

1988  
Phoenix  
*SMOFCON*

Committee  
Communications  
Handbook

and  
Program Book



# SMOFCON Hospitality Suite

## Friday

2pm.-7pm.

7pm.-1am.

Sodas and Snacks  
Chocolate Fondue  
Shrimp Cocktail  
Assorted Chocolates  
Truffles  
Chocolate Chip Cookies  
German Chocolate Cake  
Chocolate Cream Cheese Cupcakes  
Chocolate Dipped Brandied Cherries  
Vegetables and Dip  
Fruit Plate  
Assorted Liquers  
Assorted Sodas  
Lime Punch  
Beer

## Saturday

8am.-10am.

Continental Breakfast  
Danish  
Puff Pastries  
Nut Breads  
Orange Juice  
Milk  
Coffee  
Tea

12pm.-1pm.

Assorted Sandwich Fixings  
Assorted Salads  
Same as Friday  
Ice Cream Sundaes

8pm.-1am.

11pm.

## Sunday

8am.-10am.

Chocolate Crepes  
Continental Breakfast

12pm.-1pm.

Assorted Sandwich Fixings

7pm.-To Whenever the last dog dies or the con suite help does

Whatever you vultures haven't already devoured



**1988**  
***SMOFCON***

**Committee**  
**Communications**  
**Handbook**

and  
Program Book

**Phoenix, Arizona**  
**Dec. 9-11, 1988**  
**Hyatt Regency**



PHOENIX 1988 SMOFCON 5

December 9-11, 1988

HYATT REGENCY  
DOWNTOWN PHOENIX, ARIZONA

PROGRAM BOOK

HOWDY!

Welcome to the 1988 SMOFCon - we're glad to have you attend. At this point (two days pre-convention) we have 75 members from all over the U. S. and Canada and we've even been contacted by someone from Yugoslavia who expects to attend. Another 20 or so (members, that is - not Yugoslavians) may join at the door. We have significant representation from Texas, Seattle, Portland, L.A., Phoenix, Tucson, San Francisco, the Northeast, Florida, Baltimore-Washington, and individuals or couples from many other areas. You're in good company. We hope you enjoy the custom badges that were prepared by Eileen Phillips, who is in charge of our memberships/registration.

The subject of much of the programming at the 1988 SMOFCon is Convention Communications, which is being interpreted in a very broad sense. The focus is on a range of options for each available means of communication. We want to try to make the material salient for all sizes of conventions wherever possible (or else mention where different options might be applicable). Because of many suggestions from attendees of past SMOFCons, we've kept the Program to one track with a lunch break and have a lounge next door for discussions. I hope you enjoy this format. The Program for this SMOFCon was prepared by Bruce Farr.

Panels are being video taped by John and Kandy Fong with some assistance by Jim Cryer. We'll transcribe the panels over the following weeks, months, and years and will be publishing them for members. It may be possible to obtain copies of the tapes (for \$) as well. We'll refer you to John or Kandy for details on that.

The Convention Hospitality Suite will be open for more hours than most prior SMOFCons as we are exphasizing something near and dear to most fans...CHOCOLATE. We know that fans travel on their stomachs (that explains the rug burns I keep on seeing at cons!), so we've planned for it. Terry Gish is hosting the Con Suite and is being assisted by Sue Potter, Karen Boehler, and Dave Berry.

We are doing something rather different in the way of a Program Book. Besides the information you are seeing in the front section of the notebook (which we're planning on printing on green paper), we are printing a Communications Handbook. The Program Book is by Bruce Farr and the Communications Handbook is by Bruce Farr with some materials gathered by Randy Rau. The Index for the Communications Handbook is in the front of that section and the rest of the material is on the white paper following the Program Book.



Financially, the 1988 SMOFCon has just hit its breakeven point. We planned on spending an outrageous amount (\$1000) on Con Suite, but this has been offset by the great pre-reg numbers. I hope that everyone can see that their membership money has been well spent. Fiscal restraint is courtesy of our Treasurer, Margaret Grady.

## PROGRAMMING

I was somewhat surprised that the many people who are attending who've been at past SMOFCons actually prefer less programming and more opportunities to socialize and party at night. A remark I saw often was that there'd been too much programming at past SMOFCons and that they'd prefer less structured programming. Therefore, this Program features little evening programming, a lunch break, and no two-track programming.

The panels and moderator-led discussion groups will generally run an hour each event with 50 minutes of actual Program and 10 minutes for changeover. There are two areas available for programming (located opposite each other on the second floor) - the larger room (Borein) seats about 100 and the lounge (Russell) seats about 40. Amplification is available for the main room only. The lounge will be used for continuation of discussions after conclusion of the prior event and informal groups.

Following is the Program. We have held open a few slots so that we can assign people at the convention so that walk-ins and people on whom we didn't have sufficient pre-con info could participate. PLEASE CONTACT BRUCE FARR IF YOU WOULD LIKE TO PARTICIPATE IN THE PROGRAM. We'll also try to sign people up through our registration procedure and through the panel moderators.

## 1988 PHOENIX SMOFCON PROGRAM

As mentioned, we can still add a few more panelists at convention. People noted with mod. are the moderator for each 50-minute panel. The Program printed here is essentially the same as that in Progress Report 3 with a few corrections and adjustments for calls received since.

- 1) Brainstorming the 1989 Worldcon<sup>sm</sup>: mod. Mark Olson  
/Friday 9pm - ?/
- 2) How to Make a Good Impression with the Con Attendees (organizing Attendee info in at-con publications, smooth registration procedures, avoiding lines, effective pre-con office, etc. etc.): mod. Randy Rau; Liz Gross, Kandy Fong, Priscilla Olson  
/Saturday 10am/
- 3) General Publications to Members (Program Book, PR's, fliers, Pocket Program, Post-Con PR, Daily Newsletter, Film & Video Guides, Restaurant Guide): mod. Leslie Turek; Sue Thing, Monica Stephens, Mike Glycer  
/Saturday 11am/
- 4) Special Publications (Dealers' Room & Art Show PR's, Travel Info., Masquerade Info., Programming Guest PR's/Questionnaires, Handicapped



- Access - stressed subtopic is communicating with Pros): mod. Jane Dennis; Janice Gelb, John Fong  
 /Saturday noon/  
 /Saturday 1pm - 2pm/ LUNCH BREAK
- 5) Outrageous Behavior at Conventions (and what to do, or not to do, about it; legal liabilities and hotel problems): mod. Bob Hillis; Judy Suryan, Bobbi Armbruster, LaMont Jones  
 /Saturday 2pm/
- 6) Radios, Telephones, and Pagers, Oh My! (electronic communications during the con and Security/Communications & Coordination/whatever's role in the convention): mod. Ben Yalow; Robbie Cantor, Keith Williams, Eric Hanson  
 /Saturday 3pm/
- 7) Publicity (PR mailings; flier distribution; free or paid ads in commercial media; ads in other con publications, free con listings, use of fanzines): mod. Richard Wright; Judy Bemis, Sharon Sbarsky, Scott Merritt  
 /Saturday 4pm/
- 8) Electronic Communications (Computer Networks - pre-con publicity and communications): mod. Steve Jackson; Elizabeth Warren, Mike Willmoth  
 /Saturday 5pm/  
 /Saturday 6pm - 9pm/ DINNER BREAK
- 9) Upcoming Worldcon(s)<sup>sm</sup> and SMOFCon Presentations (15 minute limit for each group)...hosted by Scott Dennis; Paul Valcour for Toronto 1989 SMOFCon Bid; Terry Gish for Phoenix 1993 Worldcon<sup>sm</sup> Bid; Clint Bigglestone and Sarah Goodman for San Francisco 1993 Worldcon<sup>sm</sup> Bid; Peggy Rae Pavlat for 1992 Discon III Worldcon Bid; Joe Siclari for 1992 Orlando Worldcon Bid; (groups are invited to sign up at-con - limit is 3 people per bid group)  
 /Saturday 9pm - ?/
- 10) Sex in Conventions (well, everyone else is doing this topic in some variation - why not us?) Getting 10W40 oil out of sheets, getting the Slave Girls of Gor back into their leather & studs, Porno Patrol Dances, and other eunuch opportunities for amusement: mod. Jim Webbert; Judy Suryan  
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- 13) Budgeting and Treasury (how to budget, control monies, report results): mod. Ben Yalow; Paul Valcour, Bruce Farr, Mark Olson  
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- 14) Whither SMOFCon? (topics/themes for the future, purpose of the convention, areas needing improvement): mod. Liz Gross; Bruce Farr, Ben Yalow, Leslie Turek, Bob Hillis  
 /Sunday 3pm/
- 15) /Sunday 4pm/ OPEN FOR TOPIC TO BE DECIDED AT CON (we'll be polling



people Friday night for a burning issue or topic for this last panel - Saturday morning we'll announce what it'll be and select panelists)

Since we have the lounge (that's the Russell Room, seating 40 or so) across the hall from the program (Borein) room available, we'll be able to run special events if they come up at-con. For example, Kevin Standlee would like to have a discussion of doing at-con news/major event video channels. We'll be able to schedule such items if there appears to be sufficient demand - contact Bruce Farr at the convention. Also, if Steve Jackson wants to bring the SMOFCon game on computer, we have a PC-AT clone available to run it.

Moderators are encouraged to meet with panel members prior to their panel to discuss topics to be discussed at the panel. Actual topics being discussed within the overall subject are at the whim of the moderator and other panelists. We won't be running any sort of green room, so everyone is encouraged to go to Borein Room by 5 minutes prior to the start of their panel.

PLEASE NOTE THAT WE HAVE AN AGREEMENT WITH THE HOTEL THAT MEMBERS CAN BRING DRINKS AND FOOD DOWN FROM THE CON SUITE INTO THE LOUNGE AREA TO THE EXTENT THAT PEOPLE BRING THEM ALONG WITH THEMSELVES.

"WorldCon" and "North American Science Fiction Convention" are registered service marks of the World Science Fiction Society.

#### MEMBERSHIP LIST

We have a fairly high pre-registration for a SMOFCon so far and have heard from a lot of people who aren't yet members who do plan to attend. As mentioned, it's music to our ears as we can't spend it unless we know it's there. We presently anticipate 70-80 to actually attend.

Next to your name are panels that you are invited to participate in for the 1988 SMOFCon. A note of "mod." means that you are moderator. This information recapitulates PR 3. Please let me know ASAP if you don't wish to participate in a panel so that we can arrange for another panelist. Also, those of you who aren't listed as participating are invited to sign up at-con with me to be on the Program. As noted elsewhere, we are generally keeping 1-2 slots open on panels for at-con Program signups.

This list includes all 75 of you whose money we actually have in hand as of 12-7-88:

Bobbi Armbruster; Outrageous Behavior  
B. Shirley Avery; Conventional Wisdom  
Judy Bemis; Publicity  
Dave Berry  
Clint Bigglestone; SMOFCon and Worldcon Bid Presentations  
Kent Bloom  
Seth Breidbart  
Robbie Cantor; Radios/C&C etc.  
Gavin Claypool  
Nancy Cobb  
Doug Cosper  
Dan Davis



Dan Deckert  
Jane Dennis; mod. Special Publications  
Scott Dennis; host, SMOFCon and Worldcon Bid Presentations  
Martin Deutsch  
Julie Douglas  
Fred Duarte  
Bruce Farr; Budgeting & Treasury, Whither SMOFCon  
John Fong; Special Publications  
Kandy Fong; How to Make A Good Impression  
Rick Foss  
Pam Fremon; Committee Communications  
Janice Gelb; Special Publications  
Ray Gish  
Terry Gish; Worldcon Bids - 1993 Phoenix  
Mike Glycer; General Publications  
Jean Goddin  
Sarah Goodman; SMOFCon and Worldcon Bid Presentations  
Margaret Grady  
Elizabeth Gross; mod. Whither SMOFCon, How to Make a Good Impression  
Eric Hanson; Radios/C&C etc.  
Robert Hillis; mod. Outrageous Behavior, Whither SMOFCon  
Steve Jackson; mod. Electronic Communications  
Keith Johnson; Conventional Wisdom  
LaMont Jones; Outrageous Behavior  
John Lorentz  
Al Macintyre; will not be attending per letter  
Mary Mason; will not be attending per phone call 12/7/88  
Scott Merritt; Publicity  
Karen Meschke  
Mary Mormon  
Pat Mueller  
Mark Olson; mod. Brainstorming the 1989 Worldcon<sup>sm</sup>, Budgeting & Treasury  
Priscilla Olson; How to Make A Good Impression...  
Tony E. Parker; Committee Communications  
Peggy Rae Pavlat; Discon III '92 Worldcon Bid Presentation  
Tom Perry  
Lawrence Person  
Eileen Phillips  
Ken Porter  
Randy Rau; mod. How to Make a Good Impression  
L. Ruth Sachter  
John Sapienza; Outrageous Behavior  
Sharon Sbarsky; Publicity  
Mike Schlofner  
Joe Siclari; mod. Conventional Wisdom, mod. Orlando '92 Worldcon Bid  
Presentation (\$ not paid, but confirmed as coming)  
Kevin Standlee; At-Con News/Events Channel Discussion  
Monica Stephens; General Publications  
Sam Stubbs; Committee Communications  
Judy Suryan; Sex in Conventions  
Sue Thing; General Publications  
Leslie Turek; mod. Committee Communications, mod. General Publications,  
Whither SMOFCon  
Paul Valcour; Budgeting & Treasury, SMOFCon Bids - Toronto 1989  
Dennis Virzi  
Denise Wallentinson  
Elizabeth Warren; Sex in Conventions



Doreen Webbert; Conventional Wisdom  
Jim Webbert; mod. Sex in Conventions  
Patty Wells  
Keith Williams; Radios/C&C etc.  
Mike Willmoth; Electronic Communications  
Richard Wright; mod. Publicity  
Ben Yalow; mod. Budgeting & Treasury, mod. Radios/C&C etc, Whither SMOFCon?  
Deke Young  
Mark H. Zellers

### THE HYATT REGENCY PHOENIX

The sleeping room rate is \$60 for single/quad occupancy. Rollaways, if needed, are \$15 per night. As to suites, the rate is \$60 per room (for example, a bedroom + parlour = \$120 and 2 bedrooms + parlour = \$180. PLEASE CONTACT TERRY GISH OR BRUCE FARR IF THERE ARE ANY PROBLEMS!!

The con hospitality suite is on the 3rd floor (which is also the pool level) and there are sleeping rooms and suites available on the third floor. Please book your rooms as you wish, but the 3rd floor or 4th floor (which may be a non-smoking floor) would probably be your best bets. The function rooms are on the 2nd floor (Russell and Borein Rooms) and can be reached by stairway as well as by elevator from the 3rd and 4th floors (okay, they can be reached that way from all floors for that matter). You don't have to book suites through the convention itself. But do mention in all cases that this is for the 1988 SMOFCon. Rates will be honored for 2 days pre and post-con. There may be rooms left still, but please go down and register right away if you don't have one yet.

### PARKING

The Hyatt can valet park at Regency Park (a city-owned garage) or you can park yourself on the south side of the Hyatt. Regency Park is \$4.50 per day - valet parking is \$6.25 and can be charged to your room. Valet is recommended if you're going in and out a lot since they only charge one time per day while garage parking charges full \$4.50 after a few hours. Weekend parking on the street at meters is free from 5pm on Friday to 8am Monday morning.

### HOSPITALITY AND AT-CON REGISTRATION

Hospitality and At-Con Registration are located on the 3rd Floor in rooms 326 and 327. It'll be possible to register whenever Hospitality is open.

Hospitality/Registration is open from 2pm to 1am on Friday, 8am to 1am on Saturday, and 8am to 1am on Sunday. We will usually have coffee, soft drinks, and other munchies available during open hours and will have other special fattening items as well. Our Con Hospitality theme is "chocolate du jour" with a different theme item each day. For example, chocolate crepes on Sunday morning. Bid groups were welcome to and are trying to bribe attendees by paying for/providing different chocolate items for each



day's theme - credit will be prominently displayed! Elsewhere in the Program Book Terry is including a menu and further information on the Con Suite.

### MEMBERSHIPS

At-the-Door Registration      \$50

No, we're not money grubbers. We wanted people to register early so that we know your money is there and we can therefore spend it on you! Everyone, including the Con Committee, pays for their membership and there will be no refunds post-con (except for those who notify us prior to PR 3 that they can't attend). We are selling memberships at the door, but reserve the right to grumble at you for waiting so long. Memberships can also be transferred at con if you bring in the cover for the member's PR 3 or a plausible story.

For your membership \$ you'll receive meeting notes, the 3 PR's, access to the Hospitality Suite and the consumables therein (we're able to carry our own pop and munchies to the Programming area from Hospitality as well...they're reluctant to totally waive corkage for that area), and a Proceedings publication post-con.

