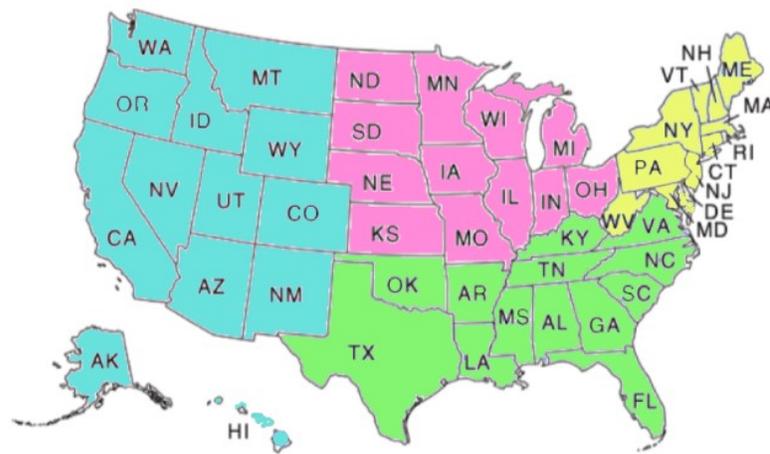




Connecting Physician Families for Healthier Communities



## REGIONAL MEETING HANDBOOK

### Guide for the

North Central States

Southern States

North Eastern States

Western States

# REGIONAL MEETING HANDBOOK

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February 2020

Dear Regional Meeting Chairs,

This guide was created to assist in planning your Regional Meeting.

The Regional Meeting is a good venue for training local and national leaders, assisting new Alliances with basic training and introducing the AMA Alliance. A second purpose of the Regional Meeting is to promote the AMA Alliance Annual Meeting.

The AMA Alliance suggests you incorporate a few of the following topics at your Regional Meeting: membership, mentorship, alternative governance structures, effective communication, social media, bylaws, health projects, fundraising ideas and legislation.

As host state you will need to form a committee and then schedule a meeting with the Annual Meeting Chair(s). The Chair(s) will help you identify a date. Other considerations will be the location of the meeting. It is favorable to choose a city with a larger airport and close to a medical school so physicians-in-training and their spouses/partners can attend. The hotel should be in close proximity to places of interest to attendees, i.e. museums, shopping, entertainment facilities that will allow time for attendees to network and have social fellowship. Selection of the hotel will affect the cost of your meeting. Larger cities cost more and smaller cities cost less. The Annual Meeting Chair(s) will provide guidance for budgets, contract negotiation and registration templates.

We thank you for your time and talents in service to the AMA Alliance. Good luck with your meeting!

The Annual Meeting Chair(s)



## Hotel Contracts:

Select a hotel that meets your group's needs. Make sure you check the food and beverage costs at the hotel (adding an additional percentage for service charges and tax) to see if it is affordable for your group. The quoted service charge rate is added to the base food rate, and taxes added to the total. Sleeping rooms only have taxes added to them—paid by attendees.

- **Note—Sleeping Room Rate:** Guest room rates are negotiable, but are tied to the food and beverage minimums and the possible meeting room space charges.
- **Guest Room Guarantee:** You will be asked how many guest room nights you will need for each day of the meeting. The cumulative total of all room nights is your guest room guarantee. The room night guarantee must be met as of the hotel reservation guarantee cut-off date or you will be charged for any rooms not booked (attrition). Remind your possible attendees the cut-off date is quickly approaching, about one week prior to the actual meeting date. Most hotel contracts allow you to reach 80% of your hotel contract.
- “Guest room nights” are a cumulative number of attendee nights. For example, someone staying 3 nights would have 3 room nights, and another staying 5 nights would have 5 room nights—the cumulative room night would be 8. The contract will require you to name the daily guest room nights.
- **Guest (sleeping) Rooms:** There is a basic charge for a guest room (exclusive cost) and you must consider the inclusive cost that includes room taxes (state, local, and additional tourism tax or resort fees). Ask for a quote for the “inclusive” guest room attendee cost.
- Individual attendees are responsible for making their own reservations. Most hotels have an online group reservation system. All reservations are made, modified or cancelled by individual attendees online or by calling the hotel. The hotel reservation phone number for guest room reservations will be on your created registration form. There will be a cut-off date after which reservations can not be guaranteed for your attendees and the room block reservations will be released.
- **Food and Beverage Minimum:** The more food and beverage you give the hotel, the more special concessions (perks, upgrades, free Wi-Fi for rooms, etc.) the hotel will give back to you. Look over the menu and determine the projected costs for the expected attendees. That is your food and beverage minimum guarantee. You are required to meet your food and beverage minimum (exclusive of tax and service charge (s.c.)) or you will be charged an attrition.

