

STARFLEET INTERNATIONAL CONFERENCE  
Western Hills Guest Ranch  
Sequoyah State Park • Wagoner, Oklahoma  
July 29 - August 1, 2010



# WAGON TRAIN — To The Stars —

*Not your typical location. Not your typical IC.*

Oklahoma last hosted the STARFLEET International Conference in 1996. Since then, both the state and STARFLEET have changed for the better. ICs have changed too. That's why Western Hills Resort in Wagoner, Oklahoma is the right place at the right time for the 2010 International Conference.

ICs of the past have been held primarily at airport hotels. While this can often result in the least expensive conference, it doesn't always generate a lot of value for the attendees. For a great many IC attendees, the trip represents their single largest vacation of the year.

We've also recently seen hotels in downtown locations. While these venues have provided the IC attendees with many entertaining things to do within a few steps of the hotel, they tend to come with a hefty price tag that can keep some members from attending. And fewer attendees make it much harder for a conference to achieve break-even, let alone profitability.

**Airport hotels?  
Boring. Let's go  
someplace fun!**

Let's face it: nobody wants to visit a city for its airport. But for so many IC attendees, the airport and the hotel is all they see on their trip. And the IC Selection committee shouldn't have to choose between a conference with an exciting destination and one that will pay its own way.

And this time, you don't have to.

We've put together a conference plan for Oklahoma that combines an innovative location with many family activities with a price tag that is more reminiscent of the conferences of a decade ago than the more recent events.

We're going to be giving the attendees flexibility -- flexibility in accommodations, in dining, and in programming that they've never seen before.



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## —To Exciting Accommodations—

*Why look out your window to see a parking lot or an airport when you can see a beautiful lake on a summer's day?*

Western Hills Guest Ranch is located inside Sequoyah State Park in Northeastern Oklahoma. Completely owned and operated by the State of Oklahoma, this resort has been a favorite area destination for over 50 years.

The resort is centered around a lodge with 101 hotel rooms, including several suites. In addition, there are 44 cottages which are separate from the lodge, but are an easy walking distance away. The cottages feature heat and air conditioning, bathrooms with shower, color TV, phones, and kitchenette units are available. Each cottage also includes an outdoor charcoal grill. In all, nearly 150 rooms are available.

While the hotel does not yet know its room rates for 2010 (and will not know until 2009), they have agreed of a cap of \$85 a night for the basic room rate, which is a lakeview room, double occupancy. Additional room occupants can be added at the rate of \$10 per person per night. Cottage rates are comparable to lodge room rates.

Western Hills is located about an hour's drive southeast of Tulsa. The IC will offer complementary shuttle service between the site and Tulsa International Airport.

The hotel has complementary wireless internet available in the function spaces of the facility.

The lodge has a bar and an affordable, quality full restaurant on-site. There are also fast-food restaurants within a fifteen minute drive of the hotel. Guests who choose to stay in a cottage with a kitchenette even have the option of preparing many of their own meals, which can dramatically lower the total cost of attendance for many people.

The Commander, STARFLEET will have use of the Governor's Suite, which features a large living room adequate for EC meetings.



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## TO MEETINGS

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*Your job is the business of the organization.  
Our job is to make that as easy as possible.*

The purpose of an International Conference is for the leadership to get to meet face to face — with each other, and with the members. And good facilities are an important part of successful meetings.

The living room of the CS's suite is large enough to hold EC meetings in a comfortable and secure environment.

Of course, the EC/AB meeting is always critical, and you will want to be focusing on the agenda, and not details about the hotel. That's why we're proud to include a complete meeting package, including lunch, as part of our proposal — at no additional cost to meeting attendees.

In the morning, we'll have coffee (regular and decaf), hot tea, and assorted danishes.

When it's time to break for lunch, the hotel catering staff is there — with the plated deli lunch of ham, turkey, or roast beef with a variety of breads and cheeses. Add some potato salad and coffee or iced tea, and it's time to get back to work.



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## To DINNER

*If there's one thing STARFLEET members can agree on, it's food. We like it yummy.*

Nothing can ruin a conference quicker than a sub-par meal. Dining at an International Conference is more than a refueling stop, it's a highly anticipated social event.

That's why we took great care to choose a hotel that was not only in a recreation area, but also had a top-notch catering department. That's why we know Western Hills is right for the job.

After the general session is over, people scatter for lunch. And while you could always go to the hotel restaurant, wouldn't it be nice to have your food waiting for you right away? That's why we're introducing The Commander STARFLEET's Poolside Cookout -- which is just what it sounds like! Hamburgers and hot dogs cooked poolside by the hotel's catering staff is a great way to kick off an afternoon. And at \$10 a person, it won't drain your wallet.

