



ASSOCIATION OF THE UNITED STATES ARMY SIXTH REGION

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Sixth Region Standing Operating Procedure Revenues, Expenses, and Budgeting for Region Spring Meetings

1. First principle: Spring Meetings are unitary Region events, not chapter nor "time-share" functions.
2. Region budgets and pays for expenses directly connected with the agenda, including awards, speaker recruitment, speaker gifts, agenda publication, any emoluments or other unusual agenda-related expenses, and so on.
3. The Host Chapter (HC) arranges for lodging, and budgets and pays for all administration, logistics, communication/computer support, meeting rooms, transportation, badging, and so on, except as stated above. This includes business, professional, social, and any spousal/guest events alike. The reason is that Regions have no collocated staff, no corporate (nor other) members, no fund-raising capabilities, etc., all of which are resident only in chapters. Chapters need to establish point(s) of contact — preferably a single POC — for such matters early in the planning stages.
4. Region may, upon request, advance the HC a modest amount of seed money to deal with early expenses. Any such advances are to be repaid from meeting revenues, unless otherwise negotiated (e.g., where payback would cause the HC to go in the red).
5. The HC handles all registration and record keeping/accounting matters and, in coordination with the Region President, is responsible for establishing fees and charges. Pricing must reflect the fact that many of our most faithful members, with high propensity for attendance, subsist on fixed incomes.
6. Therefore, HCs are expected to prepare a meeting budget (forecast of revenues and expenses) that will cover
 - reasonably anticipated expenses including taxes and surcharges,

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- adequate management reserve,
- revenues to provide an appropriate gross margin,
- and a modest net profit.

This budget is to be approved (informally, macro level) by Region prior to advertising prices on the registration form.

7. Re net HC profit, Sixth Region considers that chapters should not shoot for break-even (as indicated in the COM), for two reasons: (1) excessive financial risk given the well-known uncertainties surrounding attendance; (2) Region meeting support is not a trivial effort, and chapters should not be asked to take on this load — forgoing other program opportunities — with a streamer as their only reward.

8. Any comps for speakers/DVs/others are to be included in the above HC meeting budget (expense or management reserve) to the extent known/foreseeable. True "surprises" should generally be covered by Region.

9. In this connection, serving US military personnel or US civil servants may be comped only for registration fees and for whatever meals are incident to their participation, except

- by individual members as a clear-cut (legally defensible) case of personal friendship and/or reciprocity, or
- with prior approval by the Region President after review for compliance with the Joint Ethics Regulation and other standards of conduct.

10. Where Region and/or other chapters reimburse the HC for incurred expenses, such reimbursement will cover HC out-of-pocket costs only.

11. Organized spousal/guest activities are at the option of the host chapter. They are not generally recommended, owing to minimal-to-zero levels of interest in recent years.



David A. Appling
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President, Sixth Region