- **Special Concessions.**

These are just a few concessions which you may request from the hotel: Discounted overnight self-parking charges, in-house audio visual discount, discounted wireless connections, and a free room, a discounted room or suite.

- **Master Account:** Ask for direct billing. The hotel will check your credit. If you go with a credit card, ask the hotel for two weeks before processing payment after the meeting. Most likely a committee person will have to have the charges on a personal credit card as Alliances don't possess them. You may have to put down a deposit.
- **Refunds/Cancellations:** Any refund/cancellation policy should be developed through your own region. The AMA Alliance has no control over this. You should think about this as you are planning your meeting, taking into consideration when you need to let the hotel know numbers, speaker fees and other expenses you need to cover.

### **Beginning the Process:**

- Form a committee of 2-5 people.
- Review the last two years Regional Meeting attendance numbers in your area. North Central look at the North Central attendance, Southern look at the Southern attendance, etc.
- Choose a date and back-up date for the meeting.
- Pay attention to holidays and sporting events in the area. Try to avoid them.
- Choose a couple of hotels to consider. Location is very important. You need a city that can "advertise on its name or event venue." Pick a city based on your target audience for maximum appeal. Research the meeting location to include places of interest to your attendees. Members like to be able to make short trips during their downtime to places of interest within walking distance or with easy, low-cost transportation to and from the hotel.
- If you are not familiar with the hotel venue, schedule an on-site visit with the Sales and Marketing Department. In making a decision you must consider safety of the location, cost of food, cost of the meeting and sleeping rooms, cost of AV (if needed), cost of parking and walking distance to entertainment venues. Ask the hotel for distances to the airport and average costs for taxis, LYFT, Uber, and light rail service. The hotel should be no more than a 15-20 minute drive from the airport. Ask the hotel if they will give a discount on parking or waive parking fees. Location is very important in your marketing plan. You need a city that can "advertise on its name or event venue." Pick a city based on your target audience for maximum appeal.
- Room nights. Hotels require room nights for groups. Be sure you understand what that means. See Page 4 under Contracts. You will have to work out the numbers according to what you believe your attendance will be.
- Do not make verbal commitments or sign the contract until you totally understand what the hotel is offering you.

## Planning:

- Check with the Annual Meeting Chair(s) who will provide information regarding budgets and attendance from prior regional meetings.

Note: Make sure, if CME is provided, that you have information on attendance by Alliance members and physician members.

- Select a Theme—(Kicking It Up in South Dakota (SD); Now is the Time (IN); Get Your Plaid On (MN); Keeping Your Alliance Running (NE)). Try to tie the theme to your state or the emphasis of your meeting.
- Select a date or two—Timing the meeting involves checking for any competing meetings or events in the area or a state Alliance board meeting to ensure getting a core of attendees. Marketing the Regional Meeting to your state board, local Alliances, and neighboring state Alliances increases the success of your meeting. Check with neighboring states to see if they are able to attend the meeting and reach out to other regions.

