

November 7, 2011

American Cichlid Association
Attn: Mr. Phil Benes
To: Board of Trustees

The officers and members of Greater Rocky Mountain Cichlid Association (hereinafter referred to as RMCA) thank you for the opportunity to bid on the 2013 American Cichlid Association Annual Convention. The proposed dates for the meeting would be Thursday, July 25 through Sunday, July 28, 2013

The host club, RMCA, was founded in 1976 and has hosted a very successful ACA annual convention in 2004 which was both well received and attended as well as profitable for the ACA and the RMCA. Our club has grown over the years of which I am the second oldest (in regards to longevity in the club) to a very respectable 30-35 full time active members with numerous other cichlid enthusiasts joining us for special speakers and presentations on a regular basis.

We enjoy the convenience of the Rocky Mountains as well as being in the middle of CO and the Midwest. I believe we will attract cichlid people from all over the region as well as the "core" group of dedicated ACA conventioners.

Our hotel is conveniently located close to the airport (free shuttle to and from) and directly off major highways. It is laid out perfectly to host this event and we will probably be the primary event and possibly the only people in this facility.

I have already had numerous talks with my key people in the planning of this event and we are excited about bringing the ACA back to the Rockies. I also have the advantage of knowing quite a few of the past chairman's to reach out in case of need.

If you need any additional information, please feel free to contact me at your earliest convenience. I can be reached by email balibob5151@gmail.com or phone 303-902-0333.

Sincerely,

Bob Grauer
Chairman

Convention Proposal

Denver is a city that is a major convention venue within the United States. For anyone interested there are many local attractions that could be visited by attendees to the city famous for its hospitality and natural beauty. Some of these are:

- The Rocky Mountains
- Denver Aquarium
- Denver Zoo with Tropical Discovery
- Numerous Museums
- Upscale shopping
- Three major malls (Cherry Creek, Park Meadows, and Flatirons Malls)
- Coors Field, Home of the Colorado Rockies
- Denver Mint
- Blackhawk/Central City (gambling)
- Boulder, Home of the University of Colorado among other attractions
- Fort Collins, Home of Colorado State University and numerous microbreweries
- Coors Brewery
- Numerous outstanding restaurants
- Stanley Hotel (the film location of *The Shining*)
- And many more ...

This is just a short list of many of the local attractions.

Shopping and Dining

- Cherry Creek Mall
- Park Meadows Mall
- Flatirons Mall
- The Denver Chophouse & Brewery
- Restaurant Kevin Taylor
- PF Changs
- The Broker
- Le Central (French)
- Rioja
- Earls
- The Saucy Noodle (Italian)
- Barolo Grill (Italian)
- Elway's
- 1515 Restaurant
- McCormicks Fish House & Bar
- Texas de Brazil (South American steak)
- Sullivan's Steakhouse
- The Fort (wild game)
- Yia Yia's Eurocafe
- Beau Jo's Pizza (home of the Mountain Pie)
- Many other dining and shopping opportunities

Staffing

Convention Chairman

Bob Grauer has been a member of the Rocky Mountain Cichlid Association since 1980. He has been president numerous times. He is a member of ACA in good standing, and has been present at last several ACA conventions. He is a devoted hobbyist, master breeder, speaker, active member, and auctioneer. The Rocky Mountain Cichlid Association successfully hosted the 2004 ACA Convention (and Denver still welcomes you). The success of a show is highly dependent on the staffing. Many members of the Rocky Mountain Cichlid Association as well as other local clubs and pet shops have volunteered to make this event an unprecedented success. A sufficient number of individuals have pledged to be available to work in putting on this convention.

Convention Staff

Asst Convention Chair	Kevin Fehringer
Showroom Chair	Corey Theis
Vendor Chair	George Tefft
Speaker Chair	Larry Brown
Auction Chair	Keith Kiggins
Treasurer	Lynn Hopkins
Raffle Chair	Chuck Pollet
Awards Chair	George Tefft
Tours	Bobbi Taylor
Registration	Keith Kiggins
Publicity	Matt Grant
Guy Jordan	John Jennings
Rental Room	Corey Theis
Space Coordinator	John Jennings
Manufacturer	Phil Benes
Advisors	Ken Davis, Phil Benes, Mark Whitney

Accommodations

The Red Lion Hotel is located in close proximity to the airport, major highways, dining and entertainment venues.

Features and amenities:

- ACA 2013 will be the main event at the hotel
- Complimentary shuttle to and from airport
- Free shuttle within 5 miles radius
- Easy access to major highways
- Abundant free parking
- Excellent room rates (\$99/night)
- Excellent meeting and event rooms
- Loading docks and storage facilities
- Easy water access
- Free high-speed wireless Internet throughout hotel
- Fitness center
- Outdoor pool
- Dining options
- Welcome reception and other benefits provided by the hotel for attendees
- Located adjacent to Cherry Creek State Park. Enjoy a bike ride with complimentary bicycles at the hotel
- Convenient access to Nine Mile Light Rail Station (RTD)
- 25,000 square feet of meeting, event, conference and convention space, including the Grand Ballroom which accommodates 1,000 people

Speakers

The Rocky Mountain Cichlid Association is aware that top quality speakers are a major draw at any convention. Speakers will include top-line authorities spanning the globe featuring all types of cichlids as well as various topics that affect the hobby. Specific individuals have not been selected at this time, but our Speaker Chair is working on a unparalleled group of speakers. Speakers will be lined up prior to ACA 2012 located in Indianapolis, IN. We will have a unique and diverse group of speakers at this convention and will work hard to accomplish this goal.

