



*To: Exhibitors & Professionals*  
*From: Susan C. Lillis, Exhibit Chair*  
*Subject: **Exhibitor/Professional Registration***  
*Date: March 21, 2022*

*We invite you to attend the **Southeastern Regional Council of NAHRO** to be held at the **New Orleans Marriott, New Orleans, LA on June 19<sup>th</sup>-21<sup>st</sup>, 2022.***

*What an opportunity to come in contact with hundreds of delegates from the ten southeastern states – **Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia** – who purchase and use the products and service you provide for housing and community development activities. Special treats and breaks will be provided in the exhibit area to encourage participants to visit the vendors.*

*Professionals are encouraged to purchase a booth so you can display examples of your work and the type of services your firm can provide to Housing Authorities and Community Development Agencies.*

*Attached is the **Exhibitor/Professional Registration form, Schedule of Events (tentative), Advertisement in Conference Program, Scholarship Opportunities and Door Prize forms.** Booth reservations will be made on a first come first serve basis. After we receive your registration form, you will receive an email from Freeman Decorating that will have a connection to an online link and other important information.*

**HOTEL ROOM RESERVATIONS:** *A block of rooms have been set aside for Exhibitors only. Once I have received your registration, I will contact you regarding your room. The group rate is \$199 (per night + tax) this will need to be paid directly to the hotel upon check-in. The hotel is the New Orleans Marriott 555 Canal Street New Orleans, LA 70130. All requests for the group rate must be made by May 16, 2022.*

*We look forward to seeing those who have exhibited in the past and welcoming new exhibitors who will be with us for the first time this year. If you have any questions regarding this information, please contact **Susan C. Lillis** at 859-353-7668 or email [slillis@richmond.ky.us](mailto:slillis@richmond.ky.us)*

***All exhibiting checks should be made payable to SERC, Inc. and mailed to the address listed below. You may also register online at Serc-Nahro.org along with payment by credit card.***

***Susan C. Lillis, Exhibit Chair  
c/o Richmond Section 8 Housing  
P O Box 250  
Richmond, KY 40476-0250***

## **GUIDE FOR THE ENCLOSED INFORMATION**

### **Schedule of Events:**

This is the schedule for the events to take place at the SERC Conference on June 19 – 21, 2022 at the New Orleans Marriott, New Orleans, LA. However, it is subject to change.

### **Exhibitor/Professional Registration and Contract:**

This is a front and back form. Completing this form will register you for the Conference. Please fill in all the lines. One may also register online with a credit card at [serc-nahro.com](http://serc-nahro.com). **NOTE: This will not register you for a hotel room you will need to speak with me direct at 859-353-7668.**

### **Sponsorship Opportunities:**

Completing this form will sponsor several functions and recognize your business in the SERCulator Magazine.

### **Advertisement in Conference Program:**

Completing this form will advertise your business in the Conference Program. Please note there is a deadline date for this Ad to be posted.

### **Door Prizes:**

Completing this form confirms that your business will be providing a door prize to be given away at the Conference. I will be visiting each booth and let the vendor give a brief summary about their business before drawing a name. Remember to bring tickets/paper, pens and a bowl for clients to complete and drop the ticket into. An example of past prizes are cash, gift certificates, iPod, radio and any item related to the Theme.

### **Golf:**

We would like for the Exhibitors to participate in the SERC Annual Golf Tournament. The golf registration is enclosed. Please call Tom Wachs at 334-695-0457 for more Information.

**The theme is: Un-Masking Opportunities**

**Please call me for any information or to help with online registration: Susan C. Lillis 859-353-7668 (c)**

## SERC-NAHRO Annual Conference 2022

\*\*\*\*Tentative Schedule\*\*\*\*

New Orleans, LA

### SUNDAY, JUNE 19

**Exhibitors Set Up**.....9:00 a.m. – 1:00 p.m.  
Registration.....1:00 p.m. – 6:00 p.m.  
Exhibit Viewing.....1:00 p.m. – 3:00 p.m.  
Commissioners/New Attendees Welcome.....1:30 p.m. – 2:15 p.m.  
Opening Session.....3:00 p.m. – 5:00 p.m.  
Exhibitor Welcome Reception.....5:30 p.m. – 6:30 p.m.  
Dinner on Your Own

