

AROC Convention 2004

Il Ritorno



Proposal
for the
2004 AROC National Convention

Presented by

Alfa Owners of New England

2004 - Il Ritorno

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Introduction

Il Ritorno

Alfa Owners of New England is proud and excited to submit this Proposal to host the AROC National Convention in 2004 to the AROC Board of Directors for its approval. With fingers crossed, all Alfisti are hoping and planning for the return of Alfa Romeo to U.S. showrooms for the 2005 model year, meaning 2004; hence the name of our Convention (subject, of course, to change). What better way for Alfa Romeo to make a splash announcing their return to America than to display their new models at the AROC National Convention! Perhaps offer test drives! Perhaps raffle one off!

Introduction

AONE

Alfa Owners of New England, Inc. (AONE, pronounced A-1) is a non-profit organization of Alfa Romeo enthusiasts and a regional chapter of the national Alfa Romeo Owners Club, Inc. (AROC). AONE is incorporated in the Commonwealth of Massachusetts.

AONE is one of the nation's oldest AROC chapters and has been the home of many nationally recognized AROC members throughout the years. After founding member, past President, and newsletter editor "Father" Fred Di Matteo retired to Florida some years back, our chapter floundered for a while, with our ranks dropping to a low of about 190 members. But the past several years have seen a hearty revitalization with a new President and set of enthusiastic Officers. Our newsletter, *Velocissima*, the source of vast amounts of Alfa information over the decades, has been back on a rigid monthly schedule since early 1999. Around the same time, a club web site was established (www.velocissima.com) that carries all of our

newsletter information and much more, and has become a popular resource not only just for AONE members but also for Alfisti throughout the country, currently averaging over 60 hits per day. Club events of many types – tours, rallyes, concours, track, and social events – are held on a regular basis averaging one a month. As a result, our membership has grown to over 270 members, unprecedented in an age when Alfas haven't been available in dealer showrooms for over seven years.

Financially, our chapter is in sound condition, with a bank balance that ranges between \$3500 and \$6000 depending on the level and types of activities going on during a given period. This means that the funds necessary to secure the convention venues will be available so that this isn't an issue.

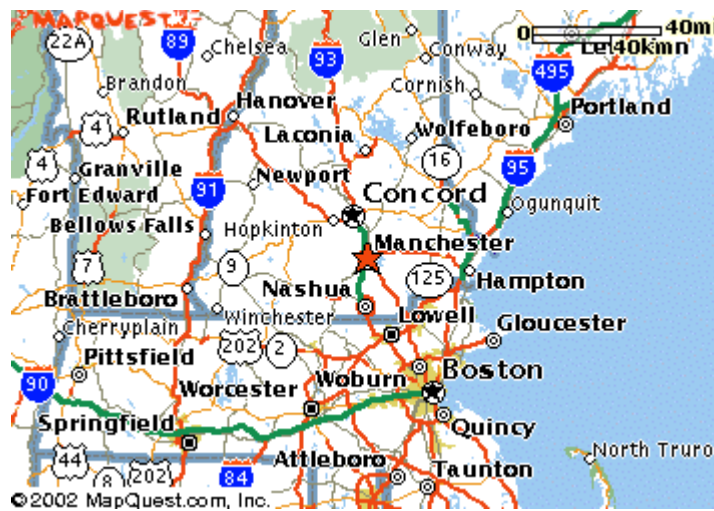
This proposal has been prepared by the AONE convention planning committee chaired by Brian Shorey. Approximately eight club members have formed a core group to engage in convention planning in these early stages. In addition, another dozen have already indicated interest in planning and running the convention as the efforts escalate. More member support is certain as the time draws nearer.

Our convention committee has also been in contact with our friends in the Connecticut chapter, who have indicated a strong interest in lending a hand. In addition to having hosted the AROC National Convention in 1987, they hold an extremely well-organized, fun, and safe Time Trials weekend every year at Lime Rock Park attended by Alfisti from all over the Northeast, and their expertise in producing such events should prove invaluable to the Convention track day efforts.

Introduction

Manchester, New Hampshire

- Its own international airport for easy access
- Less than one hour from the White Mountains
- Approximately 30 minutes from the major convention venues
- 1.5 hours from Boston



The Convention

Headquarters **Manchester Holiday Inn** **and Expo Center**



- Largest convention center north of Boston
- Over 40,000 square feet of exhibit space
- 250 guest rooms and 6 suites
- 12 floors
- Space for nearly 100 booths
- Largest Ballroom in the state of New Hampshire
- Fifteen breakout rooms
- Five private meeting rooms are available on the Expo Center Concourse
- Pets allowed
- Public transportation within walking distance
- AAA Diamond Rating – 3
- Mobil Star Rating – 3
- Room service available
- 2 restaurants
- Cocktail lounge
- Gift shop
- Home to the historic Armory Exhibit Center

The Convention

Secondary Lodging

- 700 beds within 10 mile radius
- 8 hotels
- Less expensive motels
- Camping

Schedule of Events

Wednesday

Check-in for Board of Directors Meeting Attendees

Holiday Inn Convention Registration Desk
12:00 p.m. - 7:00 p.m.