### YOUR FRIENDLY 1988 SMOFCON COMMITTEE

CHAIRMAN/PROGRAMMING	Bruce Farr
PROGRAM ASSISTANTS	Jim & Doreen Webbert
TREASURER & REGISTRATION ASST.	Margaret Grady
HOSPITALITY SUITE/HOTEL LIAISON	Terry Gish
HOSPITALITY ASSISTANTS	Sue Potter, Karen Boehler, Dave Berry
PUBLICATIONS	Bruce Farr
MEMBERSHIPS & REGISTRATION	Eileen Phillips
HISTORIAN	John & Kandy Fong; Jim Cryer Asst.

Our sponsor is the Central Arizona Speculative Fiction Society, a 501(c)3 (IRS-recognized) non-profit corporation that puts on CopperCon convention annually, Fan Gathering relaxacons, publishes MAW and CON GAMES newsletters, and generally tries to spread goodness and light in the world. Well, we do our best, anyway.



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INDEX AND NOTES  
 COMMITTEE COMMUNICATIONS HANDBOOK  
 1988 PHOENIX SMOFCON

by Bruce Farr

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## NOTES

Yes, this is why we didn't solicit material for the 1988 SMOFCon Program Book. You can see that we had enough to print as it is! We actually started soliciting material for this Handbook several years ago when we started CON GAMES and had just such a use as this in mind at the time.

All of the articles and examples included are included for information's sake only. Doing a convention is not like assembling a bicycle where each part has to go just so for it to work...this bike can go together any number of ways (none being perfectly right). Therefore, these articles represent each person's experience and the particular situation being addressed only.

But do read them and learn what you can. You might at least learn enough to avoid installing the handlebars where a wheel should be. Or, like most people, you can instead go on trying to assemble the darned thing without even looking at the instructions. Your choice.

Why not add more publications that you come across to this Handbook for your future reference? If you're heavily involved in conventions, it's amazing how much you come across that you can later ~~steal~~ use.

Care and Feeding of Television Crews and Other Exotic Beasts: A Flack's Guide by Richard Brandt. Pages A1-8. How the Austin 1985 NASFiC's Press Relations was run by he who ran it. Good information on publicity as well as at-con Press Relations.

Step 17 of Starting A Media Con: Start Advertising by Bruce Farr. Pages B1-2. I've done publicity for six or seven conventions over the years, as well as for a media convention. A list and a little bit of "how to" on pre-con publicity.

ConFederation's Pocket Program by John T. Sapienza, Jr. Pages C1-4. Considerations for preparation of a pocket program - the most important communicating means for us to the con attendee.

Pros and ConComs or "Never the Twain Shall Meet" by Jennifer Roberson. Pages D1-4. Jennifer is a Phoenix area author who's been published frequently in the past few years, writing in fantasy, western, and romance areas. She has been interested in the subject of committee communication with pros and has discussed the matter with con workers as well as with other pros and through SFWA's BULLETIN.

5/16/87 Issue of STICKY ISSUES, the 1987 NASFiC "CactusCon" Committee Newsletter, edited by Eric Hanson and Bruce Farr. Pages E1-23. An extremely important area of communications is from one con worker to another. For our Phoenix NASFiC we did bi-monthly newsletters to keep in touch with the many people who couldn't get to committee meetings. This is a reprint of the text only for the largest of those newsletters. Included are forms we used for Logistics requests, office supplies, etc. It also gives you the formal convention organization as many departments' plans.



What isn't included is the committee list with address and phone numbers, which was also an invaluable reference.

Convention Organizer's Checklist by Bruce Farr. Pages F1-24. As I mention in the preface to the Checklist, this contains advice as well as a checklist. It's not comprehensive (otherwise it'd be incredibly long). This is an ongoing publication and I seek your advice on improving it.

The Generi-Con Committee (illustrations) by R. M. Pages G1-2. We were sent this to use when doing the 1985 World Fantasy Convention. Unfortunately, I don't know who R. M. is, but the illos are great! Thought that any of you who haven't seen these might appreciate them.

Nolacon II Programming Operations (Manual) by Ross Pavlac. Pages H1-5. Ross had the opportunity to run Program Ops at the 1988 Worldcon. This is using the word "opportunity" as in "Europe had the 'opportunity' to host Ghenghis Kahn and his Hordes". Fortunately, the literature only describes what's supposed to happen and not what actually did occur. I worked as a Chief Track Manager and Track Manager for Ross at Nolacon - it's remarkable what Ross managed to do with a week to prepare and a few pounds of baling wire.

Hotel Liaison and Publicity/Publications Job Description from CopperCon 6 by Margaret Grady. Pages I1-2. Margaret chaired CopperCon 5, 6, and 7 conventions in the Phoenix area. CuCon 5 and 6 were almost 1000 each and 7 was the week after NASFiC in Phoenix, so was about 220 people. Job Descriptions are invaluable guides as to what the supervisor and supervisee expect of each other. It's always best to get it in writing.

Program Event Sheet and Programming Operations Manual for CopperCon 8 by Bruce Farr. Pages J1-3. I ran Program Ops for CopperCon this year - we had 1 or tracks of Program and 50 people on the Program. The Event Sheets were used at-con so that the person doing Programming Ops knew what was going on and to keep Green Room personnel updated.

Hotel Liaison Job Definition from NASFiC by Sam Stubbs and Bruce Farr. Pages L1-4. As mentioned, it's best to get it in writing. As you can see comparing CuCon 6 to NASFiC, the larger the con the more complex the J.D. can become. For NASFiC we had a convention center, four hotels, and a movie theatre to coordinate and a staff of four committee people. As NASFiC Chair I used JD's (which were written for all department heads) to do staffing, budget control, and many other functions.

Hotel Contracts by Bruce Farr. Pages M1-3. We didn't reprint the contract that we use (it's available on request), but many comments in the article are still valid by themselves. The contract will head off many potential problems and is a valuable means of communication with the hotel.

Dealers Room Progress Report 1 for 1985 Tucson World Fantasy Convention by Randy Rau and Bruce Farr. Pages N1-6. How to answer as many dealer questions as possible before they're asked. Specialized publications can say much more than trying to address everyone's questions in a general distribution publication and at a lower cost.



**CARE AND FEEDING OF TELEVISION  
CREWS AND OTHER EXOTIC BEASTS:  
A FLACK'S GUIDE**

by Richard Brandt

For several years I've been involved with various small local cons in El Paso; in particular, I've been sought out as a resource in getting the local news media to give cons advance Publicity and decent Press coverage. I was considered such an asset primarily due to my contacts: for five years I was a reporter at a local television station, and I'm well acquainted with most of the news media types in this town. I was also, for most of that time, in charge of assigning stories for my news operation (Holy conflict-of-interest, Batman!).

Even so, I was a bit surprised when I was drafted as a mid-season replacement to take over the Press Relations function for the Austin NASFiC in 1985 (known variously as LonestarCon or Chilicon). That experience - and just as important, help I received in the form of departmental guides Peggy Rae Pavlat had used at Chicon - is the basis of most of the advice I'll be passing on regarding "Press Relations".

What is Press Relations, anyway? A good question, because some of its functions edge closely into Publicity territory. While the latter is concerned with advertising and Promoting the con, Press Relations is concerned primarily with at-the-con media coverage. However, its functions may also include setting up advance feature stories relating to the con; and, for the good of the con, it's best to have media stories on the con appear as early in the event as possible, so folks who see about it in the paper or on the tube still have time to check it out if it catches their fancy.

In essence, Press Relation's job is to (1) secure media coverage, (2) accomodate the media while they're at the con, and (3) assure that the media view the con in a favorable light. In spite of your best efforts, at least one newspaper will probably run a photograph of someone in plastic ears and waving a ray-gun, above a story with lines like "Fans, or 'trekkies' as they are known...". And no, this is not an invented example.

The first thing you have to do is catch the media's attention, and for that you're going to need a news release. This should be a clear, comprehensible statement of what your con represents and the kind of activities that will be going on there. If there aren't many cons in your area, you should describe it in a way that it sounds worth at least a few columns in print or a few minutes of valuable air time. (Even if nothing that serious is discussed, news operations are always looking for a cute feature story...)

If there are plenty of cons in your town all the time, your challenge is to find something unique enough about your con to make it worth sending a news crew. For example, if you have a guest who's knowledgeable on current hot topics like SDI, play it up. If one of your guests has written STAR TREK novels, and the new movie opens the same weekend as your con, mention it prominently. Or, depending on how willing you are to have fans



look like a wild and crazy bunch, you can emulate Scott Blacksher, who ran comics conventions in El Paso for several years. Scott would send out a new Press Release ("PR", for short) for each event he thought up, like raffling off chances to hit the guests with a pie in the face, or the "Smash-a-Smurf" contest. On one occasion, Scott visited all the newsrooms in town wearing a mask and a black-and-white costume with "GENERIC SUPER HERO" emblazoned across the chest.

Things worth mentioning in a PR: the art show, especially if prominent professional artists have their work displayed; panels on newsworthy topics; a masquerade is worth playing up (it's a good photo opportunity), if you can convey an idea of its traditional quality, and not give the impression of your con as a bunch of people running around dressed funny.

You may be able to line up coverage (advance or at-the-con) with publications geared to a special interest. An arts journal might do a feature on your guest artists. A magazine's book reviewer might do a feature on regional sf writers, tying it in to the upcoming con. And if you have a willing guest, newspapers are highly amenable to telephone interviews with guests who will be appearing the day the story gets into print.

It, of course, helps to have a good idea of what events will transpire at your con, and when. If you don't live near the rest of the committee, you should certainly get into the con apa or otherwise maintain close contacts with anyone who's scheduling events for the affair.

Your press release should go to every media outlet that might conceivably provide coverage, addressed to the news assignments editor. For a small local con, that means local newspapers, television and radio stations, and periodicals. For the NASFiC I mailed out 200 news releases throughout the region; a NASFiC or Worldcon can expect to attract the attention of the national media as well (if you're in L.A., be prepared for ENTERTAINMENT TONIGHT to show up).

Be sure to mention where at the con reporters should go to pick up their press kit and press credentials. Even if some television crew will probably ignore the news release, when they come steaming in complaining about being turned away at registration and having to lug their gear a couple of blocks to the press room, try to remain gracious.

If you can arrange it, set up a news conference with your guests early in the convention, and mention it either in your original news release or in a separate one. This will give assignments editors a specific time to send out a crew, which makes their scheduling easier. It also allows you to present the con in whatever fashion you care to manage it.

It's real nice if you can pressure the concom to put the press room next to the Green Room, so you can easily locate any program participants who reporters have asked to interview. Otherwise, the lazier reporters who show up will probably just hit whatever function happens to be going on next door, which is probably where Jackie Lichtenberg is running her Tarot workshop. In Austin, we had the hotel install a coffee service in the Press



Room as a perk (a ha ha) to reporters. No one seemed to mind that we didn't also have donuts or pastries.

You ought to have a Press Kit ready for reporters to pick up when they check in. Typically, this is a standard pocketed report folder (for a spiffy touch, I printed up gummed labels with the con logo and stuck them on the cover). As an example of what goes inside, the DEVENTION II (1981) Press Kit contained a copy of the Pocket Program, schedule of press room hours, press conferences, and biographies of the guests. (One bio refers to the Hugos as "the science fiction world's Oscars", which illustrates a good principle to remember: never assume the mundane Press will understand any of the fannish expressions you take for granted, without an explanation.)

Since you're giving these Press Kits away for free, you may not want to include a copy of the Program Book. I certainly didn't.

Unless you think you can spend all weekend in a room answering phone calls, handing out credentials, and handling the special requests of every news crew, you are going to want volunteers to help run the at-con business. You may also want to delegate specific departmental responsibilities. For Austin, I put together a staff comprising an Interview Coordinator, Programming Liaison, Masquerade Liaison, and a Liaison with each Guest-of-Honor. Is a separate Masquerade Liaison redundant? Depends. If your con is going to change the site of the Masquerade at the next-to-last moment, and have no arrangements for photography at the new location, you may be glad you appointed one.

I was given two beepers, by the way, and gave one to the Interview Coordinator. A pager is really quite handy, since reporters may come wandering in at any hour. Even if pagers do sometimes beep false alarms at the most inconvenient (not to mention intimate) moments.

As far as how to run the show once you actually get to the con site, I'm going to fall back on the guides Peggy Rae Pavlat developed for Chicon, which I adopted with very few modifications for the NASFiC:

## PRESS RELATIONS OPERATIONS MANUAL

### INTRODUCTION

The Press Relations Department is a part of the Administration Division of Chicon IV. The Division Manager is Larry Smith and the Assistant Division Manager is Ron Bounds.

The purpose of the Press Relations Department is to provide information and assistance to members of the press, protect members of Chicon who wish to avoid Press contact, help secure coverage where appropriate, and help the members of the Press to understand the nature of Science Fiction conventions, while letting them know the regulations for the convention and the reasons for these regulations, (e.g. no flash and no flood lights at the Masquerade Ball).

We should expect some members of the Press to arrive in Chicago by Tuesday or Wednesday. Phone calls for Press Relations can be



expected to come in at a rather chaotic pace as early as Monday. The time needed to handle the phone calls is enormous! One Press staff person should come early, whose function is primarily to talk to Press on the telephone and in person...we can expect at least a dozen Press members to show up in person by Wednesday at noon.

The Press Releases for the Press Kit should be drafted and edited before the convention. All drafts should be reviewed by at least two people and proofread by at least two people.

A general Press Release for the "mundane" Press will be sent out on or about August 1. Copies of the draft have been circulated to the Board, Press Relations staff, and department heads as deemed appropriate by Chicon.

#### WHEN YOU REACH THE HOTEL

When you reach the hotel, check in with Chicon IV. Ask the staff if Press Relations has moved into the Addams Room (on the third level of the Hyatt). If not, find out where Press Relations is working. In either case, leave us a message in my box at the Headquarters and then try to find us.

One of the very first assignments for each staff member will be to learn to navigate the Hyatt. With at least a semblance of assurance.

#### SIGNS REQUESTED

1. Interview in Progress  
Please Speak Gently
2. Press Room
3. Press Conference
4. Press Section  
Please observe safety rules  
(to protect the participants  
and the rest of the audience)

NO FLASH/NO FLOOD/NO STANDING

5. PRESS ROOM  
The Press Room is not open. If you will go to the information area (fill in location of information area here), the staff will help you answer your questions or contact us for you. We're sorry to make you wait.
6. PRESS RELATIONS STAFF WILL RETURN AT (there will be a clock face with this sign).

#### PHOTOGRAPHS

We have been able to get Jay Kay Klein's permission to use his photos of the GOH's, with the stipulation that the pictures are to be clearly marked to signify that they have been copyrighted by Jay Kay Klein and that they can be used only with appropriate credit. A rubber stamp to that effect has been made. When



stamping photos with rubber stamps, be very careful to let the ink dry before putting them into a pile.

## CREDENTIALS

We will plan to have 110 Press Kits. FYI, 104 press credentials were approved and picked up at Noreascon II. The process for granting credentials is as follows:

1. Look in the Press Credentials Requests Book. This book will contain all the correspondence regarding Press Credentials requests received before the convention and the Notice of Press Contact forms which will be filled out by the Chicon IV office staff before the con as well as by our own staff once the Press begin arriving at the convention. We will fill out one of these forms whenever we talk with a (new contact) member of the Press on the telephone or in person.

The last names of persons for whom credentials are requested is to be printed, clearly, in the upper right hand corner of the page. Pages should be three-hole punched and placed into the Black Book in alphabetical order. More than one request per organization is to be handled by writing the name of each (and all) of the approved persons on the face of the document and also by clearly printing the last names on the upper right hand corner. A separate Registration Form is to be filled out for each person. Unless specifically requested, give only one Press Kit per organization. (If requested, one per person is not prohibited.)

For clarity, let me repeat, look in the Press Credentials book to determine if the person has already requested Credentials (be sure to check in the black book - if the person's Credentials are light or nonexistent, we don't want to have to make the same decision several times!). If there is a letter or a Notice of Press Contact form in the Black Book, go on to Step Two; if there is no form or letter, fill out a "Notice of Press Contact" form. Fill out a registration form and a name tag for the person if credentials are approved.

2. Ask to see the person's Press Credentials. When in doubt, make a "common sense" decision; if unsure of what to do, ask someone else.

FYI: What do Credentials look like? When you give someone Credentials for the convention, what do you give them? Their own Credentials can be anything from a 4X5 laminated card which says "PRESS" and gives the name and address of the person requesting Credentials to a letter of authorization on the media's stationery, to press clippings with the person's byline. Freelance folks have the most problem coming up with Credentials, but most of the produce something official enough so that it shouldn't be a big problem (the type of material they show are letters requesting them to cover the Worldcon for a particular newspaper - with no actual guarantees that the paper will buy the final product).

When you give someone \*our\* Credentials, first ask them to "Read and Sign" the Credentials Agreement. Call the person's attention to the section at the bottom of the questionnaire which asks them



to check off events in which they are interested. Give them the membership card stamped PRESS (in a holder if they are entitled to a full, gratis membership).