### MONDAY, JUNE 20

Registration.....7:30 a.m. – 3:00 p.m.  
Continental Breakfast **Exhibit Hall**.....8:00 a.m. – 9:00 a.m.  
Class Sessions.....9:00 a.m. – 11:30 a.m.  
Morning Break **Exhibit Hall**.....10:15 a.m. – 10:30 a.m.  
Awards Luncheon/Business Meeting.....11:30 a.m. – 1:30 p.m.  
Class Sessions.....1:30 p.m. – 4:30 p.m.  
Afternoon Break **Exhibit Hall**.....3:00 p.m. – 3:15 p.m.  
President's Reception.....6:00 p.m. – 7:00 p.m.  
Dinner on Your Own

### TUESDAY, JUNE 21

Registration.....8:30 a.m. – 11:00 a.m.  
Continental Breakfast **Exhibit Hall**.....8:00 a.m. – 9:00 a.m.  
Class Sessions.....9:00 a.m. – 11:30 a.m.  
Morning Break **Exhibit Hall**.....10:15 a.m. – 10:30 a.m.  
**Exhibitors Break Down Booths**.....**10:30 a.m.**  
Legislative Luncheon.....11:30 a.m. – 1:30 p.m.  
Class Sessions.....1:30 p.m. – 4:30 p.m.  
Afternoon Break.....3:00 p.m. – 3:15 p.m.  
Scholarship Masquerade Ball/Pageant Dinner.....6:30 p.m. – 8:30 p.m.

## EXHIBITOR/PROFESSIONAL REGISTRATION AND CONTACT

New Orleans Marriott

New Orleans, LA

June 19<sup>th</sup> – 21<sup>st</sup>, 2022

	<b>SERC <u>Member</u></b>	<b>Non-SERC <u>Member</u></b>	
<b>Exhibitor/Professional Registration Fee</b>	<b>\$750</b>	<b>\$950</b>	_____
Booth Provided			
Two (2) Representatives			
Includes tickets to all functions			
<b>Professional Registration Fee</b>	<b>\$650</b>	<b>\$750</b>	_____
No Booth assigned			
One (1) Representative			
Includes tickets to all functions			
<b>Additional Representatives</b>	<b>\$200</b>	<b>\$300</b>	_____
Exhibitor, Professional, or Spouse			
Includes tickets to all functions			
<b>TOTAL AMOUNT ENCLOSED</b>			<b>\$_____</b>

All reservations must be accompanied with full payment.

Registration fees are not refundable if cancelled after June 6, 2022

**Are electrical services required in your booth?**    **YES**    **NO**  
(Exhibitor is responsible for payment)

### BOOTH NAME:

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\*\*\* check spelling carefully\*\*\*

**COMPLETE OTHER SIDE OF THIS FORM**

## EXHIBITOR INFORMATION

**Contact Name:** \_\_\_\_\_

Person to receive correspondence related to the Exhibition

**Attendee Name:** \_\_\_\_\_

Name of person to be printed in program for client contact

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** (    ) \_\_\_\_\_ **Fax:** (    ) \_\_\_\_\_

**Products and /or services provided by your company:** \_\_\_\_\_

Example: Computer Software, Audit Reports, Paint Supplies, Pest Control, locks and Etc.

**This is the \_\_\_\_\_ year(s) your firm has exhibited at the SERC-NAHRO Conference.**

Please list the name of representative(s) who will attend below. List First and Last name as you wish to be on the Conference ID Badge along with their title.