Drag Racing (!)

New England Dragway
1:00 p.m. - 5:00 p.m.

Thursday

Check-in for Convention Attendees

Holiday Inn Convention Registration Desk
8:00 a.m. - 8:00 p.m.

Board of Directors Meeting

Holiday Inn Conference Room
9:00 a.m. - 5:00 p.m. (approximate)

Tours, Sightseeing, etc.

Various locales, including a driving tour through
New Hampshire's White Mountains
8:00 a.m. - 5:00 p.m.

Welcome Party

Holiday Inn Reception Tent
5:00 p.m. - 8:00 p.m.

Time Trials / Autocross Tech Inspection

Holiday Inn Parking Lot
5:00 p.m. - 9:00 p.m.

Friday

Time Trials

New Hampshire International Speedway
7:00 a.m. - 5:00 p.m.

Friday (cont.)

Autocross

New Hampshire International Speedway
7:00 a.m. - 5:00 p.m.

Tours, Sightseeing, etc. continued

Various Locales
8:00 a.m. - 5:00 p.m.

Pinewood Derby, Revelry and Mayhem

Holiday Inn
7:00 p.m. until...

Saturday

Road Rally

Scenic White Mountains
9:00 a.m. - 1:00 p.m.

Seminars

Holiday Inn Meeting Rooms
12:00 noon - 5:00 p.m.

Model Car Concours

Holiday Inn Meeting Rooms
2:00 p.m. - 5:00 p.m.

Alfa Art Competition

Holiday Inn Meeting Rooms
2:00 p.m. - 5:00 p.m.

Reception & Banquet

Holiday Inn Banquet Room
6:00 p.m. - 7:00 p.m. Cocktail Reception
7:00 p.m. - 10:00 p.m. Banquet

Sunday

Concours

Ragged Mountain
9:00 a.m. - 12:00 noon

Awards Luncheon

Ragged Mountain
12:00 noon - 2:00 p.m.

The Convention

Venues

Drag Racing



- First ever for an AROC Convention!
- Bracket Racing
- Wednesday afternoon only

A day at the drags is a novel way to expand the experience of Alfa ownership. Bracket Racing is a way to get everyone involved with an equal chance to win – head-to-head. Bracket Racing is a performance-based handicapping method that lets competitors with vastly different cars compete against each other. Driver skill and concentration are the most important factors for success. In fact, an Alfamatic Alfetta can run against a Callaway GTV6 and “win”.

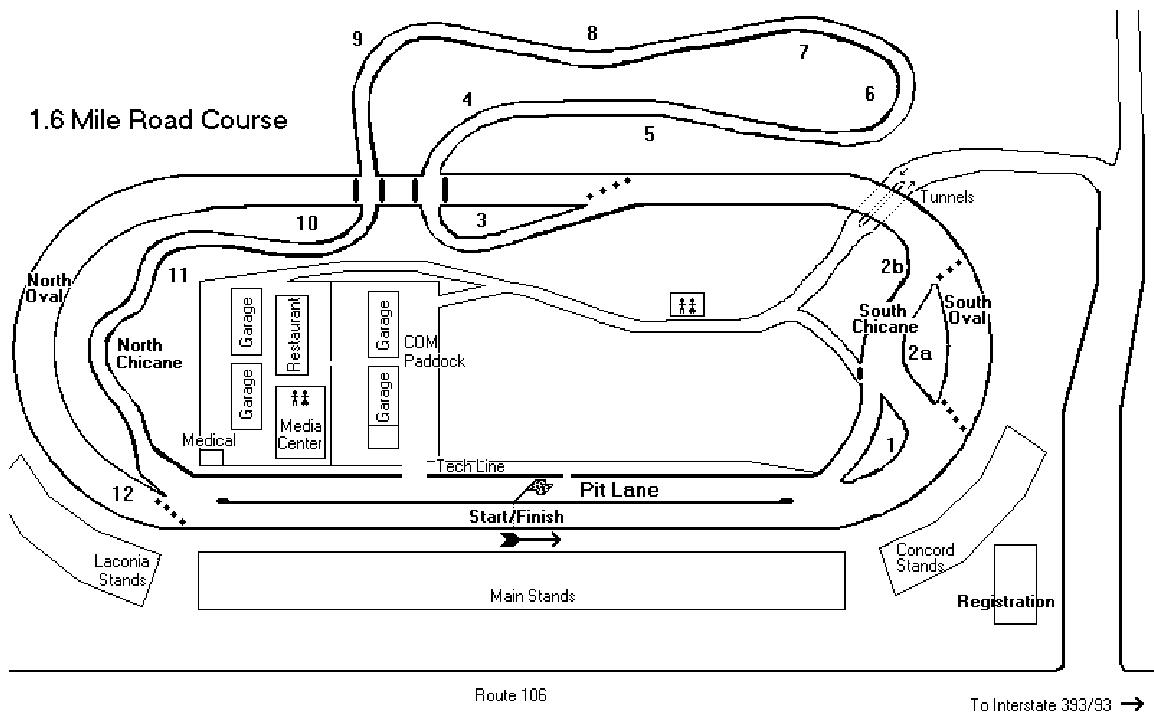
This is a very safe sport; in fact, the track doesn't even require the use of helmets in cars that cannot run the quarter mile in less than 14 seconds. The only car preparation required is to normal highway safety levels. Any production car ever built by Alfa Romeo, and even most modified cars, can drive in off the street and compete with no special car preparation or equipment necessary. This removes the typical impediments to joining in any competition event, no matter how casual, and opens the competition to the broadest number of members who wish to try – even those who have never tried any competition events before, or are at the convention with a rental car.

