

## AFTER ACTION REPORT

ACTIVITY: VHPA Information Booth at the American Helicopter Society Annual Forum 19 - 21 May 1993 St. Louis, MO

SUMMARY: The booth was organized by the undersigned on 18 May 1993. The booth was manned by volunteers 11:00 a.m. to 04:30 p.m. 18 and 19 May and 10:00 a.m. to 01:30 p.m. on the 21st. Including myself there were twelve volunteers that manned the booth, four each day. There were four new members and two renewals signed during the show. There were no newsletter subscriptions or reunion registrations made. Two members corrected directory information and one non-member provided information for the directory. No KIA/MIA inputs were collected.

AHS had several social events none of which were attended.

The show had a very small attendance. Most of the time there were more exhibitors than observers in the display area. Several exhibitors blamed the low attendance on the reduced defense budget. Representatives of Lycoming said they were discussing not attending next years AHS forum. I'm sure there are other manufacturers that will follow suit. During the entire show we had no more than 40 members or potential members visit the booth including the twelve volunteers. I don't see the attendance improving that much at future shows when the display area is not open to the public. However, we did show the flag. A lot of people learned that VHPA exists and will likely inform potential members among their friends and fellow employees upon return to their homes.

VHPA CONTINUED INVOLVEMENT. A review of the process of establishing the booth and locating volunteers reveals a very functional process which is easy to work with. The President Mike Law and the home office were very supportive and responded very quickly when needed. If I had it to do over again I would do it the same way. The decision to continue a relationship with the AHS Forum should be decided after reviewing the location and potential attendance. I lean very strongly toward keeping involved if VHPA can afford the costs involved.

### BUDGET SUMMARY

| <u>Budget Item</u> | <u>Actual Cost</u> |
|--------------------|--------------------|
| 3 chairs           | \$75.30            |
| 1 waste basket     | 8.80               |
| 1 2x8 draped table | 89.85              |
| Tax                | 9.97               |
| Postage            | 1.21               |
| Shipping           | <u>26.48</u>       |
| <br>TOTAL          | <br>\$211.61       |

VHPA VOLUNTEERS. A list of volunteers that manned the booth is attached. Also a copy of the initial letter with availability form and the final letter with booth assignments sent to the volunteers are attached for your information.

COMMENTS CONCERNING THE SOP. The SOP was very helpful particularly in using the peg board system and instructing volunteers. It does need editing for spelling.

MAJOR COMMENTS FROM MEMBERS. The most common reaction was to look through the directory. There were many comments about the directory such as "excellent", "none better" etc. The new format can only make it better.



Bobby L. Sanders