Of course, the SFMC mess will return on Friday night! It's priced at \$22 for a buffet of fried chicken, catfish, blackeyed pea salad, corn bread, cole slaw, potato salad, mashed potatoes and green beans. Pecan pie or peach cobbler top off the meal, and coffee and tea are included with the meal price.

**Rubber chicken or dry beef? You wouldn't accept that choice at your favorite restaurant — why should you stand for it at your banquet?**

So, what's in store for the evening meal? We start with a cocktail reception with light hors d'oeuvres and a cash bar. When it's time to be seated for dinner, you'll be treated to a buffet of sirloin steak, roasted chicken, and BBQ ribs. At a projected price of \$35 a person, it's an event that STARFLEET will be talking about for years.



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## To ENTERTAINMENT

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*Wouldn't it be nice to walk out of a hotel and see something other than an airport?*

We think so too. That's why we chose a resort destination in Oklahoma's Green Country. Western Hills has many features you're not likely to find at any other IC venue, including:

19,900 acre lake	Hayrides
2,200 park acres	Volleyball
Nature Center	Archery
Hiking Trails	Bicycling
Boat rentals	Game Room
Water Skiing	Children's programs
Horseback Riding	Fishing clinics

Swimming pool and swimming beach  
18-hole golf course  
Pro shop, with club and cart rentals  
Tennis Courts

And within a short driving distance:  
Casinos  
Native American Cultural Centers  
Museums  
Horse Racing



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## —TO RESPONSIBLE MANAGEMENT—

*An IC is many things. There are also many things an IC is not. Let's talk about that.*

There's been a lot of talk lately about the role of an IC, and how relevant it is. Certainly, the financial problems of recent conferences should serve to put a spotlight on this year's bids.

And we're all for that.

We believe that an IC is crucial, because it is where the leaders of the organization can get together, make policy, exchange ideas, and do many things that just can't be done as well through the impersonal coldness of cyberspace.

We believe that an IC should be fun -- because a fun IC is more likely to be financially successful, and the purpose of the weekend is to subsidize the cost of the Board of Directors meeting.

There are also things an IC is not. For example, it isn't a convention. And it certainly shouldn't be a way to subsidize the cost of a local con using STARFLEET members' money.

That's why you won't find any flashy guest stars at this IC. We'll keep the focus where it belongs: on STARFLEET members.

And we feel our revenue assumptions are based on conservative attendance figures for this part of the country. Our commitment to the hotel is 120 room nights and holding four catered events.

Funds raised in our charity auction will go towards the STARFLEET Scholarship fund. And since Article 7, Section 10 of the STARFLEET Constitution makes it clear that IC funds are STARFLEET funds, we feel that any excess revenue from IC operations should be returned to the STARFLEET general fund, and the disposition of those monies should be a matter for the EC and/or AB to decide.



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## —FROM THE AIRPORT—

*Yeah, we know -- the downside of not being near the airport is that it's not as easy to get to. Don't worry, we've got you covered.*

Western Hills is about 50 miles from the nearest major airport -- Tulsa International. Since about a third of IC attendees arrive by air, it's an extraordinary effort to move that many people that far.

Thankfully, we have an extraordinary staff.

Our transportation chair is Tom Brinkley. Tom, a long-time member of the USS Marko Ramius, is the owner of a limosine/transportation company in Springdale, Arkansas. Tom has committed to provide as many vehicles as the IC will require to move people back and forth to the airport, with the IC responsible for providing drivers, fuel and tolls.

Tom's fleet includes 15-passenger vans and 20-passenger shuttle buses. While we won't know the exact needs until we have the passenger schedules, we anticipate requiring two or three vehicles running in a circuit between the resort and the airport. Our staff already has several people willing to drive, including at least four who have CDLs required for driving the larger vehicles.

This shuttle service will be operated at no additional cost to the people who require it. We'll be making runs all day Thursday, Friday, and Sunday, as well as Monday morning.

## Airlines serving Tulsa

American Airlines

Delta

nwa AIRLINK.

