

Position Descriptions for Branson Fly Fishing Expo responsibilities

Expo Director

The Expo Director duties include but are not limited to the following:

- The Expo Director incumbent will be appointed upon a majority approval of each chapter (Springfield and Branson). The chapters may approve the position utilizing either their respective Executive Committees or a quorum of their respective chapter memberships at a monthly business meeting. This incumbent can be removed from that position using the same process.
- Will be responsible for all Expo activities.
- Appoint a Deputy Director, preferably from the sister club. The Deputy Director should be capable of taking over the Expo management in the Director's absence.
- Make sure all Manager positions are filled appropriately (preferably with a mix of members from both clubs) and are functioning properly.
- Supervises all Expo activities, including other "Manager Positions".
- Designate all Managers and Assistants. It is preferable, but not required, that the Expo Treasurer should be the treasurer from either the Branson or Springfield chapters.
- Run all Expo meetings.
- Set the date for the Expo.
- Arrange for facility.
- Arrange for auctioneer.
- At minimum, make a report to both the Springfield and Branson chapters at their meetings which are six months, three months, two months and one month prior to the Expo.
- Review and Approve the Expo Budget with the Treasurer.
- Review all publicity with the Publicity Manager.
- Review the programs and vendor plans with the Program and Vendors Manager.
- Review the raffle/auction plans with the Raffle/Auction Manager.
- Review the facility plans with the Facilities Manager.
- Review the tying plans with the Tying Manager.
- Review the sponsor/NPO plans with the Sponsor/Non-profit Organization (NPO) Manager.
- Coordinate for additional help where needed from members.
- Conduct After Action Review with members on Expo.
- Be available on expo date.
- Be prepared to fill in at any spot when needed.
- Final check night before and after Expo.
- Send out thank you notes to all who donated, vendors, program presenters and sponsors.

Treasurer

The Treasurer duties include but are not limited to the following:

- This position is subordinate to the Expo Director person for all business matters concerning the Expo.
- Establishes Expo budget and review with Expo Director. Let all other managers know how much is the maximum they can spend per area (each area will be different).
- Keep track of all monies spent and received for an end-of-show financial report.
- Get change from bank before the Expo.
- Accept funds from any club activity which generates money for the club on the days of the Expo. Safeguards the same.
- Settle all bills in a timely manner.
- At the first monthly meeting following Expo report on how much we spent, what we made and any outstanding debts we have.
- Select and supervise member volunteers for admission sales activities.
- Be responsible for all admission sales activities.
- Coordinate with Facilities Manager to set up registration desk.
- Welcome all participants, making sure everyone entering gets registered and explain auctions, programs, club membership etc.
- Establish and staff an area for membership recruiting.

Raffle/Auction Manager

The Raffle/Auction Manager duties include but are not limited to the following:

- This position is subordinate to the Expo Director person for all business matters concerning the Expo.
- Check with Treasurer concerning budget before incurring any expenses.
- Receive donation items keeping track of name and address of who donated item.
- Purchase tickets and buckets for bucket raffles, if needed.
- Print registration forms.
- Coordinate with Facilities Manager on set up of tables for ticket sales, item display, and auctions in designated area of Expo.
- Set up raffle/auction desk with raffle tickets, programs, registration sheets, hand outs, sign up sheets, etc.
- Designate times for all auctions.
- Coordinate for announcer to announce beginning and ending of all auctions.
- Coordinate for auctioneer.
- Select and supervise member volunteers for raffle ticket sales, raffle/auction item display, and item distribution to winners.
- Be responsible for raffle ticket sales activities.
- Designate donations as either Silent Auction, Live Auction, or Bucket Raffle, by MSRP, example bucket auction \$25 and under with a few higher dollar items thrown in: Silent Auction items \$26 to \$60 and Live Auction items anything over \$60. Those numbers are for example purpose only and may be changed as deemed appropriate.
- + Bucket Raffle
 - Set up bucket raffle items being sure each item and a cup are labeled with the same item number.
 - Make a tracking sheet of all items with number, description, and who donated item.
 - Designate someone to draw raffle tickets at end of raffle and announce winners verbally or by signage.
- + Silent Auction:
 - Make up silent auction bid sheets for each item with item number, description, who donated it and lines for bidder names and bids. Make sure item has the same number as on its bid sheet.
 - Coordinate with Facilities Manager for set up of silent auction items in designated area at Expo.
 - Make a list of all items with number, description, who donated and place for final price to be added after auction ends.
 - When auction ends, collect all bid sheets.
 - Collect all items and once paid for, give to winners.
 - If required, have winners announced over the PA system.
- + Live Auction:

