

## **NAWCC BOARD OF DIRECTORS**

The Midwest Regional attendance in past years has fallen off. We the 2007 committee of the Midwest Regional are devoted in making this years regional a success. In doing this, we feel we need to educate the general public about NAWCC. When asking the public about our organization, most have never heard about us.

It is our hope that the Board of Directors will decide we can have an Open to the Public day on Saturday August 11, 2007. In doing this, we can invite the general public, in the hopes that they can learn about NAWCC and our local chapters. We will give them a membership application, a bulletin, (to show what a wonderful publication it is), tell them about the ASTC program, invite the public to our programs, to see the exhibit and bring their children to our Children's program. We will be running 4 or 5 programs on Friday and 3 or 4 programs on Saturday.

The Midwest Regional is August 10 & 11, 2007. All contracts with the Radisson Star hotel/convention center & with NAWCC have been signed and set into motion as of last July. The insurance was arranged through NAWCC. Security has been set for our Tailgate, mart and exhibit. Our first day is Friday August 10, this is for members only, with the exception of Escorted Visitors or Sponsored Visitors. Table holders and Members registration will cover both this day and Saturday August 11.

Marion Krajewski  
General Chair Midwest Regional  
Chicagoland Chapter 3 President

### **Public Admittance Proposal;**

- On our second day Saturday, August 11 we will open to the public, beginning at 9 a.m. and ending at 1:30 p.m. The mart room has to be completely emptied by 3 p.m. per our contract with the convention center.
- We are encouraging our Members and the public to attend our exhibit starting at 9 a.m. until 12:30.
- We are encouraging the public to attend all the lectures and programs.
- We will have a children's program open to the public on Saturday from 9 a.m. until 12:30 p.m. We are having a children's program, because that is where we feel our best chance is to get younger families involved.
- We have a committee already in place for the Escorted Visitors and the Sponsored Visitors program. Leonard Rubin is the Chair person of this committee and he will be our liaison between NAWCC members and the public. This is one of the most important committees, if we wish NAWCC to expand.
- We will have a "sticker" type badge that will be given to guests on the Open to the public day. Each badge will be numbered.
- There will be a drawing for a door prize given to or sent to (if he or she has already left the mart room) the winner approximately ½ hour before closing the mart room. The door prize will be an antique clock, with the value exceeding \$100.00. It would be nice to have a door prize for Children attending too.

### **Publicity**

- We will be working with Jim Bland at National headquarters to give press releases to all the major and smaller newspapers in our area- Northwest Indiana, Chicago area, Wisconsin and Southwest Michigan to encourage the public to attend. We will also ask the public television station & cable programs to include this on their club listings. A few of the papers that will list our weekend events/happenings, will be; Post Tribune, Hammond Times, Lake County Star, Chicago Sun Times, Chicago Tribune. Members of our committee will help in placing notices in their hometown newspapers.
- We will be contacting different area papers to do a feature story about some of our members Clock shops, Jewelry stores, and their connection with NAWCC, in order to open the publics eyes about our organization.

- We will be putting ads in Antique trade magazines and newspapers about our Open to the Public day. Antique week has expressed an interest in doing a feature story on NAWCC.
- All Table holders will be contacted as soon as they pre-register with our Open to the public day plans. We will ask them to stay for the second day and be fully operational until closing.
- We are also prepared to put notices in other NAWCC chapter newsletters. Already quite a few chapters are helping us and supporting our Midwest regional.
- We will be distributing flyers to all antique shops, and antique malls throughout Illinois, Wisconsin, Indiana and Michigan. We will be asking them to put a notice in their "dealer" newsletters.
- We will be, and already have brought registration forms to regionals we attend to encourage NAWCC members to attend our regional.

### **Saturday Rate;**

The Open to the Public Day will be Saturday August 11. Admission to the public mart will be \$5.00. This is the fair market price charged in the Chicago-land area at all antique shows. They generally charge for anyone over 16. We would follow their lead (with the exception of our members who would be coming on Saturday for the first time, members' children 18 and younger are free.)

Previously, we had charged \$10.00 per person on the second day for members to attend, but not many attended. We feel that reducing the rate to all on Saturday will bring in members who generally can't afford it and the public alike.

Our area is rich with antique shops and malls. We are located near major highways. We are on Rte.30 & Interstate 65, and just south of Interstate 80 and I-94 only 6 miles. So, we are very convenient to members and the public.

It is our hope Midwest Regional is chosen for an Open to the Public day. We will give all our financial records to NAWCC within 60 days(or much sooner) after our regional has taken place.

Additional costs and revenue for the Open to the public day will be kept separate from our other expenses.

Thank You for considering the Midwest Regional.