3. Levels of Credentials - Full membership, gratis: obvious major media, i.e., Washington Post, Detroit Herald, L.A. Times, WCGG Radio, TV commercial stations, PBS, known national or regional magazines (NOT college press). (note: this last was exempted for Austin, where UT's newspaper, The Daily Texan, is a major paper, if not THE major paper)\*this also applies for Phoenix where the STATE PRESS at ASU sometimes supports conventions with good articles and has circulation daily over 10,000).

One day membership, gratis: less obvious, but still established working press, freelance with Credentials.

Pay: their choice of day or full membership: college press. Mark 20/75 as the code to tell other Press staff that these folks are to pay (\$20 is the price we'll have them pay if they are coming for only one day - if the Board of Chicon doesn't object when they read this operations manual - and \$75 is the price for an at-the-door full membership at Chicon IV). Full \*paid\* memberships are to be secured at the regular registration desks.

No Credentials: Fans looking for "a neat thing to do"; obvious flakes and not-so-obvious flakes; general circulation fanzines, and other people who are not legitimate members of the working press. (note that news fanzines, e.g. Locus, SF Chronicle, File 770, are eligible for credentials.)

Our records need to be accurate including addresses! Staff should (LEGIBLY) fill out at least one of the forms which require an address, rather than letting the individual fill out everything. In addition, we need the regular Registration Forms, which must always be filled out by our own staff.

4. If the person seeking \*our\* Credentials is represented in the Black Press Credentials Request Book, the Registration Form should already be completed. If Credentials are requested for a person who is not shown in the Black Book, then a "Notice of Press Contact" is to be made out as well as the Credentials Agreement. New people also need to have a Registration Form completed by staff for them. Also a name tag must be completed. The name tags for people in the Press Credentials Requests Book (whose Credentials have been approved - not those which have been questioned or disapproved, obviously) will be made up in advance. (It should be noted that we will need gophers who can type. The name tags will need to be typed, Press Releases will need to be typed, etc. Please remember that each of you has been requested to recruit two gophers for Press Relations at Chicon IV )

5. Full membership - they get a black and silver name tag holder with the "normal" color insert, stamped "PRESS". Day memberships get a clear badge holder and a name tag, stamped "PRESS" - the day of the week (E.G. Saturday), should be clearly marked on the name tag above the person's name.

A Press number is assigned, sequentially, and is placed in the lower right-hand corner of the Registration Form and of the name



tag (either Full or Day) and in the upper right-hand corner of "Notice of Press Contact" or letter of inquiry.

6. When the Credentials are actually issued and the name tags handed over, etc., mark "P.U." (Picked Up) or "pick up" and the date on the upper right-hand corner of the "notice of Press Contact" or the letter of inquiry, just above the Press Membership number.

7. Insert the name tag into the badge holder; if day membership, check carefully to be sure that "PRESS" is stamped on the name badge, that the Press Membership Number is clearly visible, and that the DAY of the membership is clear.

8. Take off one copy of the Registration Form and give it to the Press person as a receipt (even if no money is exchanged - if we can figure out how to negotiate it, Registration will handle all money for us).

9. During "quiet" moments, file the other copy (or copies) in alphabetical order in the Press Credentials Requests Book (they are to be inserted in the front of the Book as registration, for a person requesting Credentials, is completed).

10. Tell the person that they should be careful not to lose their badge holder, that if it is lost, there is nothing you can do, you MUST charge them for a replacement at the official replacement cost designated by chicon IV for all members.

11. Send them off with a Press Kit and a smile and friendly words (Hope you enjoy the Convention, Please let us know if there is anything we can do to help...Or, Press conferences will be posted (point where) as soon as they are set up, Or, Will I see you tonight at the Masquerade? etc.)

#### STAFF MEETINGS

The staff meetings will be from 11:00 am to noon, on Thursday (for all staff who are at Chicon IV), Friday, Saturday and Sunday. This is the one sacrosanct time! I have requested that our calls be held during this time (and I haven't been told "no", yet). We will have the callers told that we will return the calls at noon. After the meeting is over, Jane Wagner will get our messages and return calls or will designate someone else to do so. Ellen Franklin will check in with Bruce Weber at the Information Area to see if any Press have tried to contact us since we were last open. Ellen will then contact these folks or designate someone on the staff to contact them.

The Agenda for each meeting will probably be much the same each day: a run through of how that day's/evening's events will be handled from the point of view of our staff and the Press, then other issues which need to be addressed. For example, Jim Hudson will fill us in on how interviews will be arranged. Lisa Diercks will walk us through what will happen for the GoH Speech and Press Conference. Laurie Mann will similarly brief us on the Masquerade Ball arrangements and the Hugo Awards Ceremony on the respective days of these events.



And that's all she wrote. Needless to say, if you're only running a smaller local con, and don't expect a flock of reporters invading your turf at any one time, considerably less at-the-con organization will be required. All the same, if you do your job right, your con, fandom, and SF in general should be held in higher esteem by the Public. Then again, even if you do your job right, the Press may paint a picture of us as a horde of wild-eyed Spock worshipers; but who said the world is \*purfact\*?



reprinted from CON GAMES #4  
part of Article on Starting a Media Con  
written by Bruce Farr

Step 17. Start advertising. This is the most important thing for a convention. If people don't know you exist, they won't buy memberships. This is obvious until you have to start laying out the bucks for the fliers, ads, etc. But remember, if you don't spend it, you won't make it.

You don't have to wait until all the details are finalized to start advertising. Essentials (without getting down to too many niggling details) are: location (hotel or whatever's name and city/state), hotel room rates, address/phone to contact hotel for rooms, membership rates, table rates, dates, guests, and where to buy the memberships. You might consider a checkoff for costume contest entrants and art show entrants. Fliers should have a membership/dealers' table blank (unless tables are by invitation only). As more guests are confirmed, add them to the flier. If you're at an early stage of advertising with many guests invited and few confirmed, you might note guests you're still negotiating with (ie have been contacted and haven't rejected appearing) and note on the flier that they are not yet confirmed. However, don't dare do this without pulling old fliers and updating them as facts change. Never list someone who hasn't been contacted or has rejected appearing.

--Arrange with local bookstores or other locations frequented by your target audience to at least set out fliers. Some may even be willing to sell memberships for you (at no fee), especially if they're buying a dealer's table at the con. Check with the stores periodically and supply them with updated fliers.

--Closer to con dates, try to arrange a trade with whatever tv station(s) are showing con-related programs. They might be willing to trade the back cover or other part of the program book for some 30-second ad spots. The last 2 weeks, and especially the final week, are most critical for ads.

--Send con listings to magazines that list conventions. These include STARLOG, SF CHRONICLE, LOCUS, ISAAC ASIMOV'S, and SF Convention Register. Tell them the con name, address to contact, name of the con facility, hotel room rates & address/phone to contact, table & art show & membership rates, guests who are confirmed, and type of convention (eg Star Trek & Dr. Who, Dark Shadows, etc.). Update these listings as information changes. Allow at least 3 months lead time for listings to appear and for changes to be made. Magazine listings are free.

--Put up fliers on message boards in busy locations, especially in areas frequented by target audience. Be sure that you get permission wherever possible...otherwise you may have wasted your time and flier. A poster would be best to put up. Best of all is a poster with tear-off membership blanks (including the address to send the blank in to).



--See if you can borrow another area con's mailing list. Consider doing a bulk mailing to people who attend that con. Most cons won't release the list, though, in which case...

--Get in on a bulk mailing by other organizations to con attendees. For a lot lower a cost than doing it yourself you can send your fliers out with their mailings.

--Close to the convention (starting about 3 months out) you'd begin to send out Press Releases to local area magazines. Closer to the con dates you'd send PR's to weekly newspapers or supplements. Then, three weeks or two weeks out you'd send them out to tv, radio, and daily newspapers.



**CONFEDERATION'S POCKET PROGRAM**  
**reprinted from CON GAMES #4**

by John T. Sapienza, Jr.

The pocket program for LONE STAR CON, the 1985 NASFiC, was the most effective I had ever seen. I suggested that it would be a great format for ConFederation with just a few changes, and discovered I'd volunteered to do the design. [Amazing how that works.] I'm glad I did, it was a lot of fun and educational, too.

What makes the folded map method so wonderful is that you have a large surface area to work with, yet it can be opened and refolded back to present a small bundle to hold while you read it. This means that you have a lot more flexibility in putting things where they need to go without being as constrained by page layout limitations as in a conventional booklet. Thus, you can think of the program in terms of "pages" defined by the fold lines of the map and yet can overlap those page lines when you need to for stringing together text or maps.

We wanted the pocket program to be easy to figure out and easy to use. I think we succeeded pretty well, as I heard only a few complaints and a lot of happy comments. Still, there's always room for improvement in future designs, so I'd like to tell you the thinking that went into the design for future reference. The basic idea was to put things people needed to read first, and present other items in order of importance, to the extent the physical layout permitted.

Thus, the first thing you see is the front cover telling you the name, time and location of the convention, and the names of the principal guests. When you turn the program over, you find the major events listed by time and place. This is something I always like to find in a program because it is a major help upon arrival to read where things are without having to search all over the book for basic information. Putting it on the back cover means that you don't even have to open the book to check on those things everyone wants to know 100 times during a convention. We listed here every continuing function, such as the art show and registration, and certain major activities such as the opening and closing ceremonies, the guest of honor speeches, the masquerade, and the play.

The two notes pages were put in both because several people asked for them and because the layout made it convenient to do it. They were put where they went because the map format allows you to turn the program book inside out by folding the front cover over to face the back cover and thus exposing the notes pages in a way that you can write on them and stick the program in your pocket as it is. This was very handy during party time.

The Quick Schedule took up five "pages" on the map, which fooled me as I'd planned for only four. No problem, they just folded over to the next piece of the front of the map. This was designed to be the part of the pocket program you see when you



open the map the second time, after bypassing the notes pages. For most of the con, once you've decided what you want to see and checked off those items on the Quick Schedule, you needn't open the pocket program any more than this point. So this was the most convenient place to put this.

The hotel maps went directly above the Quick Schedule to make it easy to open the program and compare the room listed for a program item with the map so you can find it if you need help. The maps were supplied to us by the hotels, and simply pasted up for printing.

The dealer map and guide were prepared by Steve Francis, who ran the dealers' room. I might have left them out of the pocket program if I had known that Steve planned to run them off as a handout in the room, but we had room enough in the program so it wasn't a problem. There was some controversy over how to list the dealers, with Steve opting for listing the dealers themselves alphabetically rather than by company name. I'd have done it by company, but it was his show. (There is something to be said for taking the dealers' guide and the restaurant guide and making them a separate handout, however. It would free up space enough to allow you to print the rest of the pocket program in a slightly larger type size.)

The back of the 21" X 30" sheet was devoted to detailed program listings. We ended up putting the autographs as a separate table by force of circumstance. They were originally included in both the Quick Guide and the detailed program listings, but the Quick Guide overran its allotted space badly enough that we pulled out the autograph listings there. They looked so convenient as a table that we put them around on the back, despite the fact that they were also listed there within in the program. I liked the result, but whether someone will do it again is a matter of taste and the space available.

The film schedule was not included in the pocket program simply because we didn't receive it in time to try to fit it in. That was a good thing, actually, as the film schedule would have pressed us badly for space, and the separate handout that was done was very attractive on its own. (Possibly some thought could be given to consolidating the film schedule, dealers' guide, and restaurant guide as a separate booklet from the pocket program for future cons.)

I included a guide to using the pocket program at the bottom of the first notes page, and posted a longer explanation of the pocket program at the information booth, on Pat Mueller's advice. She had gotten considerable criticism of the LONE STAR CON pocket program from people expecting a conventional booklet. I agree with Pat's advice, as the format does take some getting used to. Any future con using the map format ought to try to offer some help to get fans over any initial puzzlement.

Aside from choosing the format, preparing a pocket program takes considerable preplanning. You need to estimate what material you need to include before you can choose from the resources



available to you. When we opted for the map format, for example, we made an assumption that we would not be using a significantly greater amount of lines than LONE STAR CON. This was not a good estimate, and we ended up both leaving out the movie listings and using smaller type to fit our program into the same amount of paper. This was not a serious problem, as we could always have left out the dealers guide and/or the restaurant guide to make space, but it does point out the need for thinking out what you plan to deliver.

You also need to think through the technology you plan to use in detail, and give it some experimental tries first. My plans to use desktop publishing, with us entering the data into a minicomputer and running it off on a sophisticated laser printer available on the job for one of the people in our group. That was wonderful, until he changed jobs and the equipment ceased to be available to us. Then we had to scramble, and ended up with a series of makeshift choices that in retrospect were not as good an example of good planning on my part as I would have preferred. We had the good fortune of having a friend of a friend turn out to be an Apple Macintosh software developer, with a Macintosh Plus and LaserWriter Plus outfit and all the software in the world. But we still spent two evenings and one entire night transferring the program data from the IBM computers we'd entered it into over to the Mac, and formatting the output line by line until it looked acceptable. Preplanning could have let us do that and still have more time for proofreading out some of the more creative typos.

LONE STAR CON entered their data into dBase II with printer codes done separately in a way I don't understand well enough to describe here, but which many readers probably can figure out from their own experience. Then it was sent by modem to the printer's computer and run off on that end. That method requires a dBase expert doing setup, however. In the future there will be many computers with desktop publishing capacity, as IBM has created an organization devoted to developing that for IBM products. I expect that DEC and other companies will have it on the job sites where they will be available to a lot of fans. And with the price of Macs dropping and the expected spread of that in lower price equipment such as the forthcoming Atari ST laser printer, we should see such capacity in the home as well as the office within a year or so. In short, what was difficult but possible for ConFederation's pocket program is likely to be widely available for future cons.

When making your plans to create a pocket program, check out what is currently actually available before trying it out. We had to get printed samples from two laser printer/computer combinations that were offered to us before we realized that they simply would not do the job that I had in mind for them. Similarly, don't accept someone's belief that a specific program is suitable for your needs without actually trying it out. We used Lotus 1-2-3 to enter the program because two people with computer experience assured us it would do the job. It was workable but a lot more effort to use than a good data base program would have been.



One thing that held us up in entering and then in manipulating program data was that we only had two computers that we could use at a time. Give some thought in choosing equipment as to how many people on your staff have access to that flavor of equipment and software. I will spare you the horror stories we went through carrying data on disks from an IBM AT to allegedly compatible computers and back again, but the mention of the problem should be sufficient reminder that your computers need to be able to work with each other, without compatibility messups. This whole subject needs to be thought through by people knowledgeable on computers to choose what will do the job, once the program head decides on the results that equipment is expected to produce.

One of the people who greatly affects what is possible is your printer. So it is important to find a printer as early as you can. Which means deciding on the size and format of the project, and then trying all the printers in your area to find out who can actually do that kind of printing and who will do it for the most reasonable combination of cost and service. The printer ought to be near enough so that a responsible person on the staff can go in and speak with the printer regularly. Access to the printer can be critical, in the days when you got something typeset and had to go through proof copies and make corrections. With desktop publishing you do your printing and corrections on your own, and hand the resulting ready copy in for pasteup and printing. But it is still better to use a local printer than take a chance on having your programs shipped off to the Twilight Zone.

We chose to do the preparation in the D.C. area, and then ship it by express mail down to Atlanta for pasteup and printing. When I mailed the pieces to Don Cook, I included the data on a Macintosh disk as well, to allow him a backup if necessary. Samanda Jeude used the disk to create the large print version of the pocket program for the benefit of the visually impaired, which is another example of the flexibility of doing this ourselves via desktop publishing techniques.

[After having seen and used the various versions of the map versions of Pocket Programs, single day-by-day sheets, and notepad versions, I've decided that I like the notepad version myself the best. No folding and refolding, things stay in the same place as you remember them as being, and things progress in a logical, linear fashion. This version needs no operating manual. However, I've rarely seen this version done - I most recently saw it done well at Nashville's 1987 World Fantasy Convention and was quite impressed. But I've never been smart enough to do that version myself when doing a pocket program, however.]



PROS AND CONCOMS  
OR  
"NEVER THE TWAIN SHALL MEET"  
reprinted from CON GAMES #4

by Jennifer Roberson

[Jennifer Roberson is an author who was our SFWA Liaison for the Phoenix 1987 NASFiC. We have discussed this subject in depth and it's a fairly hot topic with SFWA presently.]

One of the tasks facing every con committee is deciding whom to invite as a participant. Authors, artists, and other related media stars all add various degrees of "fame" to the proceedings; certainly those with well-known names serve to sell memberships or interest regular attendees in specific panels and other entertainments. But dealing with the pros is sometimes a matter for delicate diplomacy. Some of them are arrogant, egocentric, demanding. Some are soft-spoken and shy. Others are genuine joys. But one thing they all have in common is a desire for compensation in excess of a free membership.

Why? Because airfare, gas, food and rooms cost pros the same amount as everyone else. Yet if the pro is a participant, he is allowing the con to use his name in all publicity, even if only at-con. This takes him out of the realm of Everyman and plops him firmly down on the side of public relations. He is now doing a job, odd as it sounds; a pro's name is established over many years of hard work, and is legally worth compensation for providing a service. (Yes, there is legal precedent; countless suits have been brought against those who have used names and likenesses without permission in pursuit of profit.)