- Make list (like a tracking sheet) of all items with columns for item number, item name and description, who donated it, who won it and how much was final bid.
- Coordinate with Facilities Manager for set up of live auction items in designated area at Expo.
- Designate 3-4 people on auction floor to help keep track of bids.
- Use tracking sheet to write down who won what and for how much.
- Collect all monies and once paid for, give items to winners.
- Submit money to Treasurer for safekeeping.
- Keeps track of any monies spent, if any is budgeted for this position, and turn receipts into the Treasurer for reimbursement.

Facilities Manager

The Facilities Manager duties include but are not limited to the following:

- This position is subordinate to the Expo Director person for all business matters concerning the Expo.
- Check with Treasurer on how much can be spent on Expo for facility. Keep track for turn in.
- Coordinate with all other managers for number of tables needed. Order tables if necessary.
- Coordinate with facility before Expo for walk thru to establish set up plan for tiers, vendors, auctions, front desk, etc.
- Coordinate with facility for opening and closing for set up of Expo. Make sure we can get in and out as needed. Also ensure some kind of security for those items left on site over night (this can be as simple as making sure the door is locked!).
- Coordinate for speaker system with facility, or rent it if necessary.
- Coordinate for pick up, delivery and return of casting pool.
- Pick up plastic liner for casting pool
- Coordinate for the set up of Expo – make sure we have tables, chairs, outlets, extension cords, lamps, table covers, tape, signs, casting pool, plastic liner, etc.
- Make directional signs for major intersections, turns, and on-site (Enter Here, Do Not Enter, etc.): rope off/block all off limited areas.
- Coordinate with Publicity Manager for hanging and/or placement of all outside signs.
- Make, purchase, or coordinate with other manager positions, all indoor signs for classrooms, registration desk, dining area, casting pool this way, silent auction table, live auction table, bucket raffle table, etc.
- Coordinate with various committee managers for hanging of all the indoor signs.
- Execute set up of Expo facilities – all tables set up and placed: all chairs set up and placed: tables covered and taped down: all electrical outlets set up: all direction signs posted: classroom signs posted: schedules posted, etc. Coordinate with other managers for their table and chair placements. Basically if it hangs on a wall or goes on the floor the Facilities Manager is responsible for it.
- Coordinate with facility for basic cleaning supplies in case something gets spilled, etc.
- Place/coordinate for placement of all outdoor signs the morning of Expo
- Coordinate with Program & Vendor Manager for set up of classrooms for Programs (right kind of table, chairs, extension cords, etc.)
- Execute tear down of Expo – all tables taken down and stacked: all chairs taken down and returned: floors swept and where needed, mopped: all trash removed: all signs taken down: all electrical taken up and packed for reuse next year: all outdoor signs taken down

- Coordinate for storage of all facility items to be reused next year i.e., electrical cords, signs, table covers, tape, etc.
- Coordinate with facility to clear the Expo from any further duties or responsibilities.
- Select and supervise member volunteers for facility functions as necessary.
- Turn in all receipts to Treasurer for reimbursement.

Programs & Vendors Manager

The Programs & Vendors Manager duties include but are not limited to the following:

- This position is subordinate to the Expo Director for all business matters concerning the Expo.
- Check with club Treasurer on how much can be spent for Programs and Vendors such as for name tags, posters, schedule handouts, as well as, classes/programs for Expo (can we offer a stipend, comp a hotel room, treat them to dinner, gas mileage, etc.) Keep track for turn in.
- Coordinate for all programs and classes for the Expo. Suggested list of programs and classes would be:
 - Basic Fly Tying Class covering tools, materials and tying one or two basic flies such as a Woolly Bugger, no more than 2-3 hours long
 - Basic Fly Fishing Class covering history, entomology, equipment and the rudiments of casting, no more than 2-3 hours long
 - Basic casting with a Certified Casting Instructor from the FFI (could be all day but would need a sign up sheet)
 - Destination fishing program such as Belize on a Budget with Don Griefe.
 - Either advanced tying or advanced fly fishing or advanced casting programs
 - Species specific program – example how to chase Big Browns at Night on Lake Taneycomo.

