



AROC Convention 2027

Convention Planning Update

04 August 2026

Peter Jones, Convention Planning Chair

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Agenda

- Attendees
- Convention Chair Comments
- Committee Updates
- Challenges
- Comments/Discussion
- Closeout



Convention Chair Comments



- Accomplishments since our last meeting:
 - Publicity/advertising ramped up, photo shoot highly successful
 - Track/autocross team evaluating alternatives, insurance is issue
 - Application ready to submit to Fairfax County Parks Authority for Sully Historic Site Concorso location
 - Committee leads will speak to specifics
- Near term Objectives/Focus
 - Maintain graphics/publicity momentum
 - Budget and Agenda, Pre-convention tours, track/autocross, and other events
 - Make Master Agenda visible to all (Google Docs?)
 - IT/Website development
 - Preparation for AROC BOD presentation, Sept 2026, Utah

2027 Agenda at a Glance



DATE	ACTIVITY
Sunday, 25 July	Initial arrivals
Monday-Tuesday, 26 – 27 July	“Pre-convention” drives, Happy Hours
Wednesday, 28 July	Board Meeting, Gimmick Rally, Tech Sessions and Welcome Reception
Thursday, 29 July	Track Day, U-drive tours, tech sessions, Reception, Moonlight Car Show
Friday, 30 July	Tours, tech session, Social
Saturday, 31 July	Car Wash, Concorso, Reception, Banquet
Sunday, 1 August	Awards Brunch, Committee meeting, depart
Monday, 2 August	Total emotional collapse

Budget Development



- Budget in preliminary development
 - Assumptions: 350 registrations, 400 attendees
- AROC has \$10K “seed money” but only after we have budget and agenda
- Hotel, track have not published 2027 pricing – using estimates
- AROC will want numbers in September
- Agenda drives budget, and budget drives agenda; iterative process
- Goal: Keep 2027 pricing within 10% of 2026 (no mean feat!)
- Lead: Peter Biché
<peterjbiche@gmail.com>



Theme & Publicity



- Our theme:

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

- Theme drives
 - Program
 - Artwork / Logo
 - Publicity
 - Website
 - Events
- Lead: Mary Brown <marybrownindc@gmail.com>
- Artwork: Bert Straus aestraus1@verizon.net
- Comments: Mary Brown

Track/Autocross

- Track Date: Thursday, 29 July
- Summit Point preferred location however high insurance requirements are a challenge
- Alternate Dominion Raceway (Fredericksburg, VA) still an option, insurance not an issue
- Lead: Brad Mellor
rbmellor@aol.com
- Comments: Jeff Mohan



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
- Application for use of site to be submitted to FCPA; preliminary discussions are positive
- Need assistant judges, data entry, runners, parking marshals, other support both before and day of event
- Current Lead: TBD



“Pre-Convention” Tours

- Current Planning:
 - Gettysburg and Monticello day trips
 - ~ 90 miles each way per trip
 - 2 Groups, max 30 cars per group
 - Each trip runs both Mon & Tues
 - Prices driven by meals & admission fees
 - Working with Central PA AROC on Gettysburg
 - Lead: Larry Groves (larrygroves72@gmail.com)



Bus Trips/U-Drives



- Preliminary planning in process
- Alternative activities / guided tours
- Examples:
 - Virginia wineries
 - Air & Space docent tour
 - Bull Run
 - Mount Vernon
 - Arlington Cemetery
 - Etc
- Lead: Gina Uricoli ginauricoli@gmail.com



Information Technology/Event Website



- Need ability to share documents between users with controllable rights to read/edit
- Need positive, professional event website
- Website needs to be live 1 October
- Approach:
 - Developing Statement of Work for commercial provider
 - Includes website development, testing, launching, Cyber considerations
 - Link to hotel registration and AROC's Club Express for event registration
 - Options for graphics development, photography, more
- Have shared draft SOW with one vendor – more in progress

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>



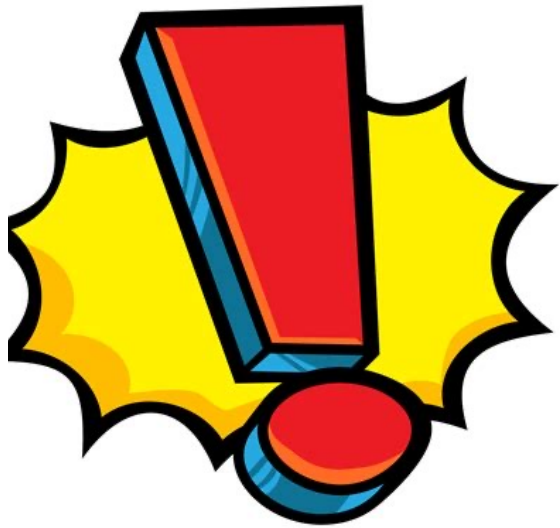
Where is our Attention Next?



- Preparation for Sept AROC BOD meeting
 - Preliminary Budget and Agenda Development
 - IT / website ready for 1 October kickoff
 - Decisions on track, autocross
 - Firm up Concorso location
 - Sponsors and vendors
 - Goodie bags, shirts/jackets, swag ... long lead times
 - Registration form, registration support

**WE APPRECIATE YOUR HELP AND SUPPORT IN
EVERY AREA!**

Admin Points



- 2027 Convention is formally announced at end of Utah convention – September 2026
- Registration will open Jan-Feb 2027
- ***Convention is 11 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 Zoom meeting: TUESDAY August 25, 8PM
- Email “blast” with slides and minutes will be coming out in next 1-2 days
 - Download link by email





Questions
Discussion

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