Another reason exists. Most pros, with several spectacular exceptions, don't make a lot of money. (Statistics show most authors earn less than \$5,000 a year from writing.) And they have the same financial responsibilities as anyone else. Therefore they must weigh the decision to attend on several counts, not the least of which is the age-old question: "How much is this going to cost me?" Too often that cost is too high, and the pro sends along his regrets.

Some argue the pro can deduct con expenses from his taxes while the fan can't, and therefore is undeserving of compensation in excess of a membership. Aside from the fact tax laws have changed, it's unarguable that those deductions come at the end of the year, not on the spot; ready cash is hard to come by (royalties are paid twice a year, not twice a month), and cons are expensive. [Also, tax savings will usually, at most, amount to half the amount of money expended by the potential con guest, therefore resulting in a net cash loss of 50 per cent or more.]

For obvious reason, concons must adhere to a budget. Often, there is no money to compensate pros for expenses incurred except



the guests of honor. Pros know this, for the most part. And, for the most part, are willing to overlook the lack of compensation in exchange for the publicity and enjoyment. But concons should be aware that this arrangement should never be taken for granted, or abused. (Backyard pros often suffer overexposure at local/regional cons, and are rarely compensated even when they are publicized as special guests; this isn't fair.)

It seems unlikely this ongoing conflict will ever be resolved. But there may be a way to enable pros and concons to maintain dignity and decorum while also maintaining a budget.

#### SUGGESTIONS

- 1) Write prospective participants personally. If you really want so-and-so to participate, don't just send a flier.
- 2) Detail what compensation is offered. Be explicit. If only a membership is offered, say so. Don't make the pro assume; he may be incorrect. If more than a membership is offered, say that, too. Let him make advance plans even as does the committee.
- 3) Estimate the number of prospective attendees based on past attendance records. If it's a small, intimate con, the budget will be commensurate and the pro will understand. If it's a large regional con, a NASFiC or a Worldcon, pros might expect reimbursement after-the-fact. State if this is a possibility; say no if it is not.
- 4) Be straightforward in saying what you expect of the pro. If he is meant to be a participant, say so, and tell him what you would like him to do by way of panels, exhibitions, readings, autographings, contest judging, appearances in the ConSuite, etc. If he is meant to be a featured guest, be clear in explaining how the appellation is to be used. (Name on fliers, in progress reports, in all PR releases?)
- 5) To make it easier on programming and publicity, give the pro a deadline by which he must respond. (Prestamped postcards are wonderful, especially if all the pro has to do is check something off.) If he does not respond in time, don't plan on turning him away when he shows up at the con, but don't publicize him either.
- 6) Institute and execute a clear and binding policy concerning at-door memberships for unexpected pros. Make no exceptions based on relative (and subjective) importance, or risk charges of discrimination. State this policy in the original invitation and in all progress reports.
- 7) Never assume a backyard pro will attend. Contact him as you would a pro who lives out of town. Never use his name in publicity unless you know he plans to attend.



8) Mention scheduled parties and extend invitations. Pros are like anybody else; they're uncomfortable poking their heads into a room full of strangers when unsure of a welcome. And unless specifically invited, most are unlikely to attend.

9) Never assume a pro guest has made meal plans. While it is true most pros tend to stick together (so do committee members), many times at smaller cons they are left to fend for themselves. Don't hold them by the hand, but indicate some interest.

10) Large and/or regional cons are particularly encouraged, whenever possible, to provide a complimentary suite for members of the Science Fiction Writers of America (SFWA) for private use. Much more than a hideaway or "party room", the SFWA Suite provides SFWA members their guests an opportunity to relax out of the mainstream as well as to conduct personal and industry business.

11) If possible, large cons should ask a local SFWA member to act as SFWA Liaison. Nearly all authors belong to this organization; complaints and other communications can be more easily facilitated through a single individual. But be specific in outlining the responsibilities of the position. (if the con is art-oriented, do the same with the artists' organization.)

Many cons may already utilize all or most of these suggestions, but they all bear repeating. Remember that many pros are rookies, with no con experience. Many are jaded old-timers who can relate incredible horror stories.

Don't give either of them cause to start any more.

(This article is the author's opinion, not the product of any specific organization.)

[I would like to add a word or two as well. I've been Programming head at several conventions - including WesterCon and World Fantasy Convention and a small, local con - and have tried to do most of what's listed and at times failed to do some items. I think that this is an excellent list and bears memorizing if you're responsible for doing the Program.

Also, remember ASFA, the artists' organization. They also deserve consideration towards a suite at larger cons since so many of their members are involved in the Program and art show.

I've often heard and have felt myself that giving SFWA a comp suite/rooms was favoritism and pampering the group. Now come on, don't be shy, I've heard that opinion from many people out there over the years. However, the fact is that SFWA is not at all wealthy and can't afford to pay for their own space and food that often. And cons in fact don't do a whole lot for authors, who invest a lot of personal time and money to attend cons. The least we can do is give them a place to relax and "get away" for



a while, to party, do business, or whatever. Of course, we're talking here about larger cons that have a sufficient budget.

The only difficulty I personally have, after having thought the matter over and talked it over with Jennifer and others, is that authors tend to disappear at most cons. And the SFWA Suite is a good place for them to disappear to. On the other hand, if people were more willing to talk to authors, buy them dinner or a drink, and socialize with the author, then perhaps they would appear rather than disappear. Realize that I've rarely seen an author turn down dinner when you offer to buy (yes, indeed, most are poor and would like to meet their fans as well) and I don't believe I've ever seen one turn down an offer to buy them a drink.]



THE FOLLOWING CONSTITUTES AN ISSUE  
OF STICKY ISSUES, THE COMMITTEE  
NEWSLETTER FOR THE 1987 NASFIC, "CACTUSCON"

This is reprinted with text only  
and not in the format originally used...  
editor for this issue was Eric Hanson-  
production by Bruce Farr and Margaret Grady-  
most items written by Bruce Farr except where otherwise credited

CACTUSCON COMMITTEE AND STAFF  
5/16/87

CHAIRMAN DIVISION

**BRUCE FARR**.....DIVISION HEAD  
**BRUCE FARR**.....CHAIRMAN  
**RANDY RAU**.....CHIEF OF STAFF  
**MARGARET GRADY**.....CHAIRMAN'S GOFER  
**KIM FARR, Jeff George**.....PRE-CON OFFICE  
**BEN YALOW**.....SITE SELECTION

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& Tara Wempe, Eleanor Miller, Monika Koops, Pam Allan,  
Vickie Edwards.....REGISTRATION  
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**JEAN GODDIN, VINCENT KRENCIUS**.....COMPUTER ROOM  
**JIM CRYER, WAYNE WEST, DAVE STORCK, Joe Nothern, Jose Roldan,**  
Mike Lampe, Vince Reynolds, Gene Bennett\*.....FILMS  
**MIKE MANSFIELD, CHUCK & TASHA CADY, Mary Curry, Rikki**  
Winters.....CHILDRENS' PROGRAMMING

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Greg Barrett, Hop David, Rena Weber, Dineh Torres, Mary White,  
Shea Mandel, Larry Prolesch, Barry Zeiger, Jennifer Jumper, Tom  
Endry, Erin McKee, Patti Duffield, R. Merrill Bollerud, John  
Cagwin, Jim Daniels, Linda Daniels, Sherry Watson, Marion  
Holquin, Paul Guirguis, Lawrence & Darla Tagrin, joan hanke-  
woods.....ART SHOW



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HAYES, Peggy Greer, Michael Pell, Valerie Richardson, Will  
Brainard, Helen Oxford, D. M. Spector, Richard Campbell II,



Helen Scott, Robert Osman, Terry Karney, Diane Lee Myers, Terry Buyers, Peggy Greer, David Foster, Bruce Wiley, Peggy Wiley, Molly Hildebrand, Eric Guy, Kurt Eldridge, Tommie McDaniel, Charles Englestead.....COMMUNICATIONS AND COORDINATION  
 Sharon Newman, Peggy Wiley, Terri Birmingham, Jessica Edwards  
 .....MEDICAL INFO  
**RANDY RYE**, STEVE ALBANY (Database), Jeanne Gould, Susie Romero.....INFORMATION DESK  
 JIM DU VAL.....RESTAURANT GUIDE  
**EILEEN PHILLIPS**.....C&C OFFICE  
**DAVE MUNTER**, TIM VAN WESTRIENEN, MIKE MORRISON, Mike Duckett, Teresa Applegate, Steve Chenevoy, John Pritchard....LOGISTICS  
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 .....HANDICAPPED ACCESS  
**SAM STUBBS**, JOE BILEK, SHAROLYN SLAKER, ANITA BILEK  
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 ERIC HANSON.....COMMITTEE NEWSLETTER  
 ANDY COHEN.....HAL CLEMENT BOOK  
**DONNA HOGGE**, PATTI GOODWIN, Margie Pina, Irven Holt....PUBLICITY  
**BARRY BARD**.....BUSINESS LIAISON

**CODE: COMMITTEE DEPARTMENT HEAD, COMMITTEE ASSISTANT, Staff**  
 (note that some people have multiple assignments)

\* Means assigned, awaiting confirmation

UNASSIGNED VOLUNTEERS:

Rodney Audin, Diane Behner, Karen Biggs, John Bonnell, Denise Braley, Karen Bristow, Mike Campian, David Chaplin, Ivan Clark, Pamela Clark, Susan Clark, Robin Collins, Charles Coons, Phyllis Crecelius, Linda DePew, Sean Dunham, Steffany Ernst, Leslie Fish, Tim Greeley, Scott Greer, Jerry Hanna, Bettye Hardin, Rebecca Hardin, Bruce Hazel, Howard Heid, Heather Holmes, Sharan Hoyle, Dave Jackson, Shona Jackson, Susan G. Johnson, John Jordan, Kathryn Kane, Michele Kurce, Donna Luke, Ellen McCrea, Karen E. B. McCue, Maryeileen McKersie, Rynda Meador, K. Meschke, Doug Meyers, Cindy Neilson, Wayne Neilson, Carolyn Nelson, Jennifer Nerat, Kathy Nerat, Ona Papageorgiou, Michael Parker, Laura Patterson, Thaddeus W. Plate, William Rieser II, Norma Rieser, Ronald Ritchie, Anthony Romano, Scott Skinner, Cyndy Smith, Steve Snyder, G. K. Sprinkle, Sheri L. Taylor, Scott Terdine, Kit Townsend, Michael Wallis, Beth Ward, Steven Whitmore, Phillip Wilkins, Linda Williams, Renee Williams, Bill Winters, and Mark Yturalde.

Totals (people, not positions):

Committee...all levels	101
Staff	144
Unassigned	68
Total	<u>313</u>



(this may sound like a lot of people, but we'll need Volunteers, Committee, and Staff totaling about 400 for the convention)

I want to add my thanks to all of you who have volunteered to help with the convention!

Sincerely,

(signed)  
Bruce Farr  
Minor Deity and Chair

#### MOVING?

We receive address changes from the U.S. Post Office with each issue of STICKY ISSUES. In fact, about 16 with the last issue!

If you're moving, please send us your new address. Getting an address correction costs us \$.22 each time and results in your not getting that issue of STICKY ISSUES. This gets more important as CactusCon approaches, as you may miss critical info about your at-con job.

So, please send us your new address and phone number if you are moving! Thank you.



## CONVENTION POSITION ASSIGNMENTS

68 of us are not yet assigned to a department. If you'd prefer, you're welcome to work in Volunteers to be assigned as needed during the convention (we'll need **many** people in this category throughout the convention). This work is quite important, but we'd first like to be sure that's where you want to be assigned.

If Volunteers department is not where you want to be assigned, or if you're currently assigned to a department and it's not the department you'd prefer, please let us know. The following questionnaire is to help us assign you where you'd like to volunteer.

NAME: \_\_\_\_\_

PRESENT ASSIGNMENT: \_\_\_\_\_ (or UNASSIGNED)

PREFERRED ASSIGNMENT: \_\_\_\_\_

PRIOR EXPERIENCE IN PREFERRED AREA: \_\_\_\_\_

OTHER CONVENTION (OR RELATED) EXPERIENCE: \_\_\_\_\_

\_\_\_\_\_  
Lack of experience in your preferred area does not necessarily disqualify you to work that area. Obviously, it does disqualify you for a few technical areas, however.

I WON'T BE ABLE TO ATTEND: \_\_\_\_\_  
We'll remove you from the Volunteer file.

I'M NOT POSITIVE I'LL BE ABLE TO ATTEND: \_\_\_\_\_  
We'll keep you on the list, but will arrange backup personnel.

I WON'T BE ABLE TO WORK THE CONVENTION: \_\_\_\_\_  
In case you're overcommitted, burned out, or decided you just want a rest. We realize that some people change their minds, and we'd prefer to know before you arrive at the convention!

Please send to:

1987 NASFIC "CACTUSCON"  
ATTN: KEN LEMONS, VOLUNTEERS  
P. O. BOX 27201  
TEMPE, AZ 85282

## VOLUNTEER QUESTIONS/ANSWERS

by Bruce Farr

1) Memberships for all Committee members are complimentary. If you are in doubt whether an unfilled position is considered Committee, ask your superior. Committee members are noted as **CAPS IN BOLD** or NON-CAPS in the Committee and Volunteer list elsewhere in this STICKY ISSUES.

2) Volunteers (ie non-Committee) are asked to purchase memberships, though we hope to refund your membership (and possibly also reimburse a portion of your other convention expenses) if funds remain after the convention. All Committee and volunteers will have access to the Staff Lounge or Pro and Committee Lounge during the convention. We are also working on visits to the Gofer Hole by Pros during the convention as a bonus for volunteers. We also hope to provide special volunteer t-shirts to all volunteers.

3) If you want reimbursement for an expense, make sure it's authorized and in the scope of your job area. If in doubt, check with Bruce Farr. Be sure to get a receipt. Contact Bob Alongi, Treasury Assistant, for reimbursement.

4) Those listed as "Unassigned Volunteers" will be assigned to work for "Volunteers" department and assigned to help as needed at the con. While we need a lot of people to be available in this capacity, if you prefer being assigned to a particular department, let us know. Either contact the person in charge of the department or contact Ken Lemons of Volunteers. Also, let us know your prior convention volunteer experience.

5) **COMMITTEE MEMBERS!!** If you need additional Staff for your area, take a look at the Unassigned Volunteers list. Make use of these people soon, or lose them to someone else. Let Ken Lemons (602-921-0653) know your needs and be certain to confer with the volunteer as well. Also, this Committee and Staff listing is issued to update you on people added to your department's Staff. We don't always remember to consult with you first, so look over the list as it now stands. If there's someone now listed you don't know or might not want as part of your staff, please let Ken Lemons know.

## ISSUES OF THE MOMENT

by Bruce Farr

Several important issues are presently being considered by all of us:



1) We presently plan to serve alcoholic beverages in the Convention Hospitality Suite. We feel that we can undergo the risk since we are having a hotel bartender serve the liquor. If this will permit us to escape liability, then we'll do that no matter what the added cost (we'd have to buy liquor from the hotel at a grossly inflated price).

2) Our present policy is to allow peace-bonded, non-projectile weapons everywhere but the Hilton. The Hilton may allow PBNPW as well since they recently changed management.

3) We will not be able to pay guest expenses, other than to give them a complimentary membership. Exceptions are being made for GOH's and possibly a few others where only travel/room/per diem are being paid.

#### **GENERAL INFORMATION ABOUT CACTUSCON**

**by Bruce Farr**

The official name of this convention is CactusCon, The 1987 North American Science Fiction Convention. Checks etc. can be made out to 1987 NASFiC or CactusCon.

We are aiming for an attendance figure of 5000 for advertising and planning purposes. This means that we're gearing up for heavy advertising to meet our goal. At least 3000 is needed to properly use the Plaza. Our breakeven point presently is holding at membership of about 2400.

We have almost 1300 hotel rooms available for the convention. The hotel room rates range from just over \$42.00 at one hotel and up to just over \$60.00 with \$58.00 being the average room rate. We have rooms blocked at the San Carlos, Adams Hilton (formerly Adams or Phoenix Hilton), Hyatt Regency, and Heritage (formerly Downtown Ramada) Hotels. We also have all of hotel function space reserved and the Hyatt is the Headquarters and Party Hotel. The Visitors Bureau will handle room reservations, which will be made from forms included in Progress Report 3. Do not count on the convention reserving space for you unless the Hotel Liaison, Sam Stubbs, has indicated that we will.

The official convention dates are from September 3-7, 1987 (Thursday through Monday over Labor Day Weekend). Activities begin on Wednesday, September 2, 1987 with setup and Pre-Registration, video, and Con Suite. Dealers' Room and Art Show open at noon on Thursday, September 3, 1987. Last Art Auction is on Monday, September 7 as well as the final day of the Dealers' Room.

CactusCon is sponsored by the Central Arizona Speculative Fiction Society, an IRS-recognised 501(c)3 non-profit corporation.