Coordinate for all vendors for the Expo.

- Check with Facilities Manager concerning space availability.
- Ensure that each vendor has completed and returned the vendor application.
- Ensure that each vendor understands that sending in their vendor application and/or fee does not constitute approval of their application. The application will be reviewed and they will be notified of approval or denial of their vendor relationship with the Expo.
- Collect and turn over all vendor application fees to the Treasurer in a timely fashion.
- Turn over any vendor donations to Raffle/Auction Manager.
- Print up name tags and placards for vendors.
- Coordinate with the Facilities Manager on number of classrooms. Set up a program schedule.
- Get biography and a picture from program presenters for Publicity Manager and program handouts.
- Coordinate with Publicity Manager to work programs into advertising.
- Coordinate with Tying Manager to list tiers in program.

- Make up the program we hand out. Be sure to include who, what, where, and when - i.e. who we are, what we do, where & when we meet (remember we are advertising US) then go into what programs are when and who is giving them. Be sure to include the big name/names and a short bio for them. Also include a membership application in the back.
- Get list of who donated from Raffle/Auction Manager and put Thank You in Program.
- Review the Program with the Expo Director.
- Get programs printed and bring to facilities for the front desk/welcome committee.
- Conduct follow ups on a regular basis with presenters and vendors. If someone can't make it, fill their spot/time slot as soon as possible with someone who can.
- Make poster board with program schedule. Be sure to include when class starts, who is giving it and where it is.
- Give program poster to Facilities Manager to post.
- During Expo ensure announcements are made when classes/programs are about to start.
- Run sign up sheet for casting class.
- Keep classes and programs on time!
- Select and supervise member volunteers for classroom/program and vendor activities as necessary.
- Coordinate with the club webmasters and facebook page administrators to for input into those sites.
- Turn in all receipts for printing, etc. to Treasurer for reimbursement.

Publicity Manager

The Publicity Manager duties include but are not limited to the following:

- This position is subordinate to the Expo Director person for all business matters concerning the Expo.
- Check with Expo Treasurer on how much can be spent on publicity and keep track of what's spent.
- Coordinate with Program & Vendors Manager for list of programs, who is presenting them, classes and who is presenting them. Incorporate this into publicity.
- Draft posters and handbills. Review with Expo Manager.
- Get all posters and handbills printed.
- Get oversize posters printed for around facilities. Give to Facilities Manager to hang.
- Send a press release/announcements about our Expo as appropriate, in enough time it gets printed twice if possible.
- Send out announcements (can be done via email) to all trout fishing clubs in the 5 state area (MO, AR, IA, KS, OK, and northeast TX (and if we have a presenter and/or tiers outside this area, their club, too). Request they announce this at their club meetings, plus add to their newsletter. Due at least two months prior.
- Send an announcement to all fly shops in the same area (include those shops that sell some fly fishing stuff?) about our Expo. Use cover letter and include poster. Request they post this in a prominent place in their shop.
- Coordinate for radio and TV spots, preferably make them thru out the week before.
- Write article and / or talk to reporters to get write up in local papers
- Print up extra posters for members to distribute to any place that will post it.
- Get on all community calendars, bulletin boards, or any other free advertising for nonprofits media, to get the word out.
- Research setting up at outdoors shows/stores for a tying bench so members can come tie flies and talk up the Expo and club. Coordinate with club presidents to staff this booth.
- Get the word out about the Expo and the Club.
- During Expo, assist Facilities Manager.
- Coordinate with the club webmasters and facebook page administrators to for input into those sites.
- Keep track of all monies spent and turn receipts into the Treasurer for reimbursement.

