

MAIYTRA 2012 STAGE I BID APPLICATION

Due by 12:00 AM EST on March 1, 2011

E-mail as an attachment to: president@maiyytra.com

with subject line: "MAIYTRA 2012 Application – Stage I"

Thank you for your interest in hosting the 2012 MAIYTRA conference. An effort like this takes an incredible amount of drive, maturity, and commitment. As such, we hope you take care in filling out this form to help BMM decide who should host the next conference.

The first step in planning your MAIYTRA is to assemble your team. This is the most important factor to your success. A well-functioning team working towards a shared mission can overcome almost any obstacle or challenge it faces. Conversely, a dysfunctional team is almost certainly condemned to fail. Therefore it is essential that your team be composed of qualified and fully committed individuals, and that the core members be selected not simply because of interest or enthusiasm, but also with regards to the time they have to dedicate to this effort and the experience and skills they bring with them.

You can reach out to your personal Marathi network from past conventions, but you can also e-mail me (president@maiyytra.com) to indicate your interest in forming a team. I will happily send out an e-mail on your behalf to past attendees from your city, and if any others contact me expressing interest in forming a team, I will pass their names and info on to you.

Above all, use your own judgment and critical analysis to form the best team you can. Everyone who volunteers can play some role in your convention, whether in the planning stages or execution during the weekend itself, but your core committee members need to be the most qualified *and* consistently committed of all of them. It's important to select people with ideas and a vision for the convention, but only include them in your core if they are also willing to put in the grunt work and get into the nitty-gritty details of preparation. It's important to have a shared sense of collective ownership and to use consensus decisions wherever possible, but make certain you select a committee that understands that at times a final decision may need to be made by a single authority, whether you as Executive Director or the oversight committees, and once made, it will be their responsibility to execute it faithfully. In essence, you want a team that is experienced at working professionally and productively within a larger business organization. Select your members for their different skills as well. Experience fundraising or writing marketing/advertising copy is especially valuable. Web development experience, graphics design, and publications layout and formatting will also be essential skills your team will need. Customer service experience is also a plus. Familiarity working with or under project management techniques is also highly useful.

In order to fully integrate your team and prepare this application, we strongly advise you to spend this period getting to know your team both individually as a group. Talk about your experiences (positive and negative) at past conventions or with the Marathi communities you grew up in. Discuss your organizational

experience, college extracurriculars, hobbies, etc. Try to learn why each of you chose to get involved with MAIYTRA and candidly discuss your expectations of this endeavor, both during the planning process and following the convention itself. Building a comfort level and mutual trust in each other's skills and dedication will be invaluable to you as you complete your Stage II proposal and, if selected, prepare for your convention.

For your Stage I application, we require that your core committee include at least four (4) people (including yourself). By the time your Stage II application is due, we will expect you to have added 1-2 additional core members. While we strongly encourage you to recruit and utilize staff from all over the continent, for the sake of these applications, the members you declare *must* live in the host city or its suburbs from now until the convention. Students attending school out of town or residents of other metropolitan areas can certainly strongly support your convention planning, but they cannot count toward these four (4) volunteers (or the 1-2 additional for Stage II).

As you will see below, this Stage I application is comprehensive, but it is not one you need prepare without support. If you have *any* questions or require any guidance or support, we are happy to provide it. The rigorous nature of this application process is as much to ensure that *you* are well-prepared for this undertaking as it is for us to ensure the best team is selected. Please do not hesitate to e-mail any questions or a request to chat on the phone to president@maiya.com. We strongly encourage you to get in touch.

Good luck! We look forward to hearing from you.

Vijay Paradkar,
President, MAIYTRA
president@maiya.com

Manish Ingle,
BMM-MAIYTRA Advisor
advisor@maiya.com

Team Statement

To begin with, please submit the following information about your plans for MAIYTRA 2012:

- 1) **City proposed to host the 2012 MAIYTRA conference.**
- 2) **Dates proposed for MAIYTRA 2012.** If not on 4th of July weekend, please explain your rationale.
- 3) **Please describe the reasons you believe your city is a good choice for MAIYTRA 2012.** Consider and expound upon factors such as: accessibility for travel, ease of mass transit options within the city, strength of local Marathi community, tourist attraction, vibrancy of restaurant scene/nightlife, selection of good hotel venues, and any other compelling arguments you can think of. *(400 words or less)*
- 4) The support and involvement of your local Mandal will be critical to your success in hosting MAIYTRA 2012, and your selection to do so. If you have not already, we strongly advise your team to start regularly attending and volunteering at Mandal events, and to become voting members. **Please describe what experience or relationships your team (or individual members) has with your local Mandal or Mandal officers.** *(300 words or less)*
- 5) Raising awareness and building support (financial and organizational) for your convention within your local area will be important to successfully recruiting attendees and fundraising for MAIYTRA 2012. **Elaborate on at least three (3) ideas your team has tentatively brainstormed as feasible and effective uses of your time and resources to raise both community awareness and support.** These do not need to be fully fleshed out, but they should be well-conceived. You can use \$5,000-\$10,000 as a beginning target. *(400 words or less)*

Individual Volunteer Statements

From EACH of your four (4) volunteers (including yourself), we require a **current résumé AND a personal statement** including the requested details below.

- A) Name
- B) Date of Birth
- C) Current Occupation
- D) Childhood Hometown
- E) Address
- F) Cellphone #
- G) Primary e-mail address (will not be used for spam or added to any mass lists)

- H) Please elaborate on any relevant work or extracurricular experience you have with event planning or organization, or in specific business areas such as marketing, publications, web development, fundraising, finance, project management, etc.

- I) Please list past BMM and MAIYTRA conventions attended (by year).

- J) Please elaborate on the reasons *you personally* have chosen to volunteer to organize and host MAIYTRA 2012.

- K) Please outline three (3) things you've liked about past MAIYTRAs and want to build on in 2012.

- L) Please outline three (3) things you've been disappointed with about past MAIYTRAs and want to change or improve.

- M) Please elaborate on one new innovation you want to pursue to improve MAIYTRA's institutions or strengthen the Marathi young adult community in North America.

- N) (*ONLY REQUIRED for the volunteer who will serve as Executive Director for MAIYTRA 2012*) Please elaborate on your leadership experience and the approach you plan to use to delegate responsibilities and hold your committee accountable to their commitments and deadlines.