## CONVENTION MEETINGS

The next convention meeting will be held at the Phoenix Hilton in downtown Phoenix, Navajo Room on the second floor, at 7pm on June 14, 1987. There will also be a question/answer session and presentation for CactusCon at LepreCon this June 5-7, 1987 (during the "upcoming conventions" panel), as well as memberships on sale through the con's memberships/registration desk for \$40.00...the last time before the increase to \$50.00.

Since we've gone to the Division Head system of organization now for our convention, we're holding biweekly D.H. meetings (which were temporarily suspended due to weekly subcommittee meetings - which have now been concluded). These meetings are not meant to in any way replace the Committee meetings, but are rather to supplement them and help coordinate the activities within the Divisions. Contact your D.H. if you wish to attend one of those meetings. Since relatively few people are involved, they won't be announced through Sticky Issues.

The next issue of STICKY ISSUES will also announce the schedule for subcommittee meetings. These will recommence in late June or July and will continue through the convention. They'll be meetings, primarily, of departments within a particular division.

**HOTEL/PLAZA TOURS** are concluded for now, except for one that will occur about a month out of the convention. If you have particular questions, please call Sam Stubbs at 838-6873.

Trademark notice: "World Science Fiction Society", "WSFS", "World Science Fiction Convention", "Worldcon", "Science Fiction Achievement Award", "Hugo Award", and "NASFiC" are service marks of the World Science Fiction Society, an unincorporated literary society...This notice is required on all publications using any of the preceding "" items.

### PARTICIPANTS PRESENTLY CONFIRMED FOR THE PROGRAM INCLUDE:

Robert Adams	Hal Clement	Sherry M. Gottlieb
Pamela Adams	Rick Cook	David Govaker, M.D.
David Ammerman	John Dalmas	Sharon Green
David Lee Anderson	Ray Dettling	Alan Gutierrez
Sharon Baker	Stephen R. Donaldson	Stanley Hainer
Claire L. Bell	Carole Nelson Douglas	Mary Hanson-Roberts
Joe Bethancourt	Pamela M. Dupuy	Scott D. Haring
Karen Boehler	M. Coleman Eastman	David M. Harris
P. D. Breeding	Paul Edward	Keith Hensen
Edward Bryant	George Alec Effinger	Hugh Hixon
Reggie Byers	Marjii Ellers	Susan Honeck
Pat Cadigan	Kandy Fong	Vernon Hyles
David Cherry	Jan Sherrell Gephardt	Dean Ing
Rob Chilson	David Gerrold	Steve Jackson



Richard Pini  
Blake Powers  
Byron Preiss  
David T. Puddlewitts  
Joshua Quagmire  
Joel Richards  
Jennifer Roberson  
Mark E. Rogers  
Karen Romstadt  
Warron Salomon  
Julius Schwartz  
David Schow  
Kevin Seymour  
Lewis Shiner  
Dave Smeds  
Wendy Snow-Lang  
G. Harry Stine  
Shirley Stirling  
John E. Stith  
Greg Swan  
Sydney Joyce Van Scyoc  
Ray Van de Walker  
Howard Waldrop  
Jack Williamson  
William Wu  
Tom Zane

Jay Kay Klein  
Dana Kramer-Rolls  
Charles J. Lang  
Joe R. Lansdale  
Bob Laurent  
Jacqueline Lichtenberg  
Carl Lundgren  
Ricia Mainhardt  
Christine Mansfield  
Lynn Marron  
Julian May  
Bruce McAllister  
Michael A. McCollum  
Lynette Meserole  
Chris Miller  
Betsy Mitchell  
Jeff Moore  
Real Musgrave  
Leslie Nelson  
Larry Niven  
Mark O'Green  
James R. Odbert  
Betty Carpenter Odbert  
Pat Ortega  
Gerald Pearce  
Luise Perenne

#### **PEARL DIVERS WANTED, INQUIRE WITHIN**

Included in this issue is a list of all committee positions and all volunteers. Many of you have already been placed in areas for the convention, but we still have many unassigned volunteers. All unassigned volunteers will soon be assigned to departments or to Volunteers department itself based on the need of those departments.

Please look to see where you are on the list. If you have volunteered for a specific area and you are listed as unassigned, please contact your department head right away. If you are unassigned and would like to work in a certain area, please contact Ken Lemons (see address/phone list enclosed) with your preference of areas or else complete and send in the enclosed form.

#### **NASFiC WORKERS UNITE!**

...to join together again to help put on the Phoenix 1988 WesterCon. As most of you know, Phoenix is also the site of the WesterCon 41. We hope you will enjoy working on the NASFiC so much that you will also help put on WesterCon.

There are lots of jobs that need to be done and we of the WesterCon Committee hope that you will all help us out. We know that most of us are concentrating on NASFiC right now, but keep in mind that WesterCon follows in less than one year.

Please let us know what you would like to do on WesterCon so we can assign you to the area you'd like to work. Contact Terry Gish at (602) 839-2543 if you want to help us over the July 4th weekend in 1988.

### COMMITTEE MEETING NOTES

by Bruce Farr

The April 26, 1987 meeting at the Hyatt and the meetings held during Fan Gathering continued our progress toward a successful NASFiC. All departments now are on track with goals being met. STICKY ISSUES will recap information from Committee and Division Head meetings that take place within the time frame of each issue (along with updated info not available as of the meeting date). For those departments we haven't heard from, we'll just have to make something up. So there.

BEN YALOW was at the April 24-26 Fan Gathering at Bruce Farr's behest to advise us where we wanted advice and to generally help out. Ben wanted to point out that he was giving his opinions as what he's found from his own experience, but that it's naturally your own responsibility to decide whether you take that advice. Even with Ben's 100-plus convention experience, he doesn't know all the answers...just some things he's seen that don't work. If you have a questions for him, he's available to talk it over with you.

ART SHOW reports that over 200 of 400 4'X4' panels presently planned have been sold as well as half of the 3D art space. Rules and entry blanks were mailed to artists who've attended past Phoenix, WesterCon, and the 1986 Worldcon (in Atlanta) Art Show. Space in the Show should sell out well in advance of the convention. Terry Gish is also working out a possible trade for the San Diego ComicCon to buy the extra art show panels that will have to be constructed, which will save everyone having to truck the CASFS panels out to ComicCon again. The Art Show will be open late on Friday night of the convention so that people working on CactusCon and Dealers can take a tour about. It probably will be from 9pm-11pm.

HOTEL LIAISON conducted a walkthrough of the Civic Plaza and hotels on April 26. About 24 attended, giving everyone one of the last looks we'll have pre-con. A hotel/Plaza fact sheet was mailed out with the last issue of STICKY ISSUES...an updated version will go out with the June (next) issue.



GAMING PROGRAM's chief, Don Harrington, reports that CactusCon will also host Reality Simulation's national tournament. We expect that this will boost total memberships by 50-200 memberships, net. They will share the use of one of the 1,000 square foot meeting rooms on the second floor of the Hilton. A total of seven gaming companies will be participating in the convention by either being there or donating prizes for tournaments.

SIGNS are presently being crafted by the artist Sherlock. The designer of our convention cactus-figure logo, Larry Warner, is acting as liaison between ourselves and herself. Everyone is asked to submit needs for at-con signs ASAP so that Sherlock doesn't have to do everything last second. Sherry Ann Watson (who is Sherlock) will also be at the con (working Art Show), so she'll be able to do a few replacement signs, if needed. Following the con the signs will be for sale at auction...at the Austin NASFiC in 1985 (she did their signs, too) her signs were sold for over \$1,000. Those of you attending that con know why they sold so well...she did a wonderful job on the illos on each sign so that they helped liven up the rest of the con. Get sign requests to Kandy Fong of Setup and Scheduling (address in the ConCom list).

FILMS is now putting together their list for the con now that the 1987 catalogs are out. It's being coordinated with VIDEO so that they won't duplicate effort. They're also in the process of working with LucasFilms to show the Star Wars Trilogy as part of our 10-year Star Wars Anniversary celebration.

DANCE PROGRAM plans at least four dances, including the Baen Books dance and two Regency dances. San Diego fan Robin Doig, who is in charge of the DP, attended the meeting to give her report and generally lifted the spirits of the Chairman by just being there.

CHILDREN'S PROGRAM is planning on using professional Sitters to watch children through 3 years of age. Department Assistants Chuck and Tasha Cady are using a company that has worked with the Phoenix Hilton, site of the CP, before. Members and Staff will be entitled to 7 hours of CP for children under 4 with the \$10 CP membership. Each hour over that is presently planned to be \$1.50 per hour. Children over 3 will be in the regular CP, which will only require the \$10 CP membership or the half-price regular memberships for 12 and under. We're having to charge because the cost of the professionals (who are needed because of liability and required care considerations) is estimated at \$1,000 for the presently planned hours and coverage. Hours that Mike Mansfield, department head for CP, plans are 9:30am to midnight.

PROGRAM development, reports Doreen Webbert, is proceeding smoothly. The plan is to have 6 tracks of Main Program at the Plaza during the day. Each will be 1-1/2 hours per time slot with panelists having the option of using 75 minutes per panel

maximum. Or less if they prefer to stay under 1 hour. 3 of the tracks will start at 10am with the other 3 starting at 11am. This cuts down on the number of people needed to man the department, reduces crowds in the Green Room, while still allowing people to jump tracks relatively easily with missing a minimum of events. Those finding themselves with a few minutes on their hands will only need to step a few feet away to get to the Dealers' Room, Costume Display room, Exhibit Hall, Art Show, food vendors, info desk, etc. etc. We're pretty darned sure that people won't be too bored for too long when they see all they can choose from!

TRIVIA BOWL will be held, as presently planned, on Thursday through Sunday afternoons from 4pm to 6pm at the Civic Plaza. Doug Cosper is happily delving through 1920's issues of Weird Tales to find his easier questions.

OPERATIONS/COMMUNICATIONS AND COORDINATION is being run similar to recent Worldcons where the department acts more as friendly helpers than storm troopers. This last Fan Gathering we had a number of discussions in this area. Therefore, there will be only 4 people working as Rovers during the day with radios. Door sitters, of which there will be very few (probably at the Plaza Hall B only) will work through Volunteers. In addition, up to three people will be on duty each shift roaming about to check for badges at the Hotels and the Plaza. Keith Williams of L.A., who is in charge of Communications and Coordination, is in the process of doing some position assignments for his department. Eileen Phillips, who is a shift supervisor in C&C as well as in charge of the C&C Office, is arranging with everyone to gather a list of needed Office Supplies for the convention. A list was sent out in the last STICKY ISSUES...if you haven't sent in your list yet, shame on you!

COMPUTER ROOM has had a person appointed to coordinate the room. Jean Goddin is in charge with Vincent Krencius as her assistant. The room will be in the Hilton, Lower Level. Hours are expected to be from 10am to 10pm with an option for running longer hours. She will need 6 assistants so that 2 can work per 4-hour shift.

MEMBERSHIPS now stand at 1492. Our next large mailing, to be done by mid-June, will be to 10,000 attendees of past regional and national cons and a further 10,000 SF Book Club members. This should further give our membership a big boost. Clif Baird has continued keeping our database caught up and is now updating the files from the results of PR 3. Starting in May we will be designing and producing our badges for use at-con. We'll be using a strap and clip with a laminated badge, similar to CopperCon and LepreCon. This way we can prepare the badges as memberships come in so that there's no last second crunch...just a lot of laminating. Our badge design will most likely be rather simple with lines suggesting a mountain scape, sun, and a spaceship-like cactus blasting off. We'll be buying a large number of badges (25,000) in concert with several other conventions to get a large price break.



TREASURY is proceeding smoothly. However, our budget isn't doing as well, which is why we recently cut about \$20,000 out of the upper-end budget. Copies of this latest budget was send out to the 36 first-level ConCom members in February. We presently have about \$22,000 in the bank, which has many homes come the convention. Fortunately, we stand to take in at least another \$50,000 in memberships (we estimate) and have many other revenue sources. Our best analysis of our situation is that many of the people who tend to buy memberships in advance of the convention are planning on going to England. This has reduced our advance sales and is compressing memberships purchased towards the at-door dates. This is borne out by the last several years of local Phoenix cons where we have been almost doubling the numbers of advance memberships at the door. Bob Alongi, assistant to Treasurer Mark Christensen, is working on Financial Statements, which are due out within two months. (Bruce Farr, who is by trade an accountant and does the FS for most Phoenix cons these days, is too busy to do anything more than update the budget because of his other responsibilities) We'll be publishing a financial statement in PR 4, just prior to the con, and in an anticipated post-con PR. Fortunately for the financial security of the con, CASFS has fairly substantial financial resources and can withstand any foreseeable deficit...though Bruce is committed (and probably should be, at that) to ensuring that there will be no net loss.

SFWA SUITE has been established as the evening hours use of the Pro & Committee Lounge (not to be confused with the Volunteer Lounge, aka the Gopher Hole). The P&C Lounge shuts down around 6pm, then reopens at 7pm as the SFWA Suite. It's then dedicated to SFWA (Science Fiction Writers of America) until 9am, when the P&C Lounge reopens. Author Steven Gould will host the lounge for SFWA. He's also looking for people to volunteer to assist him during the SFWA Suite hours. Local author Jennifer Roberson, CactusCon's SFWA Liaison, is working out details with SFWA and Steve Gould.

HOSPITALITY SUITE, PRO & COMMITTEE LOUNGE, AND STAFF LOUNGE (Gopher Hole) are in the process of putting together shopping lists for the convention and have already bought some of the food. If you have particular wants and needs, be sure to contact Julie Douglas for Hospitality and M. R. "Hilde" Hildebrand for P&C Lounge and Staff Lounge. We are able to bring food and beverages into the Con Office (Hyatt 2nd Floor), so we'll have food and drink available for volunteers after the Staff Lounge shuts down late at night.

PRE-CON OFFICE. Jeff George has volunteered to assist the Pre-Con Office. His assistance is greatly appreciated. He's answering information requests and is making information copeis for distribution to other ConCom members.

DEALERS ROOM is, of course, sold out. And still is. And Franco is still dead.

THE TRADE SHOW has been merged with the regular EXHIBIT HALL and the DEALERS ROOM. There wasn't sufficient response, as confirmed by Business Liaison Barry Bard, to justify a separate day event. Space will be sold and special passes given to those attending for that purpose. Booth space is still being sold out of the Exhibit Hall and Dealers Room.

AT-CON NEWSLETTER (tentatively dubbed THE CACTUS CLIPPER) is being edited by Pat Mueller (a former Phoenix Phan, she now lives deep in the heart of Texas). Pat is also editor of what I consider to be the best fan newszine around, THE TEXAS SF ENQUIRER. We're presently proposing to Pat to have 1 issue each day on Wednesday, Thursday, Sunday, and Monday and 2 issues a day on Friday and Saturday with a print run of about 3000. The issues will be a different color each day to avoid confusion. We'll be trying out using a MacIntosh computer with a laser writer to produce copy and a high-speed copier to reproduce it. Dropoff points will be at the hotels and Civic Plaza. We feel that this will make issues come out more timely and give a better result than others we've seen (not to mention making it easier on Pat...she looks good covered in ink, but she probably would prefer to avoid it).

PUBLICITY is gearing up for a big push as we approach the convention. Donna Hogge, who is in head of that department, plans a number of strategies. Alan Moon is assisting with mailing batches of fliers out to many of the conventions around the country; Mike Lampe is sending fliers to more than 30 of the book stores around the Valley, after which they'll be sent out to many of the specialty sf stores in the Western U.S.; Randy Rau and Bruce Farr are ensuring that fliers get out to Stalking Moon, Endless Universe, and the One Book Store (the One and Endless Universe will also sell memberships); Tom Tuerff is writing copy for monthly news releases that will go out to conventions, fan organizations, the local media, and fan publications; we're getting ready to do a 10,000 piece mailing to members of the Atlanta Worldcon, Oakland and San Diego WesterCons, Loscon convention, and our Arizona Fan Master File - mailing is estimated to be 6-15-87; we're checking into buying ad space for showing slides during sf movies in the Valley; we'll be mailing 10,000 or so "glorified fliers" to members of the SF Book Club in Arizona, Colorado, Utah, New Mexico, and southern California in mid-June; and Irven Holt is maintaining listings on COMPUSERVE, THE SOURCE, and other computer networks. We thank them all for their efforts...much of our success depends on them!

PUBLICATIONS has completed Progress Report 3 and it was mailed out mid-April - it included the fabled Hotel Reservation Form. We've received a number of compliments about the PR - congratulations to Elinor Mavor! The next PR, PR 4, will go out around July 15. Due date for copy will be June 15, so the June committee meeting will be a great time to turn in your copy!



The Program Book is presently being designed and material accumulated. Terry Gish and Teny Rule Fisher will be undertaking that dread task, as well as generating the Program Booklet. The Program Book will be printed on heavy coated stock (glossy) paper and will be about 64 pages long, with a color cover. The Program Booklet will be 28-36 pages long with details of movies, guests, events, etc.