## Budgets:

**Do not include any alcohol expenses in your budget because of liability issues. Members should pay for their own alcohol.**

- Encourage all attendees to stay in the hotel room block! If attendees do not stay in the block, consider charging more for their registration.

Begin your budget planning with the prior year's registration fee. You will need to estimate all your expenses and your registration fee should cover your anticipated expenses. If you raise the registration fee too high, you will lose attendance at your event.

A typical budget will begin with the registration fee. The AMA Alliance currently provides a \$1,000 stipend (not guaranteed) that should only be used for budget break-even purposes. You may consider other sources of income including medical societies, private donors, hospitals, insurance companies, businesses and fundraising.

Consider using your own personal contacts and local, neighboring state and AMA Alliance talent for speakers to help keep costs down. See page 9 for themes and speaker information.

## **New! Selection of the Regional Representative for the AMA Alliance Nominating Committee**

Starting in 2020, the AMA Alliance Bylaws allow for each region to elect a member and alternate from their region to serve on the AMA Alliance Nominating Committee. In 2020, with no procedures for this election in place, a Task Force determined a procedure to use for the selection of the 2020-2021 Nominating Committee only. The Task Force also made the determination going forward that each region should determine the procedure used in their region for electing their member and alternate to the AMA Alliance Nominating Committee after 2020-2021.

The AMA Alliance Annual Meeting is an opportune time to decide representatives from each region and determine their procedure. The region could elect to use a similar procedure as the Task Force has recommended or choose to nominate and elect the member and alternate at their Regional Meeting. If a region decides to nominate and elect their representative and alternate to the AMA Alliance Nominating Committee at their Regional Meeting, it is recommended that information regarding the nominating and election procedure is communicated to all members in the region prior to the Regional Meeting.

### **Procedure for Selection: State and regional leaders and candidates seeking to be the regional representative to the 2020-2021 AMA Alliance Nominating Committee:**

The 2019 Bylaws were amended to allow for each region, Southern, North East, North Central, and Western, to elect a representative and an alternate to the AMA Alliance Nominating Committee.

1. Members interested in serving as their regional representative to the AMA Alliance Nominating Committee must be a member in good standing of the AMA Alliance.
2. Candidates are to notify their State President between February 3, 2020, and March 31, 2020, of their interest in serving on the AMA Alliance Nominating Committee.
3. Candidates without an organized state are to notify their AMA Alliance Regional Representative of their interest in serving on the AMA Alliance Nominating Committee between February 3, 2020, and March 31, 2020.
4. Candidates are to submit the Willingness to Serve form online, and send a copy of the form and a short bio to their State President or AMA Alliance Regional Representative by March 31, 2020.
5. State Presidents are to submit the names of one, or not more than two, candidates to their Regional Representative by March 31, 2020.
6. The names of the candidates from each region will be submitted into a list randomizer such as Random.org during the AMA Alliance president's leader call on April 1, 2020. Each region will have its own draw. The name that is ranked first will become the regional representative to the Nominating Committee. The name that is ranked second will become the alternate. If there

are no names submitted from a region, the AMA Alliance president has the authority to appoint a Nominating Committee member from that region.

7. After this year, regions will determine their own process for electing a member and alternate to the Nominating Committee. Regions should begin the discussion during this year's Annual Meeting.

8. In addition to the four regional members of the Nominating Committee, two "at large" members will be elected from the floor at the 2020 Annual Meeting.