Convention

RMCA recognizes that the final income for this convention will be directly proportional to the attendance. RMCA will work hard to insure top quality speakers and workshop chairmen will be secured for this event. With a program of this quality and rising costs for all services, the convention committee recommends a registration fee of \$45.00 per person. Payment of this fee will allow admittance to all presentations and will pre-register auction buyers and sellers. The auction on Sunday will be open to everyone. RMCA reserves the right to waive the registration fee for club members working a minimum number of hours for the convention.

Exhibitions

As noted in ACA 2011 and also FOTAS 2011, aquarium decorating for children has been a huge draw and success. We intend to continue this. Also, the RMCA is investigating the possibility of duplicating the scenario that occurred at ACA 2011 with TV screens depicting advertisers and participants. More to follow ...

For the convention, RMCA will coordinate closely with the BOT, but anticipates the traditional classes from prior conventions. First, second, and third place awards will be presented for each class. We will work closely with the BOT in determining the final structure of the classes. As a way to encourage more competition and a larger show, RMCA would like to investigate a price break such as for "every five fish entered one free entry will be provided". We believe this might make for a more competitive and spectacular show, but again would want to work closely with the BOT before instituting such a change. The exhibitions will be open to anyone who pays the entry fee of \$5.00 per entry and agrees to abide by the exhibition rules.

Banquet

A private banquet will be held Saturday evening at the hotel. A preliminary schedule includes dinner, presentation of the awards, and a speaker. A cash bar will be available for those guests interested. The price will be approximately \$35.00-\$40.00 per person. The final decision regarding the entrée choices and/or buffet-style will be made shortly.

Auction

An all-cichlid auction will be held on Sunday with seating available for over 750. Entry will be free to all. The convention split is proposed to be 70/30, with the first \$1.00 and the remaining 30% going to the host club to be split 50/50 with the ACA.

Events

A tentative schedule of events is presented below. This includes the required items listed in the ACA Convention guidelines and some other events to take advantage of the unique attractions the area offers.

Wednesday, July 24, 2013

8:00 am Fish Room, Manufacturer and Vendor Set-up
5:00 pm Registration opens
6:00 pm Fish Room available for show fish

Thursday July 25, 2013

8:00 am Fish Room, Manufacturer and Vendor Rooms open
8:00 am Registration opens
9:00 am Tour Number 1
6:00 pm Manufacturers' Room closes
7:30 pm Speaker # 1
9:00 pm Speaker #2
10:30 pm Study Group #1
12:00 am Study Group #2
10:00 pm -?? Hospitality Suite
12:00 am Fish Room and Vendor Room closes

Friday, July 26, 2013

8:00 am Check-In Fish for Display Area and Show
8:00 am Check-In Photo & Artwork for Show
8:00 am Registration opens
8:00 am Fish Room, Manufacturer and Vendor Rooms open
9:00 am Tour Number 2
6:00 pm Manufacturers' Room closes
7:30 pm Speaker # 3
9:00 pm Speaker #4
10:30 pm Study Group #3
12:00 pm Study Group #4
10:00 pm -?? Hospitality Suite
12:00 am Fish Room and Vendor Room closes

Saturday, July 27, 2013

8:00 am Fish Room, Manufacturer and Vendor Rooms open
8:00 am Registration opens
8:00 am Speaker #5
9:30 am Speaker #6
11:00 am Speaker #7
12:30 pm Speaker #8
2:00 pm Speaker #9
2:00 pm Fish Room Closes for Judging
5:00 pm Manufacturer and Vendor Rooms close
6:00 pm Cocktail Hour/Cash Bar
7:00 pm Awards Banquet and Speaker #9
10:00 pm Hospitality Suite
10:00 pm Fish Room Opens
12:00 am Fish Room Closes

Sunday, July 28, 2013

7:00 am Auction Registration / Fish Room Open
10:00 am Auction Starts
11:00 am Show Room Break Down / All show fish

Conclusion

The Rocky Mountain Cichlid Association has the experience with putting on successful shows/conventions and the manpower to make the 2013 ACA convention not only a profitable venture, but one that promises to be enjoyable to all attendees.

Denver offers many attractions and amenities to satisfy even the most particular individuals. Attendees and their families will have many opportunities to be entertained before, during and after the convention.

The Red Lion Hotel offers the finest in accommodations at a rate of only \$99.00 a night which should attract many individuals to this convention. Its proximity to the airport will also be attractive to those individuals choosing to fly in to the event, as well as shipping of fish and equipment.

The Rocky Mountain Cichlid Association is committed to putting together a convention that will become the standard by which all others will be judged.

Total Convention

Of Attendees Projected Profit (split equally between RMCA & ACA)

350	\$21,305.00
400	\$23,805.00
450	\$27,180.00

Proforma Income Statement

The attached income statement is an estimate of revenues and expenses. Some of the expenses included will actually be provided on loan from the RMCA or other organizations (notably, some of the audio visual technology).