CA

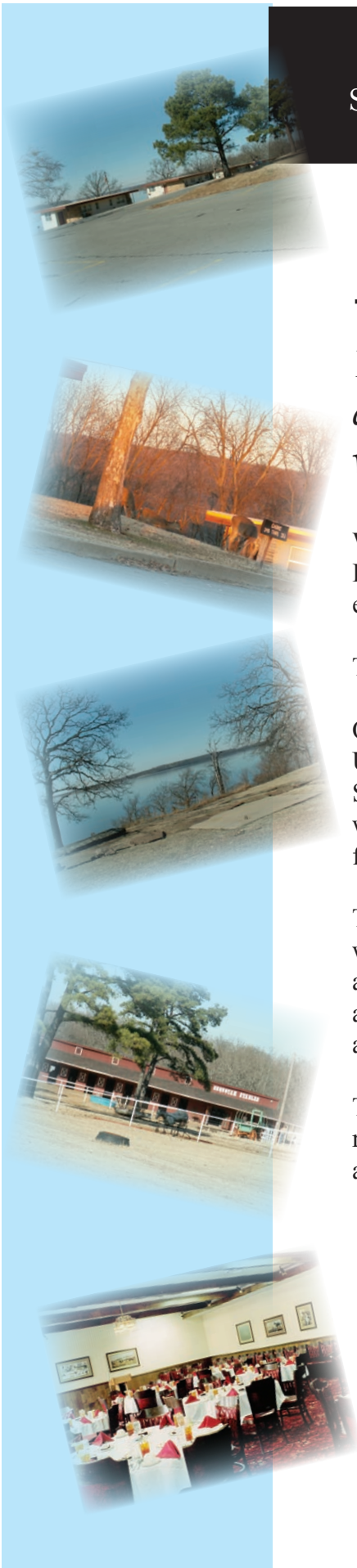
EXPRESSJET

SOUTHWEST

Continental Airlines

FRONTIER

UNITED



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# WAGON TRAIN

## — TO THE AFTERNOON PANELS —

*There's always something new to be learned.*

That's the approach we take with our programming. It all kicks off with opening ceremonies on Friday — a casual come-and-go mixer in the evening that will give you plenty of time to enjoy the park while it's still daylight.

We'll have up to four tracks of programming on Saturday afternoon, including a dedicated SFMC Muster room.

You'll see many of our old favorite panels, including EC Department panels, recruiting, and more. In addition, we have a dedicated children's programming room, away from the main programming area. The room will be staffed with responsible adults to have fun with the kids. And the resort provides trained staff to lead custom-designed kid's entertainment and educational programs, such as arts and crafts, visits to the nature center, and games.

But the kids won't be having all of the fun. We'll have a track of programming that's all about the unique things that the resort has to offer -- so don't be surprised if you see "archery lessons" as an IC panel!

Of course, the benefit auction before the banquet is a great way to pick up some wonderful collectibles while helping out the STARFLEET Scholarship Program.

We'll wrap it all up in Sunday morning with the traditional not-too-early closing ceremonies, and the closing gavel will come down in plenty of time to enjoy a brunch at the hotel restaurant and head out to catch your plane -- or stay another day and enjoy the park!



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## To IC COMMITTEE

**Vice Admiral Greg Trotter, Sheriff** — Active in STARFLEET chapters since 1984, Greg's been a Fleet member for 16 years, holding a variety of chapter, regional and Fleet-level positions. In 1997, he became Vice-Chief of Communications and Communique Editor, where he defined the CQ production process still in use today. Later, he was Vice-Chief of Computer Operations, maintaining STARFLEET's Internet servers for years. He then returned to the Communications department where he developed the STARFLEET Helpdesk, later moving on to become Chief of Communications.

Greg also served as the 2004 Election Coordinator, which will make him sensitive to the needs of the 2010 Election Coordinator and the impact an election season can have on an IC. Additionally, he was on the IC Committee for the 2001 conference. He is currently a member of the USS Marko Ramius and serves as Judge Advocate General, STARFLEET. In his professional life, Greg works as the IT manager for an Indian tribe.

Greg's address is 303 W. Main, Tecumseh, OK 74873. He can be reached by email at [gregtrotter@gmail.com](mailto:gregtrotter@gmail.com).

**Commodore Troy Cash, Deputy** — Active in STARFLEET chapters since 1992, Troy's been a Fleet member for 15 years, holding a variety of chapter, and regional positions. He has been the Commanding Officer of the USS Centurion, USS Alliance and USS Marko Ramius. He has served as Finance Officer, Web Master and SVRC of Region 12. He currently is an active member of Fleet, serving aboard the USS Marko Ramius. Troy has helped coordinate and served in multiple capacities for Region 12 Summits and has served as a staff member of previous IC's

In his professional life, Troy is a Faculty member of a Community College teaching Computer Science and Programming.

