



ASSOCIATION
OF OLD CROWS



JOIN THE LEGACY,
SHAPE THE FUTURE



Executive Director Report

- **Shelley Frost**
 - **Executive Director**
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- **December 10, 2024**

Convention – Board Member Expectations



- **You are representing AOC as the leadership of our organization**
- **If AOC is reimbursing your travel expenses, you are at the show working for AOC**
 - **We need volunteers and helpers everywhere, so please let us know how you can help**
- **You will be assigned exhibitors to visit**
 - **“On behalf of AOC, we’re happy that you’re here” - then come back with any valid feedback**
 - **Want to establish a future partnership – how can AOC help them achieve their goals**
- **Know as much as you can about the show. Use the app**
- **More than 750 non-members at the show, find them and have them join today!**
- **Help raise funds for the Foundation!**

AOC 2024 Board Member Activities



Tuesday, December 10

- **BOG & BOD Meetings - Chesapeake 1-3; 8:00 am-4:00 pm**
- **Chapter Officer Meeting - Chesapeake 4-5; 4:30-5:30 pm**
 - mandatory for all incoming and outgoing Regional Directors
- **First-Timers Meet and Greet - POSE Lounge top floor; 5:30 pm; (mandatory for all incoming and outgoing BOD & BOG)**
- **Welcome Reception - POSE Lounge at the Gaylord; 6:00-8:00 pm**

Wednesday, December 11

- **Assembly of Delegates - 10:15-11:00; (mandatory for all incoming and outgoing BOD & BOG)**

Thursday, December 12

- **Live Recording of the Podcast - 4:30-5:15 pm; Optional**

Friday, December 13

- **Swearing in of the new President and new Board (mandatory for all incoming and outgoing BOD & BOG); 8:00-9:30 am**

Naylor Update



■ **Contract renewal**

- Naylor remains committed to ensuring that JED is a compelling and informative magazine that remains an important and exclusive benefit for AOC members.

■ **Redesign**

- In 2025 Naylor is redesigning the JED print magazine, JED Online, and e-Crow, as well as introducing the AOC Spectrum Watch newsletter, with a fresh, unified look across all of these media platforms.

■ **JED Online**

- We will publish more original articles in JED Online each week, which will provide more timely news and analysis. This should attract a wider audience (beyond AOC members), boost AOC awareness and drive more engagement with potential members and sponsors.

■ **AOC Spectrum Watch Newsletter**

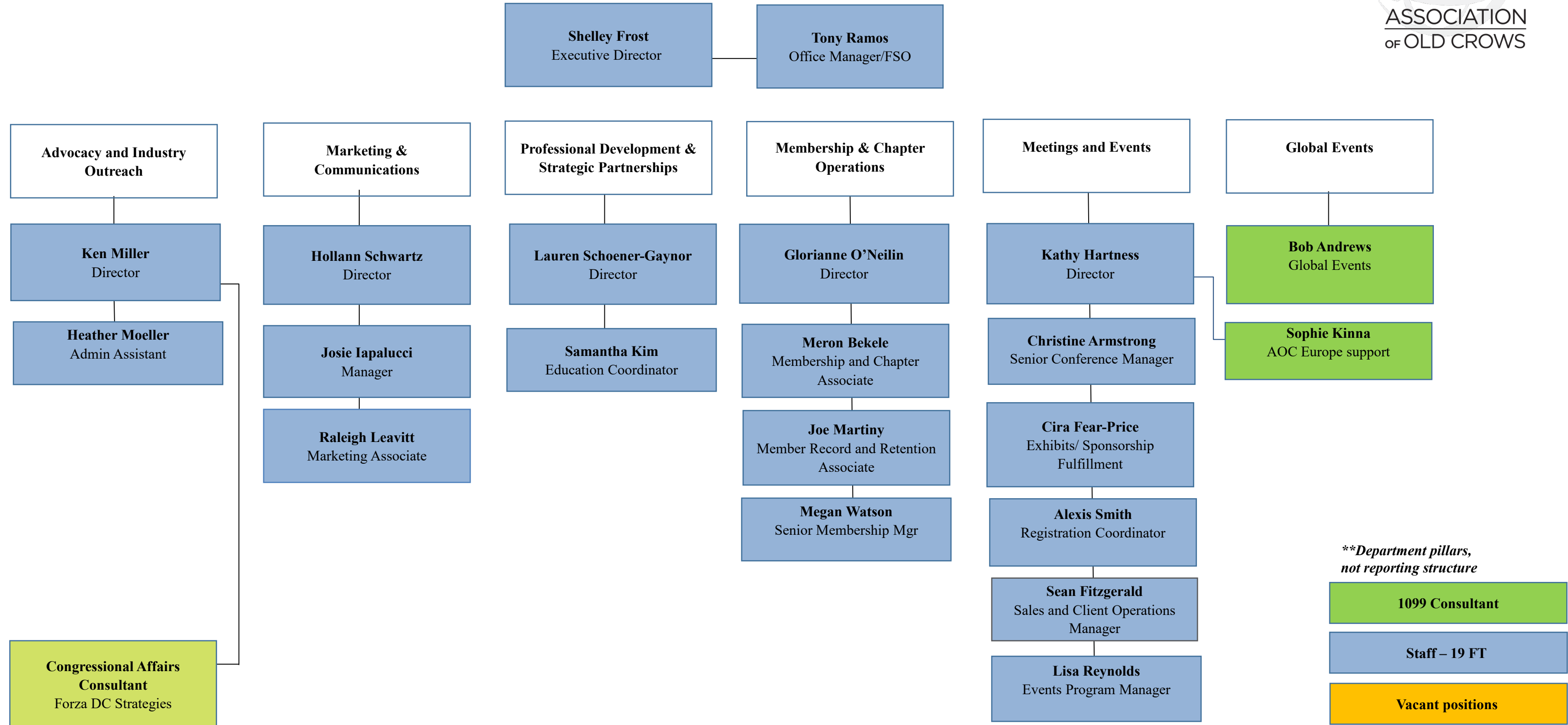
- The introduction of this weekly newsletter will provide users with curated news selected by the JED editorial staff and further refined by an AI selection tool tuned to specific areas of reader interest. Again, this will drive a wider audience to AOC.



■ **Media Strategy**

- In general, AOC has better aligned its media strategy to strengthen its free digital publications (JED Online, AOC Spectrum Watch) that attract a wider audience to AOC (i.e., opening the top of the customer acquisition funnel), and it is ensuring that monthly JED print and digital editions are provided as exclusive AOC member benefits (i.e., converting that wider audience into paid AOC members by offering unique and exclusive content).

Professional Staff - as of 10 Dec 2024



2025 BOD/BOG Schedule *(subject to change)*



BOD and BOG Meetings

- **Mar 13 @ 4 pm (virtual)**
- **June 12-13 - Face-To-Face at Gaylord National Harbor**
- **Oct 9 @ 4 pm (virtual)**
- **Dec 8 - Face-To-Face at Annual Symposium**

Engagement



Engagement Calendar

- <https://crows.sharepoint.com/:x:/g/EVUNE0WU9xJGi4NIdnov2EwBITZFX6fvAvBQg1LLpfdY3Q?e=Phf1k9>
- **Mark your 2025 activities on the calendar!**