Tying Manager

The Tying Manager duties include but are not limited to the following:

- This position is subordinate to the Expo Director person for all business matters concerning the Expo.
- Check with Treasurer concerning budget before incurring any expenses.
- Maintaining a current list of tiers, with email addresses, home towns, addresses if using snail mail, etc.
- Ensures that any tier application forms are collected and maintain a file of those forms.
- Upon determination of the date for the Expo, email each tier inviting them to tie with date, time, location, request for a reply : mail out invitations to those tiers who do not have emails
- Develop a spreadsheet to keep track of who said yes, who said no and who we couldn't get hold of. Update as replies are received.
- Make an honest attempt to get good email addresses on tiers – ask around the club if anyone has an updated email for the individuals whose addresses get kicked back.
- Send an immediate “thank you more will follow” email to tiers who send a “Yes” reply.
- Send out another email 2 – 3 weeks prior to the event to those who haven't replied by then. This will usually get a couple more to come.
- Make arrangements with the local chain hotels to give a 10% discount to anyone attending the show
- Right after the event send out a “Thank You for coming here is some more information” email to each tier. Include hotel information, discounts if available, general directions, fishing opportunities, fly shops, etc. See attached email example.
- Get name tags and placards made for each tier with their name and home town on it.
- Keep up with any updates that will cause us to add or drop a tier – family emergencies, we just heard about you, etc., etc.
- Make up Thank You cards for each tier to hand them at Expo. See attached sample.
- Let the Facilities Manager know how many tiers are coming so we don't order too many tables (may have to best guess this one to ensure we have enough but not too many).
- Check with Facilities Manager and make sure there are enough outlets, etc. for the tiers to plug in lights, etc.
- Get/acquire/coordinate for white paper/table clothes/runners for the tables and tape to tape it down.
- Coordinate with the Facilities Manager on layout of tables for the tiers. No more than two tiers per table for the 6' tables, 8' tables ditto unless we have a space crunch.

- The morning of Expo, arrive early and help get out the name tags and placards for tiers, welcome the tiers to the Expo, if it's their first time let them know where to sit (so they are not sitting in vendor space or the dining overflow area).
- Gather a fly from each tier to be consolidated with all tiers flies and auctioned off that day.
- Have a special box ready to receive these donated flies.
- During the Expo give each tier their thank you card and let them know how much we appreciate them coming to our event. Simultaneously, update their information on the spreadsheet.
- Have a few extra thank you cards, blank name tags and placards for those tiers that just walk in the door.
- At the end of Expo, update the roster with new tiers, corrected email addresses, hometowns, etc. If tiers commit to tie but fail to show two years in a row, drop them from the rolls. If they fail to reply to any emails, drop them from the rolls. However, if they just say no keep them on the rolls because they may be available next year.
- Keep track of all monies spent and turn receipts into the Treasurer for reimbursement.

Sponsor/Non-profit Organization (NPO) Manager

The Sponsor/NPO Manager duties include but are not limited to the following:

- This position is subordinate to the Expo Director person for all business matters concerning the Expo.
- Contact all sponsors and NPO's who were participants the previous year.
- Contact additional businesses/individuals/NPO's as appropriate who might want to be sponsors.
- Utilize the criteria of a \$100 minimum donation by the sponsor to the Expo in either cash or raffle/auction items.
- Collect all donated raffle/auction items and turn them over to the Raffle/Auction Manager.
- Collect any cash donated by a sponsor and turn it over to the Treasurer.
- Keep track of items and cash donated by a sponsor with sponsor's name and approximate value. That information should also be given to the Treasurer and Raffle/Auction Manager.
- Maintain a list of sponsors with name, address, email address, phone number, and type of business.
- Ensures that the sponsors and NPO's complete a sponsor/NPO application sheet, as appropriate, and maintains that information.
- Obtain a business card, if appropriate, to be scanned for the Expo website and/or the club website's sponsor/NPO pages, as well as Facebook pages of the clubs. If person in this position has the capability to input that information into the respective websites, it will be their responsibility to do so. If not, he or she has the responsibility to ensure the information gets to the web supervisor.
- Coordinate with the club webmasters and facebook page administrators to for input into those sites.
- Keep track of all monies spent and turn receipts into the Treasurer for reimbursement.
- Coordinate with Facilities Manager on set up of table to display sponsor's advertising information.
- Delivers information to the Expo Director as appropriate for the writing of thank you letters.
- Ensures that the sponsors are kept informed of important information about the Expo.
- Keeps track of any monies spent, if any is budgeted for this position, and turn receipts into the Treasurer for reimbursement.