Current AMA Alliance Regional Representatives:

North East: [easternstates@amaalliance.org](mailto:easternstates@amaalliance.org)

Southern: [southernstates@amaalliance.org](mailto:southernstates@amaalliance.org)

North Central: [northcentralstates@amalliance.org](mailto:northcentralstates@amalliance.org)

Western: [westernstates@amaalliance.org](mailto:westernstates@amaalliance.org)

**Example of a typical budget: (based on 35 attendees and a Friday night to a Sunday noon meeting.)**

**Income:**

Registration Fee (35 attendees x \$195)	\$6,825
AMA Alliance Stipend	1,000**
Other	<u>500</u>
Total Income	8,325

**Expenses:**

Hotel Food inclusive of taxes & service charge	3,540
• (Assumed 2 breakfasts, one lunch & one dinner)	
• (Assumed \$75 for above. Plus a service charge (sc) 20% & taxes of 15%. Total cost is \$104/person)	
Second dinner: Dutch treat	0
Supplies (pens, notebooks, name tags, etc.)	150
Audio visual (keep cost down, if possible)	XX (unknown)
Speakers (try to enlist those nearby, to avoid paying for a guest room & travel expenses.)	1,000
If you obtain a speaker for free, gift cards or honorarium (depends on the number)	100
Marketing cards for the Annual Meeting	65
Reception room snacks and beverages	<u>100</u>
Total Expenses	<u>4,955</u>

**Net Income (Loss)** \$3,370 (in this scenario, you would **not** qualify for the AMAA Stipend)

**\*\*Request for the AMA Alliance Stipend**

The AMA Alliance Board of Directors has allocated a \$1,000 stipend for each of the regional meetings. The request form is available online and must be returned to AMA Alliance treasurer after July 1 and prior to the regional meeting date. Only uncovered expenses are eligible for the stipend. The stipend is not considered a sponsorship, but a donation to your meeting.

**Do not use the AMA Alliance logo on any materials.**

## Marketing Your Meeting:

- **Advertise early.** Begin marketing your meeting as early as possible and continue up to the meeting date. Marketing is one of the most important tasks to ensure your success and can be a valuable tool in both membership retention and recruitment.

Market your meeting initially with a “Save the Date” card, an email blast, a Facebook page post and on the AMA Alliance website. Include the date, city and a scheduled event or a speaker or two. Line up speakers early so they help market your meeting. The AMA Alliance Annual Meeting in Chicago, when the regions meet, is a great place to get out preliminary information about your meeting. Always include your theme and add additional meeting information as it becomes available.

Send any promotional material to the Annual Meeting Chair(s) prior to posting.

- **Optional Packages.** Alliance members like to combine the meeting with social activities. Include transportation and entry fees to venues in the cost of the registration. Some attendees do not want a pre-planned event, so make the social event optional on the registration form. Provide attendees maps and lists of local attractions upon arrival at the meeting.

## The Registration Form:

- You will need to create a registration form for the meeting. There are digital templates available for download that can be used as a guide. Contact the Annual Meeting Chair(s) for those templates. See sample, pages 12-16.
- You will handle your own registration with checks being sent directly to you or by credit card or PayPal. Keep track of your funds and don't co-mingle your meeting funds with personal or Alliance funds. As the hosting state, it is your decision how to handle registration.

### Include:

- Name of Meeting (North East, North Central, Southern, Western)
- Host State(s)
- Date and place of the meeting, including address and phone number
- Theme of the meeting
- Registration form with included food costs
- The agenda
- Hotel information with hot links to the online hotel reservations (hotel will provide)
- Transportation information including distance from the airport and estimated cost of Uber, LYFT and taxi to the hotel. Include onsite parking costs.
- Alliance host contact information
- Decide if you plan to offer an Early Bird rate for registration
- Create a release on the registration form, which gives permission to share attendee names, addresses and email addresses with other attendees. Provide a roster to those attending the meeting. This can be included in the welcome pack or may be emailed to

the attendees.

- The registration form should be available at least three months prior to the meeting date as there will be a cut-off date for hotel reservations, usually one month prior to the meeting.
- Consider mentorship program information for first-time attendees (see page 11). Include a box to check to identify first-time attendees on the registration form.

Design your Save the Date Card and agenda and submit it digitally to the AMA Alliance Annual Meeting Chairs at [events@amaalliance.org](mailto:events@amaalliance.org) as soon as you have it ready. Your information will be put on the AMA Alliance website under “events.”