CACTUSCON AT-CON SALES DESK, which will be located near and report to the Information Desk, will include sales of several con memorabilia items. The first will be a book we are having printed of Hal Clement short stories and articles. It will be limited to (approximately) 250 numbered/signed/boxed hardback edition at \$20 and 550 regular hardback copies at \$10. In addition, there will be t-shirts for \$7 (again, probably using the badge design of a sun, mountains, and cactus-ship), buttons, and unfolded program book covers as well as extra program books. We are looking for someone to head this area...volunteers should contact Bruce Farr at 968-5673.

LOGISTICS, says Dave Munter, would dearly love to get your Logistics pre-con, at-con, and post-con moving needs soon! A form was included in the last STICKY ISSUES. Again, if you don't tell him your needs, you'll likely end up having to move your department's items yourself.

VOLUNTEERS is looking good. We now have over 314 signed up with total need anticipated to be 400-450. We naturally anticipate that some of those already signed up won't be able to attend, so we still can use a few dozen more volunteers to fill in. Departments especially needing help are Gaming, Registration, C&C Office, and Information Desk. PLEASE, be sure to complete the volunteer questionnaire if you wish to be assigned other than where you are now. If we remember, a copy will be in this STICKY ISSUES (there was also one in last month's).

1990 BIDS. Site selection for a potential 1990 NASFiC will be conducted at CactusCon. One bid has been filed with us by the 12-31-86 filing deadline, which will be announced in a future STICKY ISSUES. Ben Yalow is in charge of Site Selection and is in touch with that bid for some needed clarifications.

THE OFFICIAL TRAVEL AGENT, Rick Foss, reports that we are in the process of signing another Official Airlines, America West. This is in addition to the 5% below lowest fare rate that American is giving us...America West flies into several areas that American doesn't service. With PR 3 having been received by members by mid-April, Rick says that they've been booking travel plans for many attendees already.

Everyone should have received PR 3 within the past month. If you didn't, take it as a hint that you aren't a member yet! Again, non-Committee Staff and volunteers need to purchase memberships pre-con.





VOLUNTEERS INFORMATION  
FORM OF 5/16/87

DEPARTMENT: \_\_\_\_\_

PERSON COMPLETING FORM: \_\_\_\_\_  
(check with your superior if in doubt whether you should complete this form)

1) CONCOM POSITIONS, BY TITLE, IN YOUR DEPARTMENT:

TITLE	PERSON FILLING POSITION (OR VACANT)
-------	-------------------------------------

_____	_____
_____	_____
_____	_____
_____	_____

2) DEDICATED STAFF IN (OR NEEDED FOR) YOUR DEPARTMENT:

TITLE(S)	NUMBER NEEDED	PEOPLE FILLING POSITION(LIST)
----------	---------------	-------------------------------

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3) VOLUNTEER DEPARTMENT "GOFERS" NEEDED TEMPORARILY DURING CON FOR YOUR DEPARTMENT:

DAYS/ TIMES	NUMBER	QUALIFICATION(S)
----------------	--------	------------------

_____	_____	_____
_____	_____	_____

BRING FORM WITH YOU TO 4/26/87 COMMITTEE MEETING, A SUBCOMMITTEE MEETING SCHEDULED PRIOR TO THAT DATE, OR MAIL TO CON P.O. BOX (27201, TEMPE, ARIZONA 85282). CALL KEN LEMONS (921-0653) WITH QUESTIONS.

USE BACK OF THIS FORM IF MORE SPACE IS NEEDED.

LOGISTICS REQUIREMENTS  
FORM OF 5/16/87

DEPARTMENT: \_\_\_\_\_

PERSON RESPONDING FOR DEPARTMENT: \_\_\_\_\_  
BE SURE TO DESCRIBE BELOW THE ITEM(S), DATE(S), WEIGHT, BULK,  
VEHICLE NEEDED, MANPOWER REQUESTED, AND OTHER PERTINENT FACTS.

TRIPS NEEDING TO BE DONE PRE-CON:

\_\_\_\_\_  
\_\_\_\_\_

TRIPS, MOVING, ETC. NEEDING TO BE DONE DURING CON:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TRIPS NEEDING TO BE DONE POST-CON:

\_\_\_\_\_

EQUIPMENT YOU WILL NEED TO BORROW THAT LOGISTICS NEEDS TO PROVIDE  
WHERE YOUR DEPARTMENT WILL MOVE WITHOUT LOGISTICS MANPOWER  
ASSISTANCE:

\_\_\_\_\_  
\_\_\_\_\_

ITEMS YOU MIGHT NEED LOGISTICS TO BUY OR DO ON THEIR TWICE-DAILY  
OUTSIDE-CONVENTION SITE TRIPS:

\_\_\_\_\_

BRING FORM WITH YOU TO 3/1/87 COMMITTEE MEETING, A SUBCOMMITTEE  
MEETING SCHEDULED PRIOR TO THAT DATE, OR MAIL TO CON P.O. BOX  
(27201, TEMPE, ARIZONA 85282). CALL DAVE MUNTER (272-8133) WITH  
QUESTIONS. IF YOU HAVE BUDGET-RELATED QUESTIONS, CONTACT BRUCE  
FARR AT (602) 968-5673.

USE BACK OF THIS FORM IF MORE SPACE IS NEEDED.



**NEXT MEETING!**

**PHOENIX HILTON  
DOWNTOWN**

**7PM, SUNDAY  
6-14-87  
Navajo Room  
2ND FLOOR**

**JUST FROM THE EDITOR**

We are just four months away from CactusCon and the hustle and bustle is coming on us. Everywhere you look you can see the signs of a major convention coming to the Valley. And with the convention coming up soon, we all need to start getting in shape for the event. There are several exercises that we can do along with changing our diet so that we can avoid any abrupt changes at the convention.

The first thing that you should do is go out and find a cheap pair of shoes. You know the type, the plastic upper is glued onto a sole that is so thin that you can read through it. Now that you have little or no protection is between you and the ground, start walking about 25 or 30 miles every day. Also get rid of all of the chairs in your house. This will prepare you for the rigors of walking and standing for the entire week while you are at the convention. Get your finger in shape to open those several hundred pop tops and for tearing open all of those bags of chips. While you are getting your body in shape, remember to practice getting ready for the convention work schedule by staying awake 26 hours every day.

The next thing that we need to take care of is your diet. Throw away all of the food in your house and go out and buy several bags of popcorn and potatoe chips. Open these now so that they will get stale. Also get several cases of Coke and open every one of them so that they will get flat. For the next four months this should be the only food you eat. The only exceptions to this should be the donuts that are covered with the mutated sugar along with very strong coffee that has been laced with No-Doz for the mornings. Now you get the picture of what you can do to get ready for the convention.

But to be serious (Greg...I thought you were being serious), please remember that this is not your usual local convention. Remember the feeling that we have all had on Sunday afternoon as the convention is winding down? At this point you are exhausted and ready to die, but you also feel good because the convention is just about over and tonight you can go home and get some sleep. I know that feeling very well because I feel this way at the end of all our local conventions. If you run yourself this way for the NASFiC, you will feel this way about Friday morning (halfway throught the convention).

It would be a very good idea for all of us to get some exercise now before the convention starts. Go for a walk after supper tonight and get the heart pumping. You don't need to sign up to a spa to get a workout; just do a little something around the house. Go play a game of golf or wash the car (or chase the wife around the backyard...but be sure your yard is fenced if you catch her). Just something to get yourself a little active. This is not a small convention and the better you prepare the better you will do.

We'll also talk about your diet here. During the normal working week we all have a set diet that we follow to ensure that we are eating enough of the correct foods and many take vitamins to supplement our diet. Please remember that you should not change your diet at the convention because it takes time for the body to get over a drastic change. During the convention you must remember to eat at least one solid meal each day. The gofer hole and the pro & committee lounge will have many different kinds of food available for all of us who are working, so remember to use them. After all, their entire job consists of providing food and comfort to all of us who are out there slaving away in the pits. All department heads are being told several times to make sure that their people are eating well.

This may sound like we are butting into your lives, but in order for you to make a convention that lasts six days, you will need to take care of yourself. This also means that you will need to get at least five hours of sleep per night. This is a very hard and fast rule because of the way we lose efficiency when we are tired. So please remember to go out and get ready for this convention! The fans will appreciate the effort that you put into it and you will thank yourself when the convention is over. This convention will be easier than you think if you prepare for it. So have fun and I hope to see you Monday morning still bright and enjoying life as we know it when the convention starts to wind down.

#### FAN PROFILES

Greg Hildebrand first entered fandom in the year of our Lord 1972. He was dragged (or suckered?)(or drugged?) in by his sister, Hilde, because he was one of the few fans who had a pickup truck in the Valley. The truck was needed to transport art show flats to the hotel, this method being easier on the people than carrying them by hand. Since then he has worked in several different areas. Security, Registration (for the 1982 Phoenix WesterCon), ran the Art Show for CopperCon, Security for LepreCon, handled the Con Suite (with a little help from friends - and me, too!!!), Logistics, and gofer positions too numerous to mention. Quite often seen as a floating staffer doing only Ghod knows. Greg was also a distinguished President (you know, the fearful leader) of CASFS several years ago. But



this is a period of his life that he would rather remember in the reminiscing of empty beer bottles. He enjoys buying art, drinking just about anything, and chasing women. Greg is a Shift(less) Supervisor for the C&C Department for the NASFiC.

Doreen Webbert was born in Ohio, moved to Florida (not all in the same day), and there met Bruce Pelz. While she was in Florida, she also joined S.A.P.S. (a fan magazine, or "fanzine"), and those of us who know her will agree that she is a real S.A.P. Her first convention was a WesterCon in Seattle in 1960. While she was up there she stayed with Elinor and F.M. Busby (who at the time was just a fan like us, but now we all know better). While she was up there she also met her first husband, Jim. They were married on a fine spring day (OK, so it was March and it was cold). Since then they have been active in all areas of fandom, not to mention programming, auctioning, working on fanzines like THE CRY OF THE NAMELESS - a fanzine which won a Hugo in 1960. She just attended cons for several years while helping with several areas for the Worldcons. She remembers sitting in the backyard with Elinor and Busby counting Hugo ballots in preparation for the convention. The most work she has done for conventions has been since she moved with her family to Phoenix. She was Fan GOH to KublaKhan in 1982 and will usually be found attending that convention. In her Phoenix daze she has worked conventions doing programming, partying, registration, and more partying. Doreen is the head of Programming for CactusCon as well as for next year's WesterCon in Phoenix.

#### THE PROGRAMMING DEPARTMENT

LucasFilms has just contacted Doreen to let her know that they will be out here, but they are not settled with what they are going to do (this is typical of movie studios - their plans are never finalized until they arrive at the con, if then). As you know, this year is the ten-year anniversary of Star Wars, and they will be out to celebrate. LucasFilms has recently announced that they are working on a new role-playing game for this fall. The game will be played similar to D&D, but will be based on the Star Wars movies. If we are lucky we might get to see this game close up at the convention.

The programming department has been moving slowly over the past several months due to the fact that many pros were waiting to see if they were going to England. I am happy to say that several pros have been in contact with us stating that they aren't going to England for the Worldcon...they would rather be with us. So the programming department has been very busy of late and this should prove to be a very interesting convention to attend. With six tracks of main Program, you can be sure to find what interests you, so be sure to take some time to sit in on the panels. You might also find a new friend.

## HOTEL LIAISON

Sam has asked me to pass on a few items that you need to know about. First, all department heads (and you know that we are talking about YOU) need to remember that your floor plans need to be turned in to Kandy Fong NOW. These plans must be OK'd by the Fire Marshall and we need the time for Kandy to present them for approval. If you do not get the completed plans in for your area, you may find that when you come to the convention you don't have a floor. Now that should be REAL fun.

Also remember to make hotel reservations if you aren't one of the various committee people who are having their reservations via the convention because of the nature of their job. If you don't fit into this category, please remember that the convention may be able to reimburse your expenses provided that the money is available after the convention. Please get your requests in to Sam Stubbs as soon as you know what you want. He will be happy to make them for you if you will tell him. You can contact him at (602) 838-6873. If we aren't in, leave a message on the answering machine. We are there to help you.

## LOGISTICS

The Logistics Team recently held an out-of-town seminar to prepare its members for dealing with late or delinquent requests for Logistics support. In addition to several management texts, reference material included "The Anarchist's Cookbook". Several thousand rounds of ammunition of various calibers were expended and the "Mad Dwarf" announced that his team is now ready to deal with any and all logistics problems. Including late assistance requests.

In my mild-mannered guise as Operations chief, I suggest that you get your requests in early to avoid the bloodshed. Avoid any fatal last minute requests. In prior issues of this newsletter we have included copies of the logistics request form. There is another copy included in this issue. Please fill it out now and send it in to Dave Munter, care of the convention post office box. If you don't know exactly what you will need yet, don't panic. Just include a rough idea of what is happening so that they have something to work with. To date there have only been two requests made to the Logistics Dept. and I know that there are more departments out there than two.

If you will be needing equipment, food, or anything for the convention, let us know about it NOW. We cannot take responsibility for the inability to fill last minute requests. Dave has been very busy contacting various businesses around the Valley to see what they can provide and what the prices are. If you have questions on where to go, just contact Dave and he would be more than happy to tell you. (no, Dave, this is not open season. Yet.) If you are going to be bringing all of your



equipment in yourself, please let us know so that we can rethink the organization of the Logistics Dept. We must know NOW what you will need in order to keep our suppliers happy. Please take the time to fill out your request forms! If you don't need any Logistics assistance, fill out the form and indicate this so that we know we've heard from your department.

### **VOLUNTEERS**

Ken Lemons and Volunteers is having great success in filling positions. We have over 310 people who have stated that they would like to work the convention. If you are going to be needing people, get your requests in to Ken as soon as possible. (Like now, folks.) The basic plans are that we will need 400 of us to work the entire convention (excluding an extra 50 to fill in for no-shows, etc.) and that is our goal. But if we don't get requests from departments heads for personnel, we may decide that all of your department's staffing has been taken care of and so we won't be looking for more for you. Remember that you don't need to tell us exactly how many people you will need and when. That can wait until later. But we do need to know roughly how many people you will need. Just figure out how much work needs to be done for each day and work it out from there. So please, department heads, get that information in to Ken NOW.

### **NEWS FROM OUR WORLD**

Last weekend we held what we so fondly call Fan Gathering (the ninth to date) over in Scottsdale. This was not the normal party, though. Two of the guests in attendance were Ben Yalow from New York and Keith Williams from L.A. Ben has worked more Worldcons than most of us have attended and is Eric Hanson's assistant in the Operations Department for CactusCon. Keith has worked in many areas of the Security and Operations Departments for many conventions and will be heading the C&C Department (Communications and Coordination) for CactusCon. Both Ben and Keith were in town to pass on their knowledge so that we would have a better convention in September.

They also attended a walk-through of the hotels and of the Plaza on Saturday so that we could finalize plans for usage of the site. Their insights were listened to and will be used by us. Saturday night Ben sat in on meetings with all of the divisions so that he could listen to everyone and make comments on how things were done in the past and what he found worked and what didn't.

Keith in the meantime was talking to all who were not in a meeting at the moment to see if everything was set for their area. While they were doing this, yours truly was involved in a cut throat game of go-fish (ok, it was a poker game, but I WON) and plotting the devaluation of some national currencies. To put

## CONVENTION ORGANIZER'S CHECKLIST

version of 12/2/88

Originally published in CON GAMES #3

by Bruce Farr

About this Checklist. This checklist is not meant to just be something to check off as you do it. It also gives advice, both by suggesting what should be done for many checklist items and by the very existence of the item.

It's not comprehensive. Many specialized items are left out. This is intentional as otherwise you'll find that even more of this Checklist won't apply to your convention.

If you find that something is left out that you feel is important or you disagree with something said, please let me know. I wish to thank Kathryn Kane for her commentary on the contents of the checklist.

Eventually this may be published as part of a handbook giving general convention information. I'd appreciate comments on any and all aspects of this Checklist...it's still under development and won't be in its final form for a long time.

### — Accounting Records.

- Checking Account. Have you set up a separate checking account, at least, to isolate convention versus personal or non-convention expenses? Use this account to make all deposits, payments, and reimbursements. Also consider how many people and who you want as signers.
- Receipts. Be sure to keep good records of the costs of organizing, conducting, and cleaning up (literally and figuratively) the convention. Have you set up a filing system (at least one by check number) to keep track of receipts for checks written?
- Deposits. Have you set up batches or other methods to track what went into each deposit? This will help you track down what happened to errant memberships.
- Deductibility. Have you identified what expenses pertain to the convention? Many of your costs (travel in promoting, part of personal telephone, etc.) can be written off against the cost of the event. Get the advice of a good accountant.
- Fiscal Year. Have you determined the fiscal year for the convention? For example, if the expenditures and income relating to the convention span two years, you might be able to file only one return - for the year the convention concludes. Otherwise, you should probably estimate and accrue expenses that will eventually occur to offset advance income. A messy business, taxes. If your convention will be ongoing, have the fiscal year end after the payment of your major bills relating to the convention, if you're on a cash basis.



