

AIAA Exhibit at the 19th Annual Space & Missile Defense Symposium

by

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Images courtesy of Arloe Mayne, Naveen Vetcha and Kurt Polzin



The Greater Huntsville Section was an exhibitor at the 19th Annual Space & Missile Defense Symposium from August 16 – 18, 2016 at the Von Braun Center in Huntsville, Alabama. This was the Section's second year exhibiting at Huntsville's largest annual technical forum.

Building upon previous years' successes

and lessons learned, the Section continued to innovate and improve its processes, exhibit and results. Led by Vice Chair Dr. Naveen Vetcha, the Section promoted the Top Ten Benefits of Volunteering and divided the volunteer schedule into easily manageable 2.5-hour blocks. The membership responded to the call, with 21 people volunteering to work the table, a record number and double the previous year's number. The phenomenal turnout ensured that the exhibit was staffed by a minimum of two members, and often three, throughout the symposium, allowing volunteers to take breaks and wander the exhibit themselves during slow periods.



Another innovation was the creation of a Volunteer Handbook containing the shift schedule, volunteer contact information, general instructions, Frequently Asked Questions, a list of benefits of AIAA membership and descriptions of exhibit display items. The Handbook enabled a seamless transition between volunteers, served as a ready reference and standardized the Section's message so all volunteers spoke with one voice. The Volunteer Handbook was subsequently used at future events.

For the first time, the exhibit included a business card drop to encourage visitors to leave their contact information. One business card was drawn after the event and the lucky winner received a free Greater Huntsville Section coin. Congratulations to Sydney Stevens for winning the business card drawing and coin.

The exhibit displayed a wealth of information about AIAA and the Greater Huntsville Section including Professional Member, Student Member and Educator Associate brochures, personalized Section business cards, copies of *Aerospace America* and the Section newsletter *Telemetry*, and a calendar of upcoming events. A bowl of candy enticed visitors to stop by the exhibit as did the Section's suitcase rocket, UAV, and rocket engine hardware. By far the most important part of the exhibit was the chance for members to relay their personal experiences and benefits of AIAA membership. Over 25 new contacts were made during the symposium.



The Tuesday evening hospitality social was especially popular with the AIAA volunteers, with many availing themselves of the opportunity to network with colleagues in a fun, relaxing setting with good food, drink and entertainment.

Participation in the symposium was part of Greater Huntsville's renewed outreach to its Department of Defense constituents to better serve our members' needs. Several offers to provide DOD-related luncheon speakers were received and the Section's new Education Director was recruited during the event, illustrating the tangible benefits of being involved in this signature event. Mark your calendars for the 20th Space & Missile Defense Symposium to be held August 8 –10, 2017.

A big thank you to our volunteers: Dr. Ron Miller, Dr. Arloe Mayne, John Lassiter, Joe Robinson, Ken Philippart, John Koenig, John Dankanich, Dr. Naveen Vetcha, Phillip Stallcup, Nishanth Goli, Sheree Gay, Mark Wysock, Michelle Knox, Kyle Knox, Richard Jozefiak, Jim Hulka, Rick Tuggle, Dr. H. Q. Yang, Roger Herdy, Dustin Poisson and Megan Beattie. We couldn't have done it without you!