

AROC Convention 2027



Membership Update Meeting
Capital Chapter,
Alfa Romeo Owners Club (AROC)
31 August 2026

Agenda



TOPIC	REPORT
Quorum	Jones
President's comments	Thackeray
Convention Chair comments	Jones
Publicity/Advertising/Sponsorships	Brown
Track/Autocross	Mellor
Gimmick Rally	Thackeray
Tours and Events	Uricoli

Agenda



TOPIC	REPORT
Concorso	Jones
Budget	Biché
Vendors	Salemi
Other topics	Jones
Action Items/Followups	Jones
Next Meeting	

President's Comments



- Brewster Thackeray

Convention Chair Comments



- Status of Convention is good, with challenges ahead
- Major topics we need to focus on for the near future
 - Finance, Budget, and event costs
 - Tech Talks – topics, speaker, funding
 - Publicity and Sponsors
 - Schedule and event deconfliction
 - IT systems and website
 - Concours detailed planning
 - Track/Autocross event
 - Registration and registration form
 - Trips and tours
 - Pre-convention tour detailed planning
 - Goodie bags
 - Hospitality events
- Presentation to AROC Board, Utah: 23 September

2027 Convention at a Glance



- Host Chapter: Capital Chapter, AROC (DC – MD – VA)
- 25 July – 01 August 2027
- Westfields Marriott, Chantilly VA
- 2 “Pre-Convention” Tours Monday/Tuesday
- Ribbon Cutting, Board Meeting, Gimmick Rally Wednesday
- Tech sessions daily Weds - Fri
- Track Day Thursday
- Tours & events Thursday / Friday
- Concorso Saturday
- Reception, Banquet Saturday Evening
- Awards Brunch Sunday
- Planning target: 350 member registrations, 400 at banquet

Convention Status

- Convention planning started in March 2026 – 5 months ago
- Since then, we have:
 - Finalized hotel plans
 - Identified Concorso location, applied for contract
 - Identified “Pre-Convention” tours
 - Started contract negotiations for IT support
 - Detailed planning for Track/Autocross
 - Identified potential tech sessions, speakers
 - Developed publicity/advertising plan, graphics, *Alfa Owner* submissions
 - Developed event schedule
 - Began budget planning
 - ... And more!



BUT –

Our biggest challenge right now is a realistic schedule and budget so we can conduct detailed planning

Which means our schedule and budget – and the things that drive them – are our **most important tasks** right now!

Logos, Theme and Sub-Theme



- Theme: “A Capital Salute to Alfa Romeo”

The National Capital Region welcomes Alfisti from all over the country as we meet to appreciate the history, enthusiasm and future of the marque

- Sub-theme: “Celebrating 65 years of the Giulia”

The Giulia first appeared in 1962, and the modern Giulia returned to our shores in 2017. While we love all Alfas, the twin anniversaries of the Giulia, coupled with the brother Stelvio, make for an auspicious occasion



ALFA ROMEO OWNERS CLUB
CAPITAL CHAPTER

Schedule Overview



DATE	DAY	EVENTS
July 25 (or earlier)	Sunday	“Pre-tour” participants arrive; happy hour; limited registration hours
July 26	Monday	Pre-convention tour Day 1 (2 simultaneous tours); limited registration hours
July 27	Tuesday	Pre-convention tour Day 2; Full registration opens; vendor setup
July 28	Wednesday	Convention ribbon cutting; Board meeting; Gimmick rally; tech sessions; Welcome reception
July 29	Thursday	Track Day; U-drive tours; tech session; reception; car show
July 30	Friday	U-drive; tech sessions; happy hour; evening DC bus tour
July 31	Saturday	Car Wash; Concorso; Reception; Banquet
August 1	Sunday	Awards Brunch; Post-event hot wash; depart

Committee Comments



Publicity/Advertising/Sponsors

Mary Brown

Committee Comments



Track / Autocross

Brad Mellor

Committee Comments



Gimmick Rally

Brewster Thackeray

Committee Comments



Convention Tours

Gina Uricoli

Committee Comments



Concorso d'Eleganza

Peter Jones

Concorso d'Eleganza



- Location: Sully Historic Site, Chantilly VA
- 5 road miles from hotel
- Estimating 20 judged, 70 “people’s choice” cars
- Estimated price: \$50 for judged, \$20 for “people’s choice”
- Estimating 200 attendees
- Food, other amenities to be determined
- Restrooms on site, but FCPA may ask us to hire porta-potties
- Other park visitors will be welcome to come and enjoy cars at no charge
- Communications opened with Arno Leskinen June 2026

Concorso d'Eleganza



Committee Comments



Master Budget

Peter Biché

Committee Comments



Vendors

Frank Salemi

Other Topics

- Information Technology
- Pricing
- Registration
- Special Considerations



Information Technology



- Negotiating contract with DRL Studios for IT support
 - Website design, operation, maintenance
 - Cybersecurity
 - Daily backups
 - Secure document repository (Optional)
 - Graphics development (Optional)
 - Photographic services (Optional)
 - Registration support (Optional)
- Objective: Website on-line 1 October 2026
- Options defined and executed as/when required

Pricing Realities



- Pricing is a challenge because:
 - Track pricing for 2027 is not yet published
 - Hotel 2027 catering pricing is not yet published
 - Tour (Monticello, Gettysburg) pricing is not yet published
- So: We are using 2026 pricing plus 10-15% for planning
- When we get 2027 pricing we will adjust accordingly
- **Our objective is to keep prices to within 10% of Utah when possible** (example: Our hotel rate is \$10/night (5%) higher than Utah)

Registration



- Registration will open in January/February
- Final registration form to appear in February AO
- Linkage with *Club Express*
- Registration/Welcome desk open every day Sunday – Saturday
- Hotel reservation link ready now, accessible after Utah

Special Considerations



- Ethanol-free gas available in Ashburn, VA, about 12 miles from hotel
- We will provide paid security guard overnight for designated Alfa parking area
- Trailer parking available at our hotel however space may be limited
- Car wash will be available every day (daylight hours) starting Sunday, but not attended



Action Items and Follow-Ups

Wrap-Up



- Next Convention meeting: MONDAY, 14 September
- 2026 AROC Convention: 20-27 September
- Briefing to AROC Board: Wednesday, 23 September
- Chapter meeting: MONDAY, 05 October
- Post-convention meeting: TUESDAY, 06 October

Q&A

Alfa Romeo Owners' Club Annual Convention • Jul-Aug 2027

Capital Chapter President • Brewster Thackeray • brewthack@gmail.com

Convention Chair • Peter Jones • alfa2027convention@gmail.com

Vice Chair / Publicity • Mary Brown • marybrownindc@gmail.com