This is a unique Alfa experience that people will enjoy and remember forever!

The Convention

Venues

Time Trials



NHIS is an interesting and challenging course due to the various configurations and changes in elevation of the circuit. A top driving instructor has said, "If you can master NHIS, you can master any other track with ease". At NHIS, there are high-speed stretches with hard-braking corners, high-speed corners, and lots of braking/trail-braking combinations, etc. The track has twelve turns.

For the Autocross, we will be using a 200,000 square foot NHIS parking lot.

The Convention

Venues

Road Rallye



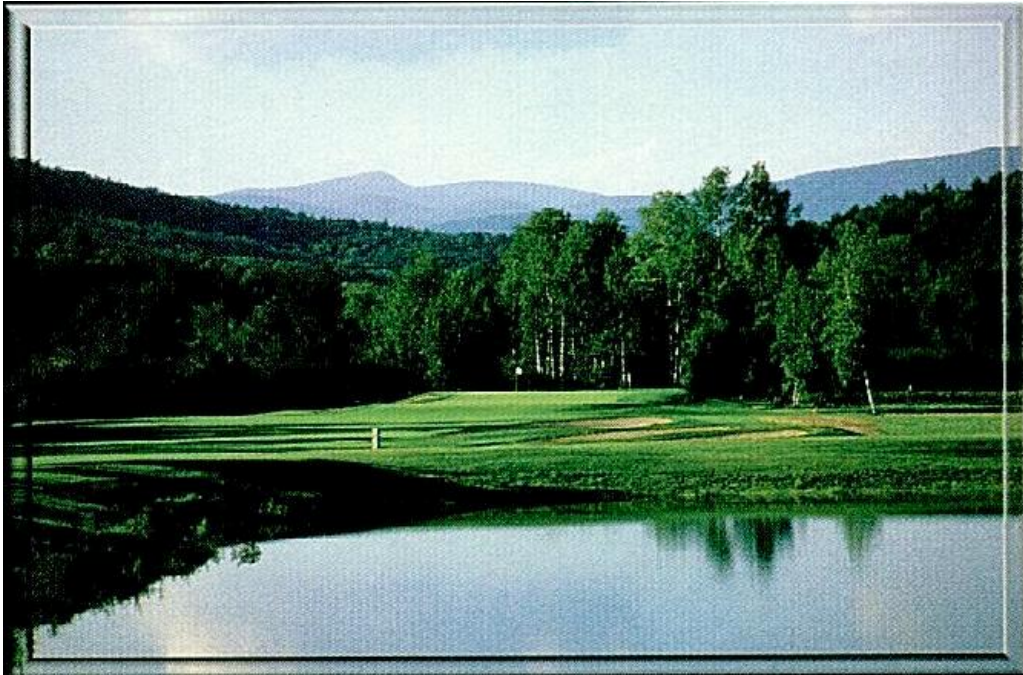
- The famous White Mountains of New Hampshire
- Fabulous roads and scenery
- Combined TSD and gimmick rallye



The Convention

Venues

Concours



The Ragged Mountain Resort is located in Danbury, NH, about 45 minutes from Manchester, and is an absolutely gorgeous spot. The concours cars will be displayed on a field at the base of the mountain. There is also a very nice base lodge that will provide lunch for the entire group. In addition, the mountain offers plenty of alternative activities for attendees and their families. Besides chair lifts to the summit, hiking, etc., Ragged Mountain also has an 18-hole PGA golf course for those so inclined.