**NAME**

**TITLE**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**After your registration information is received, I will contact you regarding your hotel information. Your information will also be given to Freeman for any shipping you may need completed.**

## Advertisement in Conference Program

New Orleans Marriott

June 19<sup>th</sup> – 21<sup>st</sup>, 2022

**Company Name:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Phone#:** (    ) \_\_\_\_\_

**Contact Person Address:** \_\_\_\_\_

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<b>Type of Ad</b>	<b>Ad Dimensions</b>	<b>Ad Cost</b>
Full Page	5" (w) x 8" (t)	\$200.00
Half Page	5" (w) x 3.875" (t)	\$150.00
¼ Page	2.375" (w) x 3.875" (t)	\$85.00

***Please circle the type of Ad you are requesting***

*The following ad specifications are recommended:*

- \*Digital Formats accepted: PC Format only*
- \*PDF, TIF, JPEG, Photoshop 7.0, Pagemaker 6.5*
- \*No bleed Ads*
- \*All Ads – 1 color –Reflex Blue*
- \*Camera Ready scan able art accepted, but not referred.*

*Please complete this form, enclose your check in the appropriate amount along with your Camera Ready Ad. **To insure that your company's advertising is included, this information must be received no later than May 16, 2022.** Please submit information to:*

*Susan C. Lillis, Richmond Section 8 Housing*

*P O Box 250*

*Richmond, KY 40476*

*(call or email if any questions) 859-353-7668 or [slillis@richmond.ky.us](mailto:slillis@richmond.ky.us)*

## **SPONSORSHIP OPPORTUNITIES**

***New Orleans Marriott***

***New Orleans, LA***

***June 19<sup>th</sup> – 21<sup>st</sup>, 2022***

***Please accept our support at the following level: (check one)***

***Corporate/Individual Name:*** \_\_\_\_\_

***Title:*** \_\_\_\_\_

***Address:*** \_\_\_\_\_

***City/State/Zip:*** \_\_\_\_\_

***Signature of Company Representative:*** \_\_\_\_\_

### **❖ *RED SPONSORSHIP - \$5,000***

\_\_\_\_\_

*1/2 PAGE AD IN THE SERCULATOR (2 ISSUES)*

*YOU WILL ALSO BE RECOGNIZED IN THE CONFERENCE PROGRAM, OPENING SESSION,  
AND ALL OTHER FUNCTIONS*

### **❖ *BLUE SPONSORSHIP - \$2,000***

\_\_\_\_\_

*1/3 PAGE AD IN THE SERCULATOR (1 ISSUE)*

*YOU WILL ALSO BE RECOGNIZED IN THE CONFERENCE PROGRAM, OPENING SESSION,  
AND ALL OTHER FUNCTIONS*

### **❖ *SILVER SPONSORSHIP - \$1,000***

\_\_\_\_\_

*YOU WILL BE RECOGNIZED IN THE CONFERENCE PROGRAM*

**Sponsorship commitments must be submitted by MAY 16<sup>th</sup>, 2022 to be placed in the program.** Please make checks to SERC, Inc. and mail to Susan Lillis P. O. Box 250 Richmond, KY 40476. You may contact me at 859-353-7668 or [slillis@richmond.ky.us](mailto:slillis@richmond.ky.us)



## DOOR PRIZES

New Orleans Marriott

New Orleans, LA

June 19<sup>th</sup> – 21<sup>st</sup>, 2022

Company Name: \_\_\_\_\_

*This year all gifts will be given away by the person(s) in charge of the Exhibit booth. Please list below the item(s) your company will be providing as a door prize.*

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Signature

Title

Date

Please return with registration information.

Thank you,

Susan C. Lillis  
Exhibit Chair



**FY 2022 Dues**  
**October 1, 2021 - September 30, 2022**

**AFFILIATE MEMBERSHIP  
 AND RENEWAL APPLICATION**

**For Payment by Check**  
*See reverse side for information*  
**On Payment by Credit Card**

**Step 1. Please Confirm and Correct Agency Information:**

☐ Information is Correct

☐ New Membership

☐ Membership Renewal

☐ Information needs corrections, as shown

Phone:

Fax:

Email:

Web Address:

Membership Number:

Contact Person
Title
Agency
Address
City
State
Zip
Phone
Fax
Email
Web Address

Who will be attending exhibitions or trade shows:

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**Step 2. Please tell us what goods or services your company provides:**

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*See reverse side for information  
 on payment by Credit Card*

**Step 3. Go on-line and pay by Credit Card or enclose this completed form with your check for \$200.00 payable to SERC, Inc. and mail right away to:**