### **Disclaimers to include on your reservation form:**

- I agree that any cancellation of my room reservation after the room block closes, will result in a full direct billing of the room cost to me.
- I accept that the “**Alliance Name Here**” will not be liable for any loss, damage, action, cancellation, costs or expenses which may arise in the consequences of my participation in or attendance at this event(s). I declare that I will attend at my own risk. In the event of cancellation, all or part of my registration fees will be retained for the 20XX regional meeting expenses.
- I hereby authorize the 20XX Regional Meeting to capture my image/my spouse’s image and to use this image for promotional and documentation purposes, including placing on websites and sharing on Facebook pages.

I authorize the 20XX Regional Meeting to release my personal contact information and my spouse’s personal contact information to other Regional attendees and their spouses. This information will not be used for solicitation purposes.

## **LEADERSHIP THEMES—PRINCIPLES OF LEADERSHIP CHOOSE ONE TOPIC A YEAR FOR YOUR MEETING**

- Mentorship
- Leadership models for alternative governance
- Conflict negotiation, integrity, accountability and trust
- Effective communication skills
- Utilizing social media
- Speaking skills and protocol
- Organizational skill building: a skill set necessary to complete a project
- Learning style dynamics: Balancing meetings with educational element and nurturing component

Try to incorporate the above mentioned concepts within your Regional Meeting and build presentations around these key principles of leadership. In addition to these important leadership training skills, include updates on legislation, membership and health promotion.

## **Speakers Bureau Presentations:**

National speakers are available for presentations. Please use the on-line Speakers Bureau Request Form to request a speaker and discuss the topic you would like addressed.

Did you know that you can request a member of the Speakers Bureau to attend your meeting via meeting call? Save money that you would ordinarily spend on registration fees, transportation and housing for a speaker. For more information contact [events@amaalliance.org](mailto:events@amaalliance.org).

Be sure to send a hand written card to each speaker after their presentation. Include a small gift, representative of your state, as a token of thanks.

## **“Hot Topics”**

“Hot Topics” is a great way to let your members share what’s good in their Alliances, what’s causing difficulty and enables members to join in the conversation. End your meeting with “Hot Topics” or use it as a filler between speakers. Members enjoy this time, so plan to allow at least 50 minutes for this section. Select a person with good communication skills before the meeting to lead the conversation and appoint another person take notes (minutes) of the session. The minutes of the session should be sent to the Annual Meeting Chair to use in regional and Annual Meeting planning. Choose a few topics for the discussion leader to help start the conversation and avoid lulls. For more information on “Hot Topics,” contact the Annual Meeting Chair(s) at [annualmeeting@amaalliance.org](mailto:annualmeeting@amaalliance.org).

## **Spouses/Partners:**

Consider having programming for spouses/partners at the regional meeting. If you are unable to plan a spouse/partner program, provide a list of things to do and places to see. Consider providing a list of attending spouses/partners so they can meet. \*\*If the meeting has a topic that would interest the spouse/partner, invite them to attend the session to make them feel part of the group. It would be helpful to plan those sessions at the beginning or end of the meeting time, so the spouse/partner can have their day to explore the area. Provide name tags to spouses/partners.

## **What to Do After the Meeting:**

Survey your members before they leave (paper survey) or send out a Survey Monkey within a week of your meeting. Go to Survey Monkey, Inc.

- Wrap up/Follow up. Have the committee chair give a personal thank you at the end of the meeting, followed up by an email thank you note. This markets your meeting to be favorably remembered in the future.
- Write up a summary of the meeting including the budget, registration form and roster and send to the Annual Meeting Chair(s). The Annual Meeting Chair(s) will hold the summaries so the next meeting chair may access those reports for guidance as they plan their meeting. Offer suggestions and comments and share any problems or challenges you experienced to aid those who will follow you.