The Convention

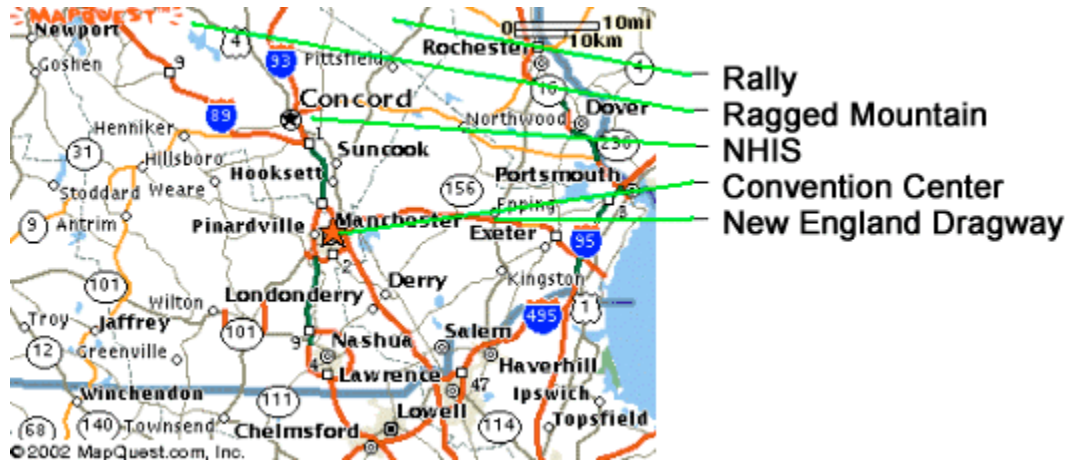
Proposed Dates

The dates below are proposed based upon availability of the venues and non-conflict with other events that would affect us (such as NASCAR racing at NHIS):

- Wed – Sun, July 29th – August 1st
- Wed – Sun, August 26th – August 29th

The Convention

Geographical Information



The Convention

Costs to Members

- Registration.....\$25/35
- Non-member Dues.....\$45
- Hotel (per night, 1-4 occupancy).....\$119–149
- Drag Racing.....\$25
- Time Trials.....\$125
- Track familiarization @ NHIS.....\$10
- Autocross.....\$25
- Rally (TSD or Gimmick).....\$20
- Concours.....\$10
- Model Car Concours.....\$5
- Alfa Art Competition.....\$5
- Pinewood Derby.....\$10
- Banquet.....\$35
- Awards Brunch.....\$20

The Convention

Financials

| Venue | Cost | Insurance | Number Trophies | Trophy Cost | Number Attendees | Venue Cost | Charge/ Attendee | Gross Income |
|----------------------------|-----------------|--------------|--------------------|----------------|---------------------|-----------------|---------------------|-----------------|
| Registration | | | | | 200 | | \$25 | \$5,000 |
| Time Trials | \$5,750 | \$125 | 25 | \$750 | 70 | \$6,625 | \$125 | \$8,750 |
| Autocross | \$500 | \$125 | 25 | \$750 | 75 | \$1,375 | \$25 | \$1,875 |
| Drag Race | \$2,500 | \$125 | 6 | \$180 | 50 | \$2,805 | \$25 | \$1,250 |
| Main Convention Hotel | | | | | 600 | | | |
| Banquet (\$30 pp) | \$15,000 | | | | 500 | \$15,000 | \$35 | \$17,500 |
| Concours | \$600 | | 20 | \$600 | 50 | \$1,200 | \$10 | \$500 |
| Rally | | | 6 | \$180 | 100 | \$180 | \$15 | \$1,500 |
| Model Car Concours | | | 3 | \$90 | 25 | \$90 | \$5 | \$125 |
| Alfa Art Competition | | | 5 | \$150 | 25 | \$150 | \$5 | \$125 |
| Pine Wood Derby (est.) | \$250 | | 3 | \$90 | 50 | \$340 | \$10 | \$500 |
| Awards Luncheon (\$13 pp) | \$3,250 | | | | 250 | \$3,250 | \$15 | \$3,750 |
| Room for BOD meeting | NC | | | | | | | |
| Room for breakout sessions | NC | | | | | | | |
| Vendor Space | NC | | | | 10 | | | |
| Totals: | \$27,850 | \$375 | | \$2,790 | | \$31,015 | | \$40,875 |

Convention Organization

Officers

- Brian Shorey – BOD, Convention Chairman
- Thomas Lesko – President
- Dave Pratt – Newsletter editor, marketing and communications
- Kevin Murphy – Legal Counsel
- Bill Anderson, Tom Ducibella, Peter Walker, Jonathan Kirshtein, Frank Maldari, Jim Miga, Steve Silverstein – BOD

Convention Organization

Committees

- Convention Headquarters – Gene Durso, Simon Body
- Drag Racing – Andy “Lead Foot” Kress
- Time Trials and Autocross – Stephan de Pénasse
- Concours – Steven Silverstein, Carmine Tomas
- Rally – Kevin Murphy