



CAF NATIONAL CONVENTION - 50TH ANNIVERSARY CELEBRATION

Las Vegas, Nevada – Summer 2007

RESPONSE SHEET

NAME(S):

MEMBER #

ADDRESS:

PHONE:

UNIT(S) _____ IF NO UNIT, WOULD YOU LIKE TO BE? _____

PLEASE FILL OUT AND RETURN ASAP

WHICH DATES WOULD BE FAVORABLE TO YOU?

PLEASE CHECK – IF NO PREFERENCE CHECK ALL

July 8 - 13, 2007 ___ **July 15 - 20, 2007** ___ **July 29 - August 3, 2007** ___ **August 5 -10, 2007** ___

RSVP (please check)

_____ Yes, I would like to attend. I have enclosed a check for **\$100.00 per person** as a deposit. I understand that this deposit will be applied to the reservation if the convention becomes reality. If not, this deposit will be refunded after June 1, 2007.

_____ No, I will not be attending. (There is space provided if you'd like to elaborate)



EVENT DATES AND LOCATIONS:

We will put this package out to bid to convention entities for consideration at one of the premiere Las Vegas, Nevada strip resorts. Possible event dates are:

*** July 8 - 13, 2007 * July 15 - 20, 2007 * July 29 - August 3, 2007 * August 5 -10, 2007**

CONVENTION ACTIVITIES PLANNED OR IN PLANNING STAGES:

- Summer Wing Staff conference: would be held at the convention instead of Midland, giving membership a chance to view the proceedings.
- Mini AIRSHO: at one of the Las Vegas airports. Our chance to expose the CAF fleet to people from all over the globe at the world's preeminent vacation destination.
- Mini TRADESHO: Our goal is to provide a forum for 40 qualified sponsors who would like to expose their product or service to a select demographic audience like the CAF membership. Companies like financial services, auto, plane and RV manufacturers, jewelers, and travel agencies, to name a few.
- Conferences, Lectures and Breakout Sessions: Opportunities to learn how to market promote and advertise your unit more effectively. How to obtain grants and sponsorship on a local level. Also, hear forums on preservation, the changing dynamics of the airshow industry, strategy sessions on the CAF – yesterday, today and tomorrow, networking with large market units – how you can emulate their success.
- Entertainment: Possibly a slot tournament and/or a golf tournament. We will contact guest lecturers outside the CAF, comedians, personalities and M/C's.
- Gala Banquet: No 50th anniversary would be complete without a Gala Banquet. The chance to dress up in formal and meet 10,000 of your closest friends & neighbors from 50 states and 25 foreign countries!

ACTION NEEDED: IT IS IMPORTANT FOR ALL TO RSVP -

YES OR NO

For this convention to become a reality, we need favorable responses forthwith. Copy, email, fax or U.S. mail the attached preliminary **RESPONSE INVITATION SHEET**, with this letter, to your unit membership. I ask that anyone in possession of this invitation respond, either way. I also ask that all those who would attend send a deposit of **\$100.00 PER PERSON before June 1, 2006**. Make check payable to the Commemorative Air Force. Please indicate **"CAF NATIONAL CONVENTION"** in the memo line. If it turns out that there is not sufficient interest for such an event, your deposit will be refunded in full after June 1, 2007.

CLOSING:

This is clearly the opportunity of a lifetime. We have never had an event in which a significant portion of membership was present in the same location at the same time. This can be the mother of all conventions; a rally, a reunion and resurgence for the CAF. Heck, Mary Kay conventions draw 50,000 ladies in pink Cadillac's to Vegas! We can do better than that!

We are poised for unprecedented growth. Patriotism is at an all-time high. People want to do their part to show their support for this country, veterans and enlisted men and women. We have always been the leaders in those categories. However, in 2006 we are still relatively unknown to the general public. Our motto comes to mind; "Lest We Forget". I say it's time to "storm the Bastille". Now, we have the unique opportunity to let America know what we have known for the last 50 years...

The Commemorative Air Force "Honors America's Legacy of Freedom".

Send in your deposit today. I promise you won't regret it. Viva Las Vegas!

Tailwinds,

John A. Lage Sr.
Director of Marketing & Communications



URGENT BRIEF – CAF 1ST NATIONAL CONVENTION & 50TH ANNIVERSARY 3/3/06

TO ALL UNIT LEADERS: DISSEMINATE TO ALL UNIT MEMBERSHIP BY WHATEVER MEANS NECESSARY

OVERVIEW:

Summer 2007 marks two significant events in the great history of the CAF—Our 50th anniversary and first annual national convention. With nearly 10,000 members located in 80 wings and squadrons in 28 states and 4 different countries and membership in all 50 states and 25 different countries, you can imagine the size and scope of planning an event of this magnitude! Your immediate help is urgently needed to facilitate the logistics and planning of this grand endeavor.

GOALS:

Our goals for financing the event are:

1. Subsidize the administrative cost of the event through corporate sponsorship.
2. Generate substantial registration to ensure the lowest possible group prices available.
3. Bid out the event to ensure the best location available for a potential group of this size.

Our goals for the anniversary and the convention are:

1. Celebrate 50 years of being the world's leader in the preservation of military aviation.
2. Celebrate 50 years of "Honoring America's Legacy of Freedom."
3. Raise awareness of the CAF, nationally, by making this a recruiting rally nationwide.
4. Provide a comprehensive educational forum whereby unit leaders, unit members and general membership are empowered with the strategic tools for sustained growth.
5. To renew the spirit of those dedicated to the mission statement of the CAF and its programs by having a significant showing of membership present at the same time.

BENEFITS OF CONVENTION:

- A rally of this type is just what the CAF needs in its growth cycle. This convention would invigorate membership, sustain enthusiasm and drive and provide units with educational tools and networking opportunities that they might not otherwise enjoy.
- HQ will use resources available to promote the event to the industry, corporate sponsors and the public through a well conceived radio, print and television campaign starting early 2007. This will positively affect general membership, specific unit membership, and corporate sponsorship interest. Ultimately this function will raise credibility, public awareness and financial support for the CAF, its mission & programs.

MEMBER COST:

Once again, obviously more people who confirm that they would be willing come to such an event will lower the end cost for the CAF group as a whole. Our challenge is that the **CAF MUST FINANCIALLY GUARANTEE** a certain number of people to obtain the low rates we hope for. Since we have never attempted such a program of this magnitude, we have no basis for predicting the turnout. Therefore, I implore you all to immediately consider this an RSVP for the event. Summer 2007 may seem far off but our window to produce this event is limited.

It would be prudent to estimate the **cost per person** assuming no group discounts at this time. However, ALL DISCOUNTS will be passed on to membership as the numbers of those attending increases.

- 4 days and 3 night stay at one of the exclusive Las Vegas Strip or Harrah's' properties.
- Room, meals, registration, receptions and Gala Banquet included.
- Conferences, Expo, Airsho and lectures included

\$795.00 Per Person* Does not include travel to/from Las Vegas entertainment, gambling or gratuities at this time.