Pay your bills on time.

Write articles for the LINK and AiM and include photos.

## **Developing Tomorrow's Leaders**

### **—Mentorship for the Regional Meetings—**

Mentoring is a very effective way to welcome first time Alliance members to your regional meeting and offer them support. Mentorship is a personal relationship in which a more experienced or more knowledgeable person helps guide a less experienced or less knowledgeable person. Mentors help guide, give advice, and befriend members attending a regional meeting for the first time. Each mentor has the ability to lead, inspire and motivate the mentee by expanding their awareness, insight, and perspective.

Being a mentor can be a very rewarding experience and an opportunity to be a teacher. As a mentor you share your wisdom and knowledge gained over time. Mentoring others forces you to understand what it takes to lead, how to pass the Alliance legacy to others and allows you to see others grow.

Listed below are steps in developing a mentorship program:

**Step One:** When planning your regional meeting, identify first-time attendees and include a box to check on the registration form. Make a list of first-time attendees from your registration and be sure to include their state of residence.

**Step Two:** Review your registration list and identify potential mentors. Past state presidents and membership chairs make great mentors. Match mentors with mentees. Notify mentor and mentee of assignments and be sure to include their contact information.

**Step Three:** Have the mentor call or email the mentee and arrange for a meeting at the first breakfast. Mentors should ask the mentee if they have any questions. Introduce mentees to Alliance national leaders, attendees, and most importantly, make the meeting enjoyable.

**Step Four:** Do not pair a mentor with a first-time attendee from the same state.

**Step Five:** At the beginning of the Regional meeting, introduce mentors and their mentees.

**Step Six:** Develop a survey for the mentor and mentees. Include questions about the success of the mentorship, improvements for the program, recommendations for future mentors and mentees. Have all mentors and mentees fill out the survey prior to leaving the meeting.

**Step Seven:** At the close of the meeting have all mentors stand and thank them for their time. (you can give a small gift)

**Step Eight:** Encourage mentors and mentees to take the mentorship program back to their states and use it for their district and annual meetings.



Sample  
Registration  
Package

**North Central States Alliance  
Leadership Development Conference  
Leadership ~ Networking ~ Learning ~ Sharing  
Minnesota Nice  
October 5 - 7, 2018**



**JW Marriott Minneapolis Mall of America  
2141 Lindau Lane  
Minneapolis, MN 55425**

**With Light Rail Connections to:  
Minneapolis - St Paul International Airport  
Downtown Minneapolis and St Paul  
Target Field and US Bank Stadium**

**Hosted by the Minnesota Alliance  
Come Experience Minnesota "Nice" and Get Your Plaid On!**

**Questions? Email [mnmedicalassociationalliance@gmail.com](mailto:mnmedicalassociationalliance@gmail.com)**

**North Central States Alliances  
Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska,  
North Dakota, Ohio, South Dakota, Wisconsin**

# Conference Registration Form

\*\*\*\*\* **EARLY REGISTRATION DISCOUNT** \*\*\*\*\*

**Please send this registration form by Friday, Sept. 14, 2018,  
to take advantage of the early registration rate!**

## Please Print:

**Registrant's Name** \_\_\_\_\_

**Guest's Name** \_\_\_\_\_

**This is my first North Central Alliance Meeting** \_\_\_\_\_

**President** \_\_\_\_\_ **Incoming State President** \_\_\_\_\_

**City/State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone (H)** \_\_\_\_\_ **(C)** \_\_\_\_\_

**E-Mail** \_\_\_\_\_

**Check if a 1st-time attendee.**

**The full registration fee will include all meetings, Saturday meals (breakfast, lunch, dinner) and Sunday Breakfast. Friday's Dinner is Dutch Treat.**

Conference Registration (\$185/person by Sept. 14, 2018) ..... \$ \_\_\_\_\_

Conference Registration (\$225/person September 15, 2018 or later.... \$ \_\_\_\_\_

I am unable to attend, but would like to donate..... \$ \_\_\_\_\_

**TOTAL ENCLOSED \$** \_\_\_\_\_

**Make checks payable to MMAA**

Mail your check and registration form to

Lynne Hemann

1904 Summit Dr. NE, Rochester MN 55906

**Friday Night** -- dinner is either on your own at the Mall of America or you may join one of the hosted group dinners (Dutch Treat) at a nearby restaurant as listed below. Indicate your choice with a check mark.