(Quote to remember: "Nothing's certain but death and taxes." - A. Capone)

— Interest Income. Will you be sustaining a large cash balance for more than just a few months? If so, look into interest-bearing checking, savings, money-market, etc. accounts. At the least, they can save you charges for maintenance of the account.

Advertising. What forms of advertising will the convention use?

— Ads. Especially for magazines, be sure to allow sufficient lead time. Negotiate for special rates, especially for multiple submissions and non-profit or non-professional rates.

— Businesses. A store or organization with similar interests might be willing to assist you in promotion. For example, a hunting good store might be willing to put out fliers about an upcoming gun show. They might even be willing to sell advance memberships.

— Clubs and Organizations. Get into contact and keep contact with convention-related area C&O's to keep them informed of convention progress.

— Conventions. Conventions with similar interests have great potential for assisting in advertising. Consider 1) advertising in their publications (Program Book and Progress Report, 2) including your fliers with their mailings, 3) sponsor a party at the other convention (be sure to publicize it well at the convention and as much ahead of time as possible), and 4) set out fliers around the convention area (with their permission) or see if they'll pass them out along with their Program Book.

— Displays, including Posters. Be sure to have tear-off slips or fliers for people to take with them. Check periodically for refilling. Naturally, get permission to set it up in advance.

— Fliers. Print shops often have special rates for doing fliers (minimum 500 copies). The design has to be distinctive enough to stand out. Colors other than white are often a good idea, too. It's best to set them out where most people who would be interested in your convention would be passing. Fliers can also be used for bulk mailings by yourself or with other organizations so you can piggyback your flier with their mailing.

— Public Service Announcements. See Publicity Releases.

— Publicity Releases. These should be sent out to mass media (tv, radio, newspapers, cable, and magazines) with sufficient lead time for the particular publication. Use contact tools such as Finder Binder to determine individual and department to contact in each

organization. The mass market will often list your event for free if given sufficient information that will let them determine that it's of interest to their readers, through Public Service Announcements. Be sure to send the P.R. to the PSA Director.

- Television. Ads to general public usually are most effective in week (or at most two) just prior to the convention. However, preparation of the ad usually takes several weeks. Costs are sometimes exchangeable for program book ad space.

(Quote to remember: "Understatement is the best form of advertising." - D. Parton)

— Art. Is the convention going to be using original art for stationery, ads, and publications? If so, contact artists well in advance of the need and secure permission for the uses intended for the art.

— Art Shows.

- Art Show Publications. Have artists been given full information about the event? You might consider separate Progress Reports, rules, etc. mailings to artists to keep them fully informed.

- Artist Space Limits. Have you set a maximum/minimum number of flats or space that can be sold to each artist?

- Artist Supplied Fixtures. Can artists bring their own displays cases, lights, hangings?

- Waiting List. Have you provided for a waiting list in case space sells out? This will provide a quick resource in case of cancellations or if you decide to expand the show.

- Awards/Ribbons. Have awards categories been set up if there's going to be any judging? Have ribbons been designed and ordered? Have judges been recruited? If attendees are voting, is there a ballot box and voting forms?

- Flats/Hangings. Are there sufficient quantities and in good repair? If you're having them brought in from out of town, have you detailed an agreement as to logistics, costs, etc.?

- Art Show Forms. Have they been sent out to artists who have been accepted into the Show? Have you checked with other conventions to see what has worked in the past?

- Room Policies. Have signs been made up to notify everyone of food, drink, and smoking policies?

- Insurance. Are you providing insurance against theft, damage, etc.? Is the artist taking the risk...if so, make sure it's plainly stated in the rules for the show.



You might also want to have the artist sign off on their taking that risk.

— Security. If professional or convention security being provided for the Show? Is the room quite secure for after hours?

— Rules. Have they been sent to artists who have indicated interest in the Show?

#### — Auctions.

— Auctioneer(s). Have auctioneers been arranged? Have they been kept up to date on the auctions?

— Credit Cards. Do you plan to accept credit cards for sales? If you do, you'll probably need a telephone to verify the sale. Obviously, you'll also need to get your own merchant number or arrange to use someone else's.

— Rules. Have rules been circulated to the attendees indicating times, items to be auctioned, pre-registration requirements, payment terms?

— Runners. Have you arranged for people to handle the art? This includes bringing it to the auction area, displaying it to potential buyers, and returning it to the sales/checkout area.

— Bank Account. It's usually a good idea to open a separate bank account to handle the income and checks involved with the convention. Tax and accounting people like this a great deal.

(Quote to Remember: "A penny saved is a penny earned." - J. James)

#### — Banquets.

— Identification. If you're not opening you banquet to everyone at the convention, you'll need some form of id so that those who paid can be let in. This can be a receipt, ticket, or something added or deleted from their membership badge.

— List. Remember that at least one person in every crowd is going to lose their banquet payment receipt. Keep an alphabetized list handy to cover this.

— Selection. It's always nice to give people a choice of menu selections, but do you have an accurate method of deciding how many of each entree to have available? A good way is to allow people who buy in advance to choose (if more than one is going to be allowed or you aren't going buffet style) and those who buy past a certain date have to take a pre-arranged selection. Remember the almost-obligatory vegetarian selection.

(Quote to remember: "But we had Meat Loaf just yesterday!" - Columbia (Rocky Horror Picture Show))

- Ceremonies. If your Banquet will include Awards or other items of interest, do you plan to open the event to non-banqueters?
- Facility/Hotel. They will often decrease or eliminate charges on function space in return for having a banquet.
- Setup. The hotel should be able to give you maximum setups for the space. Be sure to take into account space for bars, displays, awards platforms, head tables, etc. in your space requirements.
- Advertising. Have you included a signup form and pricing/menu information in your pre-convention publications? Have you provided for at-convention displays encouraging attendance if you're not sold out come the convention?
- Decor. Are you having special decor for the banquet? The hotel/facility can usually set up any decor through their own decorators. You might not be allowed to use outside decorators, in fact. Only standard decor and place settings are included in the menu price unless a special package has been arranged.
- Cost. What is the facility/hotel including in the quoted cost? Does it include tips/tax? Are you planning on upgrading the decor that comes with that particular menu selection? Keep all of this in mind when pricing the event.
- Complimentary/Special Seating. Are you having space reserved for special guests or award winners? If so, set the space aside to ensure that they will be able to attend. Keep complimentary seats in mind as well when planning on the cost/selling price of banquet tickets.
- Beepers. If essential convention personnel are likely to be away from easy contact, consider renting beepers to maintain contact. See Radios - the radio log person can be the contact point for beeping people and posting messages.
- Bids for Function/Hotel Sleeping Rooms. Also see Hotel Contract. This is mostly beyond the scope of this publication.
- Convention Bureau. Have you inquired of local convention bureaus for facilities that suit your needs? Contact suitable facilities to arrange tour and meeting with a Sales Manager. Do not sign anything until final contract (your form or the facility's) is prepared to your satisfaction.
- Tentative Holds. Have you asked the Facility/Hotel to hold space on a tentative basis with right of first refusal (without a deposit)? This give you right to reserve space on a definite basis or release it on 72 hours or so notice if another group is willing to plunk their money down. It protects you against another group



that wants the space on a tentative basis (without putting money down or signing a contract) from having a better right to it than you.

— Budget.

— Forecasting. Have you obtained actual results of similar events and revised those results to reflect the anticipated costs/income of your convention?

(Quote to remember: "A stitch in time saves nine" - D. Frankenstein)

— Contracts. Does the budget reflect commitments that are known? Also see Program Participants, Hotel Contract.

— Revisions. Are you updating the budget as actual expenses and revenue are incurred or are better predictable.

— Departmental Input. Have the various department heads of the convention been involved in setting department budgets? Have they received feedback on allowed expenditures? Do they have a copy of their own budget?

— Bulk Mailings. A rate about 1/2 of normal mailing cost (1/3 if an IRS-certified non-profit group). However, mail isn't forwarded if the recipient moves. Also, notification of address changes, if requested from the Post Office, can cost A LOT.

— Bulletin Board. See Messages.

— Businesses. Also see Advertising, Car Rentals, Transportation. Have you asked businesses to be Official Sponsors? Especially for large events, heavily public-oriented corporations may wish to identify themselves with your event. For example, Pepsi or Coca-Cola companies.

— Business Licenses. Are they required where the convention will be held? The hotel can probably give you some idea. For most small events the government agency or agencies won't notice your event. For larger ones, however, it might be safer to inquire.

— Car Rentals.

— Official Car Rental Agency. Is there are car rental agency at the airport, hotel, or somewhere convenient that will give a discounted rental rate? All will give a free vehicle for every 20 or so cars rented by convention attendees. It's often best to get an outright car or van free in exchange for their being appointed the "official car rental agency". That way you don't have to worry about how they're noting rentals as being against the 20 rental requirement.

— Change Fund. Are dealers going to be getting change from you? If so, you'll need a lot of change on hand and a safe place to keep it. Make sure that there's sufficient change for

memberships if you're selling them at the convention and for Art Show and other events taking money.

— Charge Cards. If you plan to take them, have you provided for a merchant account, slips, machine, and means to call in for authorizations? Remember that a fee can always be added, which is then discounted off as a "Cash Discount" for payment by check or cash.

— Committee. Is the convention being run by committee?

— Span of Supervision. Remember that one person can generally supervise 6-8 people successfully, depending on responsibilities and complexity of the work.

— List. Have you written the Committee and Volunteer list out to avoid confusion about who is working where? This won't eliminate problems, but it's sure to be a memory aid on large conventions. This should be an ongoing list that changes with each change in personnel (though it doesn't have to be circulated each time).

(Quote to remember: "A camel is a horse designed by committee" - S. Being)

— Committee Meetings.

— Schedule. Are they scheduled frequently enough that people can exchange information on a timely basis? Phone conversations are fine, but some work can be done only in person.

— Newsletter. Have you provided for a means to communicate information for people who can't be at committee meetings (see Publications, Newsletter).

— Convention Site. Will the hotel/facility you're using provide complimentary space for meetings? Be sure to contact them well in advance of the meeting to reserve the space.

— Usefulness of Site. Is the meeting space appropriate? Does it have appropriate seating capacity, microphones, water, close to the majority of the committee, etc.?

— Communications. See Telephones, Radios, Beepers.

— Computers. If you're using computers for any critical area, such as registration, do you have access to backup computers in case they break down? Do you have a backup manual system in case you can't get backup hardware? Are sufficient people trained for at-con computer use in case one or more operators don't show up? Are there sufficient computers to handle expected workload.

— Convention Bureau. Many cities and metropolitan areas (especially those with convention facilities) have Convention/Visitor's Bureaus set up to assist them in attracting conventions to their areas.



- Promotional Items. They will assist you with getting promotional items for their city as a convention site (usually free or discounted).
- Clerical Help. Sometimes they can provide clerical help for registration at the convention, based on the number of hotel rooms expected to be sold.
- Housing Bureau. Some Bureaus will set up a Housing Bureau for large conventions. This has good and bad points, the good including a method of handling sellouts of some convention hotel sleeping rooms. The bad includes delays in processing reservations and complication to the process.
- Convention Services. Bureaus are a good source for finding services relating to conventions. However, they aren't necessarily a resource for finding the cheapest service you need.
- Promotional Assistance. They'll also sometimes provide representatives and/or a movie/slide presentation for bid or promotional presentations out of town.

Copiers. Does the hotel/facility have copiers on site? Will they allow you access for cost/free? Do you have sufficient volume to justify buying or renting one? Do you know where the cheapest or most convenient location for making large quantities are so you can tell attendees who need to make copies?

— Dealers.

- Publications. Have they been provided with full information about the event? You should send them all attendee information, especially concerning guests. You might consider also doing a special Dealer Progress Report to keep them updated on information that's their special concern.
- Rates. Have you stepped your rates up for tables sold towards the event dates? (encourages tables/space to be bought in advance)
- Dealer Passes. Do convention memberships or "dealer room only" passes come with the table/space? How many come with each?
- Room Capacity. What's the maximum/minimum amount of tables/space that can be purchased? Have you provided for a waiting list after space is sold out? Do you have a maximum number you wish to sell?
- Room Layout. Have you laid the space out in advance so dealers can select their location (many have special needs, such as behind-table display space, power hookups)?
- Dealer/Attendee Ratio. Have you tied the number of tables sold in with the expected attendance so that you won't oversell the event? For membership-type

conventions, one 6' or 8' table per 20-30 attendees seems to work well.

— Cloths. Are they aware of whether they should bring their own cloths to cover they wares at night or while they are away?

— Food Policy. Are dealers aware of the facility's policy on bringing food into the dealer's area? Are signs posted in the dealers' area?

— Forms. Have dealers completed and returned a signed form to you indicating that they have read and agreed to the rules? The form should also indicate request special needs that the dealer has and note rates for what's not included in their table or booth cost (such as memberships, power, etc.).

— Hours. Are dealers aware of setup and teardown times and hours the room will be open?

— Security. Has after-hours security been arranged for the dealers' area? Are dealers aware of the policy for access after-hours? Is the room quite secure for after hours?

— Smoking Policy. Are the dealers aware of convention and facility policy? Are signs posted around the facility being used for the dealers' room?

— Deposits. The hotel and other suppliers of good and services may require deposits.

— Deposit Funding. Do you have sufficient funds to pay required advance deposits? Hotels may defer the deposit until closer to the convention if there are cash flow problems.

— Elevators/Escalators. If the facility/hotel has them, it's a good idea to ensure that they'll fix any that break down when they inevitably do break down. That's a good thing to have in the hotel contract as well.

— Employer ID Number. You'll need to apply for one if the convention is going to be a new entity. Contact the IRS for the form.

— First Right of Refusal. See Bids for Function/Sleeping Rooms.

— Function Space. See Hotel Contract.

— Films.

— Technical Expertise. Do you have sufficient people recruited with the technical expertise to use the planned equipment?

— Beakdown Protection. Do you have spare projectors, extra bulbs, splicing materials?



— Film Ordering. Have you ordered your films sufficiently in advance to ensure getting those you want and in time for your event?

— Green Room. (used for marshalling program participants prior to their going to their events) Is it close to the function space? Have program participants been told ahead of time where to find it? Is there enough space for all the participants for each time block to meet? Do you plan to serve food/beverages? See Hotel Contract, Corkage.

— Guests. See Program Participants.

— Handicapped Access. Have provisions been made to meet the needs of the handicapped? What problems are there regarding the physical site (lack of elevators, ramps, etc.)? Are Braille or ASLAN needed?

— Headquarters (Convention). See (Convention) Office.

— Hospitality. See Hotel Contract, Corkage. Will you be providing a hospitality room(s) (complimentary food and drinks) to all attendees or a particular group of attendees?

— Hotel Contract. Is the hotel aware and have they cleared bringing food and drink into the hotel? Are you paying them corkage for the food and drink or are you buying it from them? This is a good thing to cover in the hotel contract.

— Space Requirements. Is there sufficient space for the expected number of people to congregate (it's best for a large patio to be adjacent)?

— Damage Control. Have you provided for carpet or furniture protection against spilled food/drink? Have easily transportable valuables been removed (by you or the hotel, that is)?

— Hotel Contract. Do you have a signed agreement with the hotel that details all of the considerations that are important to your convention? Be sure not to sign any of the hotel or facility's own agreements without it addressing all of your concerns. These concerns include:

— Corkage. Is the hotel willing to allow you to bring in your own food and drink into the hotel? They usually won't for function space, but they often will for hotel rooms or suites. This can save a lot of money if you are providing guest, volunteer, or attendee hospitality. Sometimes they will waive it outright and other times for a fee. They even might waive it for function space if it's restricted to the con office, for example. However, hotels rarely will let you bring in catered food or beverages.

— Function Space. How much does it cost for the total event? Be sure to specify what rooms are included and for what nights. Also note if it includes setup and

teardown time. If the rates are variable depending on sleeping room pickup, banquets, or other things, the measurement factor should be clearly defined (ie if dependent on sleeping room pickup, it should be clarified that the pickup includes nights two days before and after event, rooms rented by committee and attendees, and that con has right to pay to added rooms to reach rate break point).

— Insurance. How much does the facility require you to carry? In these days of high liability insurance costs, it's a major component of your budget.

(Quote to remember: "My insurance company? Why do you ask?" - General G. A. Custer)

— Microphones, tables, chairs, staging, podiums, easels, stanchions. Is the hotel/facility going to charge for these items? If they do, they can cost as much as the facility rental itself. This is an extremely important item to have clarified. In some convention facilities you can rent the hall with or without it being set up (rates vary accordingly) and you can rent your own through approved vendors ("decorators"). Even in facilities that charge rent on these items, some smaller meeting halls may come with equipment.

— Parking Will the hotel provide parking at no charge to all convention attendees? If they normally charge for parking, will they discount it for attendees? It should be stated in the contract.

— Power. Is the facility charging for any or all power hookups? Have you planned to pass this charge, if any, on to dealers, artists, or other vendors? Does the facility give some power hookups in certain areas for free, especially if pre-existing? Convention facilities often charge for hookups if a power grid is set up without pre-existing outlets. However, they usually will do a few hookups free for the convention (especially in registration and hq areas) and may allow free power in small meeting rooms. Hotels sometimes will charge for power, but usually only for unusual or heavy-load items.

