

September 20, 2007

The Arizona Sunshine Regional is planning to once again have a portion of the 2008 Sunshine Regional open for public admittance. Since the "Valley of the Sun" not only has a population of nearly 3,000,000 residents but a vast number of visitors spending the winter months, it is an ideal location to continue the program begun last year.

Our survey of last year's table holders taken on the last day of the Regional indicated the majority felt having a portion of the Regional open was a positive move which added greatly to the show. We had approximately 100 non-members attend and feel it was a big first step forward for the Association. Since we had nearly the same number of non-exhibitor members attend, it doubled onsite attendance.

In early fall, we send a mailing to the previous year's table holders encouraging early registration for the coming year. We intend to notify all table holders at that time of our intention regarding public admission.

The members of the host and co-host Chapters believe it is our obligation to reach out to the general public. We strongly feel opening our doors is an important factor to keep our organization viable and look forward to the opportunity of expanding the visibility of the NAWCC, with the expectation of increasing interest in horology and subsequent membership in our organization. We are honored to have the opportunity to do so next year.

On behalf of the Arizona Sunshine Regional, I wish to express my appreciation of the efforts the Board of Directors is making to move the NAWCC forward.

Galen Gudenkauf
General Chairman
Arizona Sunshine Regional

Arizona Sunshine Regional

Proposal for Public Admittance to the 2008 Regional

PREMISES

- a) The 2008 Arizona Sunshine Regional will be held on Saturday, March 29 and Sunday March 30. These dates are firm since contracts with the Convention Center and host hotel are signed and dates pre-approved by the NAWCC.
- b) Saturday, March 29th from opening time of 9:00 a.m. until 1:00 p.m. will be for NAWCC members only, with NAWCC policies for non-member admittance enforced. Registration fees will cover entry for both this day and Sunday, applying normal Arizona Sunshine Regional policies and fees for purchase of tables, regular entry, etc.
- c) On Saturday afternoon, between the hours of 1:00 p.m. and Mart closing time of 6:00 p.m., the Regional will be open to the public. Hours open to the public have been expanded in the belief that our return on investment in advertising would increase substantially. The predominant faith of people in Mesa adversely affecting Sunday attendance led us to that conclusion.
- d) Sunday, March 30th will be open to both the public and NAWCC members according to the proposal outlined below.

Public Admittance Proposal

- 1) Allow any member of the public or NAWCC into the Mart, beginning at 1:00 p.m. on Saturday until closing time of 6:00 p.m. and on Sunday from 9:45 a.m. to 3:00 p.m.
- 2) Allow any member of the public or NAWCC to attend lectures(s) scheduled during Mart hours as specified in item 1.
- 3) Allow any member of the public or NAWCC to attend the display during the Mart hours specified in item 1.
- 4) All non-member attendees on both days shall receive a packet containing a NAWCC application leaflet and information on Arizona Chapters, including where and when they meet. An NAWCC information table will be given a prominent position inside the Mart room door. Additional NAWCC leaflets will be placed on mart tables in the Mart room and in the display area.

Admission to the Public

Members of the public will pay \$10 per adult (18 or older) for the particular day they attend: \$10 for one day admission. Minor children allowed in free.

Rationale:

- 1) \$10 is the rate we charged last year for the general public and is a reasonable fee.
- 2) By charging \$10 per adult, we eliminate the problem of determining “spouse” status.

Publicity

For NAWCC members:

- 1) 2007 Sunshine Regional table holders will be contacted by mail in the fall 2007, notifying them of the intention of the Sunshine Regional to be open to the public for part of the show and asking for their cooperation in remaining fully operational until closing.
- 2) We will distribute 2008 registration forms at all area Regionals occurring prior to our Regional.
- 3) MART advertising will include the public admission notice. Note: A
½ page ad has already been submitted for the Oct. 2007 issue (deadline 08-31-07) stating
“Open to the Public, pending NAWCC Board approval”.

For Non-members:

- 4) Notices will be placed in local throwaway papers.
- 5) Notices will be placed in newspapers in the immediate area (except the Arizona Republic, not cost effective).
- 6) Notices will be placed in local antique shops.
- 7) Free listings will be sought on area internet sites.
- 8) Free spots will be sought on local radio stations.

Record Keeping

- 1) A separate color “one-day” badge will be issued to non-members, with the ones for Saturday substantially different from those of Sunday. Each badge will clearly note the day it is valid. Badges will be pre-numbered with the name clearly printed on the badge.
- 2) Note will be made of the number of table holders who leave early. We will allow table holders who remain to spread out their items on empty tables near them.
- 3) Additional costs for public admittance will be tracked.
- 4) Details of these and other items will be shared with the NAWCC utilizing the form provided by National as attached.

Security

- 1) Since we encountered virtually no additional security issues last year while open to the public, we do not foresee the need for additional paid security at this time.