\_\_\_\_\_ Pam Franklin (MN) hosting at Crave, MOA

\_\_\_\_\_ Dinah Goldenberg (ND) hosting at Firelake Grill House at the Radisson Blu

\_\_\_\_\_ Ann Sanford (MN) hosting at Twin City Grill, MOA

\_\_\_\_\_ Grace Wellman (SD) hosting at Firelake Grill House at the Radisson Blu

(Indicate below dietary restrictions, allergies or handicap needs)

# Hotel Registration

## JW Marriott Minneapolis Mall of America

2141 Lindau Lane, Minneapolis, MN 55425

The special conference room rate is \$139 plus tax until Friday midnight,  
September 14th 2018

**RESERVATIONS:** Attendees may use the link below to register online for a room or call the hotel direct at 612-615-0100 or 800-228-9290 and ask for the North Central Regional Meeting Room Block rate.

Online room registration—highlight and right click or copy the following link to your browser: [https://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=North%20Central%20Regional%20Meeting%5EMSPJW%60elmelmr%60139.00%60USD%60false%604%6010/4/18%6010/7/18%609/14/18&app=resvlink&stop\\_mobi=yes](https://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=North%20Central%20Regional%20Meeting%5EMSPJW%60elmelmr%60139.00%60USD%60false%604%6010/4/18%6010/7/18%609/14/18&app=resvlink&stop_mobi=yes)

Hotel Reservations must be received by Friday, September 14, 2018, midnight to take advantage of the special hotel group rate.

**Important Information:** Due to our contractual room block commitment with the JW Marriott Minneapolis Mall of America, any cancellations to your room reservation after September 14, 2018 will result in a full direct billing of the room cost to you.

### ARRIVAL & TRANSPORTATION MINNEAPOLIS-ST. PAUL:

#### By car:

The parking rates for JW Marriott Minneapolis Mall of America:

Valet available 24 hours a day

- Valet Parking - \$25 (overnight)
- Valet Event Parking- \$10 (up to 6 hours, there after overnight charge apply)
- Self-Parking overnight \$15

**By air:** JW Marriott Mall of America is a 4-minute walk from the Light Rail Transit Station and an 8-minute walk from the Mall.

**Light Rail Transit:** From Terminal 1, the light rail station is located below the Transit Center, between the Blue and Red ramps. From the Tram Level (one level below baggage claim), take the tram to the Transit Center. When you exit the tram, follow the signs to the light rail station.

The Terminal 2 light rail station is located on the north side of the Orange Ramp. From Level 1 near Ticketing take the elevator or escalator up to the Orange Ramp skyway. Follow the signs to the LRT station. Take the escalators or elevators down one level to the station platform. The light rail stations are fully accessible. Trains run every 10 minutes during peak hours and typically every 10 to 15 minutes at other times of the day. Weekends have longer times between trains. Check the website <https://www.metrotransit.org/metro-blue-line> for more information.

Fares are \$2.00 (\$2.50 during rush hours). The stop for the hotel is the Mall of America and the light rail takes approximately 12 minutes.