— Sleeping Room Rates. Amount hotel charges per night (excluding tax) for each room occupied. Obtain quote for single/quad occupancy if possible and if children can stay in room with parents for free. Also, state that special rates apply pre and post-convention for at least 2 days for convention attendees.

— Information Desk.

— Location. Have you provided for one at-con? If so, is the location plainly noted on maps of the facilities given to attendees?

— Information Needed. Have you provided the people manning the Info Desk with answers to commonly asked



questions? Have they been given a city map, yellow and white pages, copies of past convention publications, program and film guides, etc.? Do they have the phone numbers of other convention and hotel departments?

— Communications. Do they have a phone or other means of communicating with the rest of the convention and the outside world?

— Insurance. See Hotel Contract.

— Lighting.

— Quantity, Quality, Location. Is it sufficient? Art shows, Masquerades, and Award Ceremonies are likely going to need additional or specialized lighting.

— Supplier. Will the facility/hotel provide it?

— Operators. Do they require special operators of their own? Do you need to rent the lighting?

— Technical Expertise. For special lighting, do you have people on convention staff who are qualified to set it up and operate it?

— Logistics. Also see Office Supplies.

— Vehicles. See Car Rentals also. Have you arranged for sufficient rental or borrowed vehicles to transport convention materials on and then off site?

— Manpower. Are sufficient volunteers arranged to handle this work? Remember that much of this type of work has to be done before everyone arrive on site and after everyone else is done with the convention.

— Carts. Have you arranged for either borrowing the facility's/hotel's carts to load/unload? Remember that the hotel/facility carts may be occupied when you need them as that's the time they are probably also busy.

— Mail.

— Pre-Con. Has a system been set up for distributing and routing mail received at the con's address to people responsible for responding to it?

— At-Con. Has a mail slot or other system been set up to distribute messages etc. during the con? Does convention staff know where it's located.

— Critical Information. Has an information-protection system been set up to protect the convention from loss of critical documents (such as membership info)? One way is for the mail clerk to keep photocopies of such essential documents before making distribution or a log of the distribution (for example, batch listings of memberships incoming).

Maps. Do attendees know how to get to the convention? Your final publication going to attendees, dealers, etc. should include a map and directions. You might plan on large-sized maps in critical areas around the convention and that your convention information desk has copies.

Membership Badges. See also Membership Badge Distribution, Registration, Membership Database.

— Pre-Convention. Make sure that they're all prepared for pre-convention members. It's best to let everyone know, in your last contact with members, that they'd better let you know of membership transfers and name changes immediately.

— At-Convention. Also, make sure that you have plenty of badge-making supplies on hand for at-convention changes and for memberships sold at the convention.

— Emergency Need. If there is any possibility you might run out, locate a source for further supplies for at-convention use or have a backup badge system.

Membership Badge Distribution. See also Registration, Membership Badges, Membership Database.

(Quote to remember: "Bodges? We doan need no stinkin' bodges!" - M. Brooks)

— Early Registration. Have you provided for early handout (possibly at another location than the main Registration location) of badges for convention volunteers? Do the volunteers know where this location is?

— Alphabet Breakdown. Have you set up for a breakdown into several lines for pre-convention membership badge pickup? (if there are sufficient numbers to justify this)

— Pre-Registration Procedure. Are people picking up their pre-prepared badges signing off that they've picked it up? Are you distributing badges to dealers, artists, or program participants in a different location than that for attendees? Are the dealers etc. aware of the location? (if you are splitting up locations for badge pickup, be prepared for people having to hike all over the world to find if someone screwed up and put their badge in the wrong place)

Membership Confirmations. People who buy memberships pre-convention appreciate a postcard or letter confirming that they have their membership. Assigning a membership number for reference also helps.

— Membership Database.

— Computerized Databases. Do you plan to use a computer for pre-convention or at-convention memberships? Ensure that the storage device(s) are sufficient to handle the expected membership size. Also that it can generate



THE 1985 TUCSON  
WORLD FANTASY CONVENTION  
DEALERS ROOM: REPORT ONE

World Fantasy Convention: Friday, November 1, 1985 to  
Sunday, November 3, 1985

Convention Mailing Address: World Fantasy Convention  
P.O. Box 27201  
Tempe, Arizona 85282

Hotel Address & Phone: Doubletree Inn  
445 South Alvernon Way  
Tucson, Arizona 85711  
(602) 881-4200  
1 800 352-6500

Dealers Room Coordinator: Randy Rau  
c/o World Fantasy Convention  
P.O. Box 27201  
Tempe, Arizona 85282  
(602) 242-3883

Membership: \$25.00 till 12/31/84  
\$35.00 till 5/31/85  
\$40.00 till 10/15/85  
No membership sold after 10/15/85

Special Convention Hotel Room Rates:  
\$65.00 Single, Double, Triple, and Quadruple Occupancy. Please  
note that the above rate does not include seven percent state and  
local tax nor \$1.00 phone charge per room per night.  
Check-in time is 12:00 noon and check-out time is 3:00 pm.

Dealer Tables are \$55.00 per table till 5/31/85, \$75.00 there-  
after. Tables are limited to two per Dealer.

World Fantasy Convention is a convention held by fans for lovers  
of white and dark fantasy.

## I. SCHEDULE

Thursday: October 31, 1985 Pre-opening Day of the Convention

7:00 pm - 11:00 pm Light programing

Friday: November 1, 1985 Opening Day of the Convention

8:00 am - 1:00 pm Dealer set-up

1:00 pm - 6:00 pm Dealers Room is open to the public

6:00 pm - 6:30 pm Dealers Room is cleared of people

6:30 pm Dealers Room is locked for the evening

Saturday: November 2, 1985 Second Day of the Convention

9:30 am - 10:00 am Dealer set-up

10:00 am - 6:00 pm Dealers Room is open to the public

6:00 pm - 6:30 pm Dealers Room is cleared of people

6:30 pm Dealers Room is locked for the evening

Sunday: November 3, 1985 Final Day of the Convention

9:30 am - 10:00 am Dealer set-up

10:00 am - 4:00 pm Dealers Room is open to the public

4:00 pm - 4:15 pm Dealers Room is cleared of the public

4:15 pm - 7:00 pm Dealer tear-down

7:00 pm Dealers Room is cleared of people

## II. DEALER SET-UP INFORMATION

Loading and unloading of merchandise and display material for the Dealers Room must take place by the south door of Salon F (see diagram one). A WFC representative will be on hand to guide you from this location to your preassigned table. During the opening of the door to the dealers and the public, there will be a security officer, until the doors are locked.

Loading and unloading through this control door is at ground level and a short distance from the front parking lot of the Hotel. The Hotel has a few carts for loading and unloading of merchandise from the Bell Captain.

Dealers' set-up times will be from 8 am to 1 pm on Friday. The Dealers Room will be open to Dealers only, on Saturday and Sunday from 9:30 am to 10 am to enable you to prepare your tables for the day's selling. At 5:45 pm on Friday and Saturday an announcement will be made that the Dealers Room will be closing in 15 minutes. At 6 pm an announcement will be made that the Dealers Room is officially closed and the public asked to leave. At 6:30 pm the room will be cleared of all people and the doors will be locked for the night. There will be no admittance to anyone once the doors have been locked.

At 4 pm on Sunday an announcement will be made that the Dealers Room is officially closed. Dealers will be given from 4:15 pm to 7 pm to clear all merchandise, displays, and personal belongings from the room.



### III. Merchandise

Security precautions will be taken to safeguard the Dealers Room, but neither the Convention (including its personnel and committee members) nor the Doubletree Inn (including its personnel) shall be held liable for any merchandise or display material that is lost, stolen, damaged, or confiscated.

It is the responsibility of each individual Dealer to ascertain the legality of the merchandise he/she is selling and to be able to prove such legality if challenged by authorized law enforcement agent.

The WFC Committee reserves the right to force the removal of any merchandise or display material it deems inappropriate for exhibition or sale. This includes, but is not limited to, pornographic material.

The Hotel management will not permit anything to be hung on or attached to the walls of the Dealers Room. The Dealer must supply any easels, boards, or other display materials he/she might require.

There will be no smoking or eating in the Dealers Room.

Note, that this Convention is for fans who come to the Dealers Room to buy hard and soft bound books, and magazines. Merchandise for sale should be of Fantasy or Science Fiction. Other merchandise will not sell as well.

### IV. TAXES AND LICENSES

Each Dealer shall be solely liable for payment of any and all applicable State and City sales taxes and be able to furnish upon request.

### V. Tables

All tables will be supplied by the Hotel for the Dealers. The tables are 8 feet long and 36 inches wide. Each table will be covered by a cloth. If you wish to cover your merchandise at night or when you are gone, please bring your own covering. If you will be bringing your own easels or other display material, please let the Dealers Room Coordinator know in advance of the size and nature of these items.

### VI. BAGS AND RECEIPTS

WFC strongly advises the use of paper bags by all Dealers. All merchandise must have a written receipt with it, when sold. No person may leave the Dealers Room without a written receipt for their merchandise.

### VII. PERSONAL INJURY LIABILITY

Neither the Convention (including its personal and Committee Members) nor the Hotel (including its personel) shall be held liable for any injury sustained by a guest or participant.

1. MEMBERSHIPS FOR THE DEALERS

Dealers are required to purchase memberships in WFC for themselves and any person attending to your table(s) during the Convention. The table prices do not include the cost of membership to the Convention.

IX. TABLE CANCELLATIONS AND REFUNDS

There will be no refunds for cancelled Dealers Tables after 8/1/85. If you will not be able to attend, let the us know and we will try to find another Dealer to purchase your table(s). There are no refunds on memberships to the Convention, though they are transferable.

If you wish to purchase a Dealers Table please, fill out the form on the next page and send it in.

NOTES:



DIAGRAM ONE

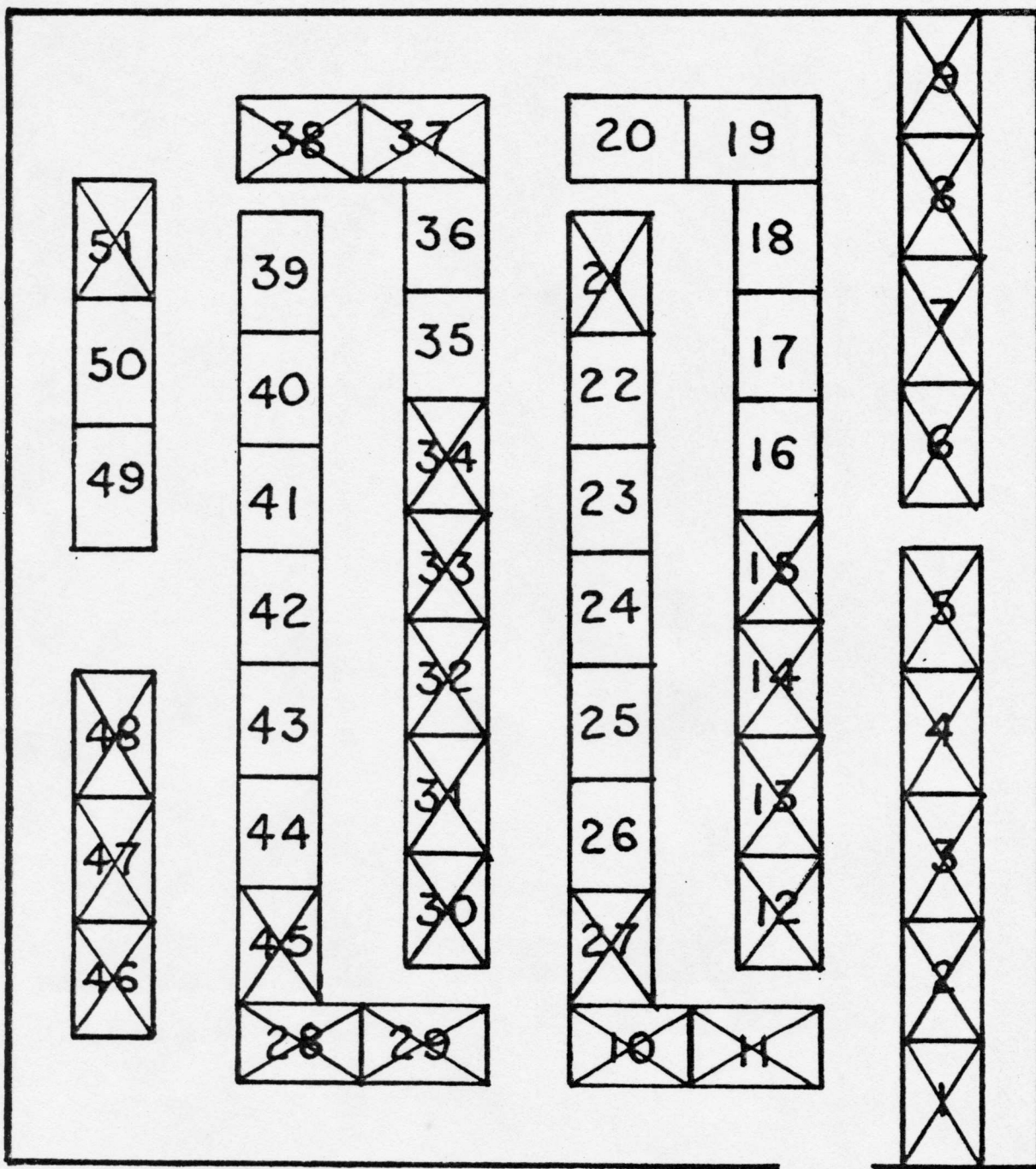
Map of Dealers Room for World Fantasy Convention 1985-Tuscon

Dimension 64' X 76'  
 Square Feet=4864

Tables for sale=51  
 Table size: 8' X 3'

Map is not to scale

Tables sold=~~X~~



ENTRANCE  
 (both for public and dealers)

PLEASE PRINT ALL INFORMATION:

YOUR NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ - \_\_\_\_\_

NUMBER OF TABLES \_\_\_\_\_ @ \$55.00 each. Limit two tables = \_\_\_\_\_  
Price increase to \$75.00 on 6/1/85.

Please list the names of all persons (including yourself) who will be working at your Dealers Table(s):

1. \_\_\_\_\_ 4. \_\_\_\_\_
2. \_\_\_\_\_ 5. \_\_\_\_\_
3. \_\_\_\_\_ 6. \_\_\_\_\_

Number of memberships: \_\_\_\_\_ @ \$35.00 = \_\_\_\_\_

Note: this price is good till 5/31/85 only.

Then: \$35.00 till 5/31/85, \$40.00 till 10/15/85

Will you be bringing your own easels or other display materials?  
If yes, could you please describe them:

\_\_\_\_\_

Do you need access to an electrical outlet? If yes, please describe exactly the nature of the electrical equipment you intend to use:

\_\_\_\_\_

Do you have any special needs for your Dealers Table:

\_\_\_\_\_

\_\_\_\_\_

When do you plan on arriving at the Hotel and setting up your merchandise? Please give date and approximate time:

\_\_\_\_\_

Please, complete and return this form to us as soon as possible.



mailing labels when needed. For at-con use especially, have training sessions for Registration staff to use the system.

— Manual Databases. The advantage of manual (non-computer) databases is that they rarely suffer from power failure or unskilled operators. Design your database (manual or computer) to be able to stand up to problems...imagine what can (and probably will) go wrong both pre-convention and during and what you can do to anticipate the problem. Most of all, don't make it so complex that you spend all your time filling out forms.

— Membership Forms. Have attendees fill out as much of the paperwork as possible - consider carbon or NCR forms for, say, a numerical (by member #) and alpha (by last name) file.

— Computerized. If your database is computerized, have the fields on the form match the database.

— Manual. If you are filing the forms manually, ensure that the fields by which they are being filed are at the top of the form so they can be searched through quickly.

#### — Messages.

— System. Is a system set up for attendees to leave a message to other attendees? This is often a bulletin board set up in alpha blocks. Are there clear and brief instructions on the board showing how it's used?

— Supplies. Are sufficient message-making supplies on hand so that attendees can do the notices?

— Location. If the message center located in an often-used area of the convention grounds? Is a sign posted showing clearly what it is?

— Publications. Does convention literature mention its existence and how to use it?

#### — (Convention) Office.

— Telephones. Are extra telephones able to be installed, if they're needed? Are telephones already existing?

— Radios/Beepers. Can signals be transmitted/received from the contemplated office location?

— Space. Is there sufficient space in one location for all departments that must work closely to be located there?

— Food. Will the hotel/facility allow snacks, soda, etc. to be brought into the convention office area? This is an area where people often pull long shifts...it's a good idea to get a corkage waiver for the Office, if possible.

— Mail. See "Mail" alpha "Mail" heading.

— Office Supplies.

— Gathering the Order. Has everyone on the convention committee informed someone of the supplies they need at the convention?

— Logistics. Has someone been assigned to take care of obtaining them and making sure that they get to the convention? Remember the essentials...pens, scissors, staplers & staples, magic markