



AROC Convention 2027

Convention Planning Update
22 June 2026

Peter Jones, Convention Planning Chair

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Agenda

- Attendees
- President's Comments
- Convention Chair Comments
- Committee Updates
- Challenges
- Comments/Discussion
- Closeout





President's Comments

Brewster Thackeray

Convention Chair Comments



- Apologies for having to cancel the 15 June meeting
- Accomplishments since our last meeting:
 - Hotel and date under contract
 - Publicity/advertising ramped up, first *Alfa Owner* insert in September
 - Track/autocross team evaluating alternatives, dates look solid
 - Concorso evaluated potential locations, talking to county parks admin
 - Committee leads will speak to specifics
- Near term Objectives
 - Start graphics/publicity
 - Pre-convention tours and other events
 - Develop master agenda
 - IT, website initial planning needs to start

Theme & Publicity



- Proposed theme:

***A Capital Salute to Alfa Romeo
Celebrating 65 Years of the Giulia***

- Theme drives
 - Program
 - Artwork / Logo
 - Publicity
 - Website
 - Events
- Other actions: Publicity photos at hotel • Display cars • Special events
- Lead: Mary Brown <marybrownindc@gmail.com>
- Artwork: Bert Straus <aestraus1@verizon.net>

Confirmed Hotel/Date:
Marriott Westfields, 25 July – 1 August 2027



- Location: Chantilly, VA (approx. 5 miles south of Dulles Airport)
- 324 rooms, 12 suites
- Offer: \$189/night + tax, no parking/resort fees
- F&B Minimum: \$48,000
- Banquet up to 600 persons
- Overflow: Hyatt Place, 1.2 mi
- Concours: Offsite
- Contract signed 29 May 2026
- Lead: Peter Jones



Track/Autocross

- Track Date: Thursday, 29 July
- Summit Point says they are available but no pricing yet
- Meeting with Dominion Raceway 25 June to get availability and pricing
- Autocross: Working SCCA contacts to develop locations
- Lead: Brad Mellor
<rbmellor@aol.com>



Concorso

- Saturday, 31 July 2027
- Structured concours-type event run under standardized rules set by AROC
- Sully Historic Site (Chantilly) checked 21 June -- good potential location
- Questions of cost, availability, support to be resolved
- Need assistant judges, data entry, runners, parking marshals, other support both before and day of event
- Lead: Peter Biché
<peterjbiche@gmail.com>



Sully Historic Site



Location: Off VA Route 28 (Sully Road). Use exit for Udvar-Hazy Air & Space Museum, follow signage to Sully Historic Site. Approximately 10 minutes drive from Marriott hotel.



Budget Development



- Budget in preliminary development
- Using Chicago and Utah convention budgets as template
- Budget development critical to successful convention
- Lead: Peter Biché
<peterjbiche@gmail.com>



Vendors

- Separate area set aside for vendors
- We need to solicit vendors, confirm participation, etc
- Vendors need contracts, management, room layout, security, more
- Frank Salemi has offered to manage vendors and vendor room; help needed
- Lead: Frank Salemi
<alfafranco@yahoo.com>



Where is our Attention Next?



Hotel Selection/Date
Track & Autocross
Budget Manager
Theme & Publicity
Vendors
Concorso
Agenda
Pre-Tour
Sponsors
IT / Convention Website
Tours/Rallies

**Other subcommittees will
be needed soon!**



Complete/Substantially
complete



On track



Pending

Near-Term Requirements



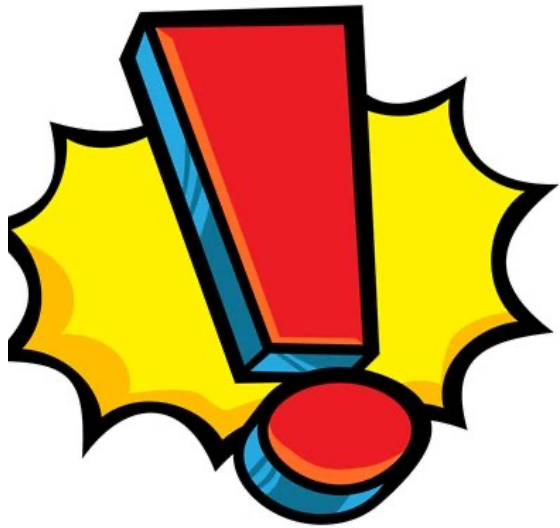
- AGENDA (2 vol's)

- Day-by-day breakout of activities
- Tours, receptions, meals, track, shopping, tech seminars, etc
- You're not planning the events, instead:
 - Make sure events don't conflict
 - We have a lead for every event and contact information
 - Enough time between events
 - Keep a master schedule
 - Schedule feeds budget

- PRE-TOUR (Lead plus vol's)

- Monday & Tuesday
- Day-long drives with destinations
- VA, MD, WV are potentials
- Routes, alternates, directions
- Meal and rest stops!
- Photo opps
- Scenic views
- Start and end at hotel
- Define how many cars/people
- After-event reception(s) at hotel

Admin Points



- 2027 Convention is formally announced at end of Utah convention – September 2026
- Registration will open Jan-Feb 2027
- ***Convention is 13 months away!***
- If you and your spouse/partner/family want to volunteer, please give me separate email addresses
- We are pleased to have our friends in the Central PA, Delaware Valley, NJ AROCs participating and supporting the 2027 convention!

Conclusions and Next Steps



- Next meeting: 6 July
 - Chapter meeting at Brewster's Makepeace Manor, Alexandria VA
 - Next Zoom meeting: TUESDAY July 21, 8PM
- Email "blast" with slides and minutes will be coming out in next 1-2 days
 - Download link by email



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Questions Discussion

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