Troy's address is 3107 Essex Dr, Fayetteville, AR 72704. He can be reached by e-mail at [troycash@yahoo.com](mailto:troycash@yahoo.com) or [troycash@gmail.com](mailto:troycash@gmail.com).



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## To IC COMMITTEE

*People are excited about this! Here's the names of the people who have signed on so far to make this a success!*

Tom Brinkley

Lisa Brinkley

Eddie Allen

Elizabeth Cash

Wade Hoover

Jenn Hoover

Ray Brown

Brigid Brown

Rolando Gomez

Mary Stacks

Mysteri David

PJ Trotter

Wayne Killough

Kevin King

Ann Miller

Steve Bowers

Bea Hart

Jeff Higdon

Sherry Anne Newell

Gumby



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## To THE BANK

*Show you the money? OK, here it is.*

Financial responsibility is important for any conference. That's why you want seasoned members with IC experience at the helm of the conference. Below is an overview of our projected expenses and revenue

### Expenses

Coffee, Breakfast Pastries and Lunch for ECAB meeting	\$723
Audio-Visual Equipment	\$300
Airfare for CS	\$500
CS Suite	\$655
Registration Packages	\$875
Saturday Night Package (DJ, dance floor)	\$500
Office Supplies	\$200
Gasoline	\$800
Advertising	\$500
Paypal Fees	\$500
Saturday Banquet - 125 @ \$27 each	\$3,375
Saturday Lunch - 100 @ \$9.66 each	\$966
Marine Mess - 65 @ \$17 each	\$1,105
<b>Totals</b>	<b>\$10,999</b>

### Revenue

Registrations, 175 at \$25 avg	\$4,375
Saturday Dinner - 125 @ \$35 each	\$4,375
Saturday Lunch - 100 @ \$10 each	\$1,000
Marine Mess - 65 @ \$22 each	\$1,430
<b>Totals</b>	<b>\$11,180</b>

### Package Rate Scale

Through close of IC2009	\$20
End of IC2009 thru 5/31/10	\$25
after 6/1/10	\$30
Cadet Price	\$10 less than adult price



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## — TO THE FINE PRINT —

*There's always fine print. Here it is in one place.*

- Unlike most hotels, the resort does not have a negotiable room rate. The rate we pay is the same rate someone off the street pays. It's set by the state parks department the year before. While they can't guarantee us a specific rate, they can guarantee that the basic rate, a double-occupancy lakeview room, will cost no more than \$85 a night. That's a \$15 increase over the current rates, and it's very unlikely that the rates will actually go up that much.
- The hotel requires that the first night's stay be prepaid at the time of booking. This is 100% refundable if cancelled within five days of arrival.
- The rates for the lodge are based on double-occupancy. Additional adults in the room will incur an additional charge of \$10 per night, each. Children under 18 will not incur this charge. The cottage rates are per unit, regardless of how many people are staying.
- The CS Suite will be comped in any night where the conference occupies 75 rooms. While it's possible that this could happen on Friday or Saturday night, it's not anywhere near a sure thing. So, we're budgeting to pay the entire amount.
- The hotel will not know the banquet prices until about a year before. However, like the room rates, the prices rise infrequently and slowly. The hotel is willing to work with us and will be able to design custom dinners to meet certain price points -- so that if we tell them we need a \$15 chicken dish, that's what we'll get. The hotel assures us that we'll be able to set the menu in plenty of time for the 2009 IC in Greensboro, which is when banquet sales begin in earnest. We don't plan to sell any banquets prior to then. Because of this, there's a possibility that the food items mentioned in the bid may change between now and 2009.
- While pets are welcome in all of the cottages, they are not permitted inside the lodge, including the conference areas. Service animals, of course, are welcome everywhere.
- Our commitment to the hotel is 120 roomnights and four banquets.
- There is a deposit required – the first night on the CS Suite (\$218.33) and \$250 towards meeting room space. This can be covered by the traditional \$500 seed money provided to bids. These deposits will be due to the hotel in early 2009.
- The most common questions we get when people hear that this is a state property are about alcohol. The resort has an alcohol policy comparable to any commercial hotel: in their function spaces, they must serve the alcohol, and what's in a customer's room is the guest's business. There will be the customary hotel-provided cash bar for Saturday night.
- All prices do not include taxes, and taxes as applicable on all registrations, banquet and merchandise sales. Oklahoma does not require us to get a sales tax permit; we can simply submit a form and a check after the event. At this time, the applicable sales tax at the site is 6.5%.