**Taxi Service from airport:** Approximately \$15.00- \$20.00

**Uber or Lyft:** The pick-up spot for Uber or Lyft (or app-based ride services) is located at the ticketing/upper roadway level outside of Terminal 1. To get to that spot, travelers take an escalator or elevator down to Terminal 1's tram level, follow signs that have them turn left at the information desk, and then go up two levels to catch their ride. Signs are in place to guide travelers to "app-based ride services." For Terminal 2-Humphrey, the pick-up area for app-based rides is still directly across the street from the front of the terminal on a separate roadway, with signs to guide passengers

Rooms come with Wi-Fi (fee) and flat-screen TVs, minifridges and coffeemakers. Room service is available 24/7. There's a lobby bar and a contemporary farm-to-table restaurant. Other amenities include a fitness room and an indoor pool.

**DRESS:** Bring comfortable, casual clothes (and your favorite plaid piece) to enjoy the Leadership Conference sessions, Minnesota's Mall of America and the Twin Cities of Minneapolis and St. Paul

***Special Disclaimer: Please accept my registration for the North Central Regional Meeting. I accept the North Central Regional Meeting will not be liable for any loss, damage, action, cancellation, costs or expenses which may arise in the consequences of my participation in or attendance to this event. I declare that I will attend at my own risk. In the event of cancellation, all or part of my registration fees will be retained for the North Central Regional expenses. I acknowledge I have read the disclaimer for the 2018 North Central Regional meeting- please check the box.***

***I hereby authorize the 2018 North Central Regional meeting to capture my image and to use this image for promotional and documentation purposes, including placing on websites and share on Facebook pages.***

Yes

No

## **Reminder!**

**Early Bird Discount for all conference registrations before Friday, September 14, 2018.**

**In order to have a guaranteed room at the conference rate, make your hotel reservations with the JW Marriott Minneapolis Mall of America on or before Friday, September 14, 2018.**

**If you would like to join a hosted dinner group at a nearby restaurant, please indicate on your registration form which host/restaurant you would like to join.**

**Please remember to read and check the boxes at the bottom of the Conference Registration Form**

***PLEASE NOTE: The Carol Harding Scholarship Drawing benefiting a first-time attendee will be held on Sunday, Oct. 7. We are asking each state alliance to bring an item from their state for a benefit drawing. Values of the donated items should be \$50.00 and above. More than one item per state are welcome. Please avoid liquids and heavy items as some attendees may be flying home.***



***See You There!***



## Request for Regional Meeting Stipend

The Board of Directors for the AMA Alliance has allocated a stipend for each of the regional meetings for 2020-2021. Please provide the information below and return to the AMA Alliance treasurer at [treasurer@amaalliance.org](mailto:treasurer@amaalliance.org).

An application for a Regional Meeting Stipend must be submitted at least **30 days prior** to the dates of the meeting. Any stipend check received from the AMA Alliance must be cashed no later than **30 days following** the Regional Meeting.

Regional Meeting:

Contact Name:

Email Address:

Mailing Address:

Date(s) of Meeting:

Location of Meeting

How do you plan to use this financial support?

**\*\*See page 2 for stipend requirements.**



## Requirements for AMA Alliance Regional Meeting Stipend

The AMA Alliance has allocated a \$1,000 (not guaranteed) stipend for each of the regional meetings to offset uncovered expenses. The request for payment must be returned to AMA Alliance Treasurer at least 30 days prior to the dates of the meeting and cashed within 30 days after receipt.

Note: The stipend is not considered a sponsorship, but a donation to your meeting.

**\*\*The stipend request form is also available on the AMA Alliance website under "Membership Resources."**

### Requirements:

- **No** use of the AMA Alliance logo on any materials.
- **No** use of the word "sponsorship" may be used for the stipend.
- The stipend shall **not** be used for alcohol or any social activities.
- All marketing materials need to go through the Annual Meeting Chair(s) for review before posting on the web or on social media.
- AMA Alliance Annual Meeting Chair(s) must see Regional Meeting agendas.
- The stipend must be used **only** for AV, speakers, in-house hotel expenses and other meeting-related expenses.
- If the meeting is canceled, the stipend must be returned to the AMA Alliance.