SERC-NAHRO Membership / Augusta Housing Authority  
 1435 Walton Way  
 Augusta, GA 30901-2609

**If you have any questions contact: [joglesby@augustapha.org](mailto:joglesby@augustapha.org) or (706) 312-3158**

**Pay Online at:**



*There is a better way to pay!*

**SERC-NAHRO  
is encouraging  
Credit Cards  
on their web site!**

SERC - from their website - will accept Mastercard, Visa and American Express credit and debit cards at this time. To pay Membership Dues on line see the link at the bottom of this page. If you have problems accessing the site or using the forms, please contact Douglas Freeman at (706) 312-3167 or [dfreeman@augustapha.org](mailto:dfreeman@augustapha.org).

Of course, we are glad to accept payment in the form of a check for your Membership Dues.

Please see the reverse side of this form for information for check payment.

Direct link to invoice online:



# 2022 SERC Annual Golf Tournament

## Lakewood Golf Course

“The Rebirth of a Legend”



*Award-winning golf course architect Ron Garl preserved the character of the original course, while upgrading the 18-hole, 7,002 yards, par 72 course with modernized fairways, tee boxes and greens - new improvements to an old favorite. Garl, who has designed golf courses all over the world, added strategy and fun with new fairway contouring and unique bunkering.*

*The 444-yard "Fire in the Hole" sets a new standard for bunkers. The new 18th hole includes traps in the shape of flames set in red sand, a tribute to New Orleans Firefighters. It is the only one of its kind in the golfing world.*

*Past Lakewood golfers will appreciate the improvements to the course and construction of a world-class practice facility to help sharpen your short game.*

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Make checks payable to: **SERC, Inc.**  
Mail to: (Questions/information)

334-695-0457  
[twachs@eufaulahousing.com](mailto:twachs@eufaulahousing.com)

Tom Wachs, Executive Director  
Eufaula Housing Authority (Alabama)  
PO Box 36  
Eufaula, AL 36072-0036

**Sunday, June 19, 2022**  
**4-person scramble**  
**8:30 am shotgun start**  
**\$100 per person/\$400 per team**  
*(Includes golf, practice balls & 1 mulligan)*  
*(Additional mulligan package available for \$20)*

- Register online at <http://www.serc-nahro.org/>
- Proceeds benefit the SERC scholarship program.
- All golfers must be at the course and registered no later than 8:00 am.
- Numerous prizes will be awarded.
- Proper attire required – collared shirt, long pants or walking shorts, soft spikes only.
- Rental clubs are available
- There are no refunds.

## Player Registration

Name \_\_\_\_\_

HA/Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Are you part of a State team? Y N List \_\_\_\_\_

Requested playing partners:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

# Business Sponsorships

Business Sponsorships only	Sponsorships Below Includes Two Golfers
Closest to the Pin Sponsorship <input type="checkbox"/> \$250	Closest to the Pin Sponsorship <input type="checkbox"/> \$425
Hole Sponsorship <input type="checkbox"/> \$100	Hole Sponsorship <input type="checkbox"/> \$350
Range Ball Sponsorship <input type="checkbox"/> \$200	Range Ball Sponsorship <input type="checkbox"/> \$425
Beverage Cart Sponsorship <input type="checkbox"/> \$350	Beverage Cart Sponsorship <input type="checkbox"/> \$425

**Housing Authority Hole Sponsorship:** ☐ **\$100.00**

*Please Mark Appropriate Box*

## Sponsor Registration

Sponsor Name to be on Sign: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Player 1 Name: \_\_\_\_\_

Player 2 Name: \_\_\_\_\_

Make checks payable to: **SERC, Inc.**

Mail to: (Questions/information)

Tom Wachs, Executive Director  
Eufaula Housing Authority (Alabama)  
PO Box 36  
Eufaula, AL 36072-0036

334-695-0457

[twachs@eufaulahousing.com](mailto:twachs@eufaulahousing.com)

Lakewood Golf Course  
4801 General DeGaulle Dr.  
New Orleans, LA 70131  
(504) 373-5926