help them solve problems in their present/future jobs; or, see something that rekindles their pride. He/she coordinates all transportation requirements and projected venue costs to the Conference Director and ensures each bus conducts a "head count" before leaving on the event and returning from the event.

- f. Seating Organization (2 Tier 2 Positions).** Oversees all seating activities to include the luncheons and banquet and coordinates with the Conference Director and Executive Board as necessary. He/she coordinates with the Volunteer Coordinator to fill all manpower requirements.

- g. Breakout/Signage Management (1 Tier 2 Position).** Oversees all signage placement activities to include proper placement and identification and coordinates with the Conference Director and Executive Board as necessary. He/she coordinates with the Volunteer Coordinator to fill all manpower requirements.

///SIGNED///

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