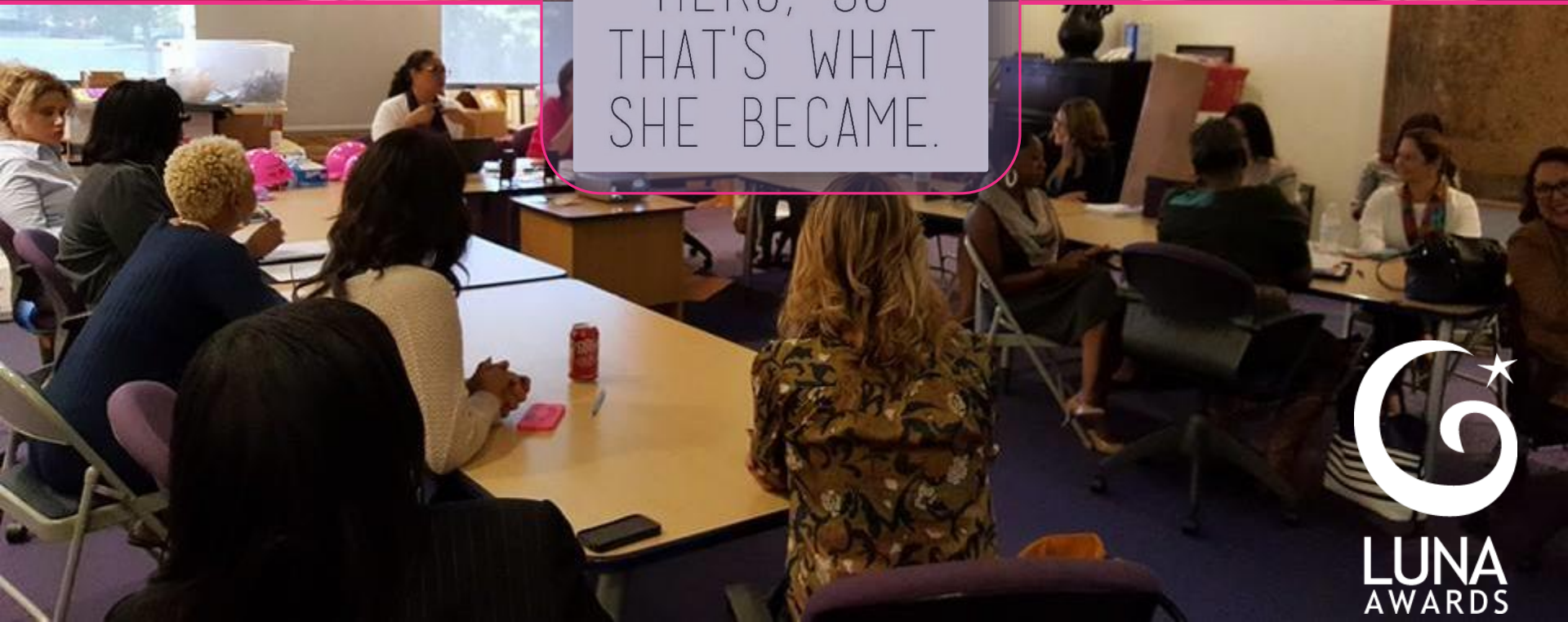




SHE NEEDED A
HERO, SO
THAT'S WHAT
SHE BECAME.



LUNA Agenda

- RHCA Welcome John Martinez, RHCA President
- Introductions
- LUNA Overview Kamecia Lambert
- Pre-LUNA Programs John Martinez, RHCA President
- Q&A

The LUNA Awards, Expo and Conference is a one day business event that honors the achievements of women in the construction, architecture, and engineering industry. The awards are preceded by seminars and a business expo which further enhance opportunities for women in the A/E/C industry.



LUNA Continued...

- Established 2007
- Chaired by local business women in the construction, architecture and engineering professions and managed by a group of women in the industry
- The Luna Conference and Awards Luncheon benefit the RHCA scholarship program
- Luna proceeds go towards the scholarships of Latinas (4 Latinas to date)
 - Luna scholars major in construction and related fields
 - Luna scholars attend: Texas A&M, Rice University, SMU and Texas Tech
 - These young women served as interns at the RHCA and members
 - These young women gone to work with RHCA members

WHY SERVE?

- Servant Leadership
- Build Relationships
- Gain Industry Knowledge
- Increase Corporate Visibility
- IT'S FUN



2016 Goals

- Increase conference participation to 300+
- Increase expo participation to 500+
- Increase luncheon attendance to 1,000
- Create more meaningful networking opportunities
- Maximize value of LUNA committee participation
 - Your time and talent is valuable. We must make this an excellent experience for you



So What's the Plan

- Start Early
- Drive Mission and Vision Alignment
- Live By The Schedule
- Communicate. Communicate. Communicate

Three Month Look Ahead

- What is LUNA
- What are our Goals
- Committee Sign Up

Feb

Kickoff

Committee Selections

March

- 3/4 committee sign up complete
- 3/11 committee confirmation and chair selection complete
- 3/28 Chair Meeting

- Graphics, Major Media, and Comms Strategy Set. All communication will follow a comms plan.
- Timeline will follow critical path from April – October
- Comms deck must be available to full committee by 4/18
- All LUNA tools (D1) must be available by 4/18
- Luna Meeting 1: 4/22

April

MARCOM and Meeting One

Fundraising and Awareness

May

- Pre-LUNA Event: Date TBD
- Ambassador Push
- Each Fundraiser should aim to secure one table sale, sponsorship, or auction item by 5/31

Full Committee should plan to support Day of the Construction Worker. Saturday April 30, 2016

Special Support

Roles

Roles Committee Chair/Co Chair

- Provide leadership for the committee
- Facilitate meetings, communication and discussion
- Serve as spokesperson for the committee
- Serves as internal/external linkages to further the LUNA's mission and vision.

Committee Member:

- Serves in an advisory role to guide the committee
- Expresses ideas and provides input
- Actively participates in meetings, contributing to the discussion, brainstorming and sharing innovative ideas
- Reviews material and provides input for improvement
- Serves as internal/external linkages to further the LUNA's mission and vision.

Ambassadors

Ambassadors are the bridge between our media campaign and interactions with prospective LUNA Attendees. Ambassadors are responsible for the following:

- Understanding all aspects of LUNA of LUNA and the Scholarship program
- Attending special events to promote LUNA
- Actively engaging in communication campaigns
- Recruiting other potential ambassadors and LUNA attendees
- Informing the fundraising committee of potential leads

Fundraising

LUNA is made possible through an annual operating budget, sponsorships and donations. It is imperative to secure the \$XX in table sales and donations in order to effectively fund future scholarships:

- Review all previous year fundraising
- Conduct a fundraising SWOT analysis and revise and update the previous fund development plan
- Along with Executive Director, meet with current and prospective major donors and funders
- Tap respective networks for potential sponsors, time and in-kind support

MARCOM

MARCOM drives the strategic communications and marketing plan to promote the LUNA mission and vision. This committee is responsible for

- Developing the overall 2016 COMMS Plan
- Developing visual imagery for LUNA (graphics: Pre and Post event)
- Increasing participation and awareness in LUNA via effective communication strategies
 - Major media, Social Media, Constant Contact, etc
- Promoting partner participation to increase membership value, benefits, and satisfaction
- Capturing photos at LUNA related events

Nominations

Nominations committee are the ambassadors to encourage nominations for the LUNA awards and will assist the RHCA leadership with the following:

- Assist with reviewing the current criteria and worksheets to update and edits as needed
- Attending special events to promote LUNA nominations
- Assist with the promotion LUNA nominations to increase submissions
- Recruiting potential judges (minimum of 3 judges per category)
- Reaching out to nominees
 - Confirm their packet submission
 - Confirm their attendance to LUNA awards luncheon
 - Encourage their company to support their nominee by hosting a table
- Assist with nominees day of luncheon
 - Checking them in
 - Assisting with rehearsal

Seminars

Committee will assist RHCA leadership with the following:

- Work with RHCA leadership to identify topics for sessions
- Help to identify potential speakers, based on the criteria set by RHCA leadership
- Assist with the promotion LUNA conference sessions to increase attendance
- Serve as team leaders for conference
 - Registration
 - Breakout rooms
 - Setup and turnover of rooms as needed
 - Passing out and picking up evaluations
- Assist with registration
 - Checking in speakers

Expo

Committee will assist with the following:

- Recruit Expo exhibitors (General Contractors, Sub's, Public and Private Sectors)
- Identify exhibitors that will provide value such as upcoming opportunities
- Assist with exhibitor move-in and take down
- Assist with the promotion of LUNA Expo to increase attendance
- Serve as team leaders for Expo
 - Exhibitor registration
 - Reach out to exhibitors confirm setup day/time
 - Setup and turnover of rooms as needed
 - Making sure we take photos of all exhibitor booths
- Assist with registration
 - Checking in exhibitors

Volunteers

Committee will assist with the following:

- Assist with the recruitment of professional “RHCA members” to volunteer day of event / 30 to 40
- To assist as necessary day prior and day of event
- Work with William Prep. students / 30 to 40
- Assist with recruitment of raffle items
- Serve as greeters and assist with most FAQ’s day of event
- Assist with raffle donations / 30 to 50 items
- Ambassadors

Pre-LUNA Programs

- LUNA Legacy: Celebrating 10 years of Exceptional Women Leaders
- Pre-LUNA Kick Off Reception
- Pre-LUNA Workshops
- Pre-LUNA Luncheons
- LUNA Committee Participation and Commitment Form
 - Fundraising Efforts
- RHCA Women's Contractor Business Center Office

RHCA Women's Contractor Business Center Office

