** **

**EOCR CLASS 22 HOTEL 69**

**50 YEAR REUNION**

**AFTER ACTION REVIEW**

**Event Reviewed:** Welcome and Hospitality Suite

**Reviewed By:** Jim Wilson

**Date:** 17 October 2019

**Give A Summary Of Your Area Of Consideration:**

Our reunion planning team wanted to make a positive first impression with all of our attendees. We had a great suggestion from Charlotte Cochard, wife of one of our team members. She suggested we greet each guest as they entered the hotel lobby. We implemented her suggestion with a few “add ons.” Our four married team members and their spouses each worked a 45 minute shift as “greeters.” A sofa in the hotel lobby area was turned to face the entrance doors. As our attendees arrived each was welcomed with a smile and also with a lei. (Appendix #1). They were encouraged to visit our Hospitality Suite (Pentagon Rooms I and II) after hotel registration and a trip to their rooms. Our registration table was set up outside the Pentagon Rooms complete with the 22 Hotel Class Banner. (Appendix #2). Hotel check in time was at 1500 hours so we set up registration at 1430 hours. Rather than have our guests sign in – we had their names preprinted on a Registration Form (Appendix #3). They entered their hotel room numbers and contact cell phone numbers. This form enabled us to see who had not yet registered. We also used the form for contact information as related to room numbers and cell numbers. The sheets served another purpose as a roll call when we boarded the bus for our Saturday morning wreath laying. Inside Pentagon Room I – truly well named (Appendix #4) for the view, we had swag or gift bags. Pentagon II was used primarily for food and beverages storage. There were two gift bags – one donated by USAA (Appendix #5) as well as a patriotic writing pen. The other gift bag was courtesy of the Arlington, Virginia Convention and Visitors Bureau. The smaller bag from the Visitors Bureau was placed inside the larger USAA bag. Inside each guest’s bag were Reunion Coffee Mugs (Appendix #6), an Arlington, VA 2019 Visitors Guide, and maps of the Washington, DC area. Each Hotel graduate received the same items as well as two specially designed Reunion Lapel Pins (Appendix #7) inside a plastic wrapper with an Arby’s wrapper. (Appendix #8) (You had to be at OCS to understand). Attached to each USAA bag was an individual name tag. Each name badge had the reunion logo, name, and home of record. (Appendix #9). The name badges were magnetized and attached to the outside of the USAA bags. The bags were in various locations inside the Hospitality Suite. (Appendix #10) We later removed the bags from tables and placed them on the floor. As each guest registered, they were directed to find their bag. This system also enabled us to see who had not completed the reunion registration. While at the Registration Table, all former 22 Hotel graduates received a Viet Nam Era lapel pin.

As a special feature for our invitees – a special welcome PowerPoint slide show was visible on a large TV screen. Each PowerPoint slide had the name or names of our invitees as well as their city and state. (Appendices #11 and #12)

**Event Reviewed:** Welcome and Hospitality Suite **Page 2 of 3**

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Most of our attendees stayed in the Hospitality Suite until 1730 hours when we had a Welcome and Overview. The noise level in the room rose significantly as more people interacted. It was a “downer” to interrupt their reminiscing, but we had stay on schedule. Each planning team member gave an overview related to his functional area. Since our group tours of the White House, Pentagon, and Capitol Building were scheduled for the next day – the Tour overview was the one most emphasized. We didn’t wait for a question and answer session but rather each team member asked for questions after his presentation.

Our hospitality suite came to be a “home away from home.” There was food and beverage (Appendices 13 and 14) provided by several team members. Some classmates brought memorabilia (Appendix #15), and enlarged platoon photos on easels and trifold photos from the previous reunion. A sabre presented to former TAC Karl Heien was shipped from Naples, Florida for display. Four binders were available for viewing: individual biographies and each platoon’s history, EOCR Regulations from 1967, A Final Synopsis of the EOCR, and a Military Memories binder. The Military Memories binder had over 125 photos and documents that covered the period from getting a draft notice to discharge from active duty. It was the most viewed and appreciated of the four binders. The Hospitality area included separate restroom facilities for Ladies and Gentlemen. More importantly, the suite was a major hub for the gathering and reuniting of our classmates. They really enjoyed each other’s company and meeting members from a sister platoon and their guests. It was also an opportunity for spouses to gain a better understanding of the training required to get an Army commission. A special 22 Hotel Story video, created by David Jones (Appendix #16) captivated all viewers. There were periods of silence, laughter, and “I remember that” comments. We opened the Hospitality Suite at 0800 hours each morning. Our contract allowed us to stay open until 2200 hours at night. As was stated in one of our itineraries, “It was “a place to celebrate memories and forge new ones.”

**What Could Be Improved And How? - Lessons Learned and Recommendations**

**Lessons Learned:**

We underestimated the consumption of food and beverages. We were able to provide our own alcoholic beverages with the signing of a waiver for alcoholic beverage use. The waiver stated that all alcoholic beverages must be purchased in the State of Virginia and documentation must be kept for proof of purchase. (Appendix #17)

There are “free” items for the asking (USAA, Arlington Convention and Visitors Bureau bag, tourist guide, and maps.

Negotiations with the hotel can result in upgrades to Hospitality Rooms (Suites) and at no cost

**Event Reviewed:** Welcome and Hospitality Suite **Page 3 of 3**

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**Recommendations:**

Have someone with their own POV available to restock food and beverages

The welcome by greeters and presentation of leis is a “nice touch” for future reunions

For future 22 Hotel gatherings – Glenn McCarley has the 22 Hotel banner, pole, and stand

**A P P E N D I C E S**

1. [Reunion Welcome With Leis](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/welcome_with_a_lei.jpg)
2. [Reunion Welcome Registration Area](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/registration_area.jpg)
3. [Reunion Registration Form With Names](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/registration_form_-_with_names.xlsx)
4. [Hospitality Suite - View From Pentagon Room](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/view_from_pentagon_room.jpg)
5. [Welcome USAA Gift Bag](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/usaa_goodie_bag.pdf)
6. [Welcome Coffee Mug](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/coffee_mugs.jpg)
7. [Reunion Lapel Pins - Approved Design](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/approved_design_-_lapel_pin_zone.jpg)
8. [Welcome Gifts For 22 Hotel Graduates](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/gifts_for_grads.jpg)
9. [Reunion Name Tags](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/final_draft_layout_-_my_reunion_tags.jpg)
10. [Hospitality Suite With Gift Bags](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/hospitality_room_with_bags.jpg)
11. [Welcome Power Point - Welcome Slide - Looped](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/welcome_powerpoint_-_welcome_slide.png)
12. [Welcome Power Point - Attendees By Name, City, And State](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/welcome_power_point_-_steve_and_gunfor_wing.png)
13. [Hospitality Room Inventory - Excel](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/hospitality_room_inventory.xlsx)
14. [Hospitality Room - Food And Beverages](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/food_and_beverages_-_14_aug_19.docx)
15. [Reunion Memorabilia - Dennis Gehley](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/reunion_stuff_-_in_possession_of_dennis_gehley.docx)
16. [Video - 22 Hotel Show](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/22h69_show.mp4)
17. [Hotel - Food And Beverage Waiver Form](http://www.engineers1969hotel22class.org/uploads/5/6/7/4/56741349/food_and_beverage_waiver.jpg)