

Supporting Material for the May 1994 Executive Council Meeting

1996 SUMMER REUNION

OBSERVATIONS:

- 1.) Many VHPAers have repeatedly asked that the Reunion be held on "any other weekend except the 4th of July" because they are unable to attend for family or work reasons.
- 2.) According to Charlie Rains, the VHCMA's Executive Council has voted to "move off the 4th of July weekend forever" because of pressure from their members. So Philly will be "the last time we are together". I believe they have worked out a deal to go to Ft. Rucker in 1995; something the VHPA is just too big to do.
- 3.) The Marine helicopter Reunion association is having a Reunion this summer in Pensacola, FL. They are on a two-year cycle having been to Washington, D.C. in 1992. They might be receptive to something in the west in 1996.
- 4.) The VHPA has already signed a contract for 1995.
- 5.) The VHPA has a proven track record for successful Reunions based on length, activities, costs, rotating locations, etc.
- 6.) VHPA Reunion attendees fit the following profile:
 - * About 1/3 are "Life Member Reunion Faithfuls" meaning they attend every Reunion or every other Reunion as a matter of individual or family vacation choice.
 - * About 1/3 are "Reunion Experienced" meaning they have attended one or more previous Reunions and decided "this is the year to attend again" because of location, pressure from friends, or a mini-reunion.
 - * About 1/3 are "Reunion First Timers"; many have recently joined the VHPA.

CONJECTURES:

- A.) The VHPA is strong enough to "try something new for 1996" without hurting our track record. I don't think the traditional 4th of July date is all that sacred now that we are so successful.
- B.) It would be an important message to the membership that the Executive Council is entrepreneurial enough to make some move and try to benefit the membership in a positive way.
- C.) 1996 is far enough way that even the "Faithfuls" can adjust plans and vacations.

RECOMMENDATIONS:

- /1/ We try another summer weekend for the 1996 Reunion other than the 4th of July.
- /2/ We at least talk with the VHCMA to explore a co-location Reunion in 1996.
- /3/ We at least talk with Roger Herman of the Marine reunion to explore a co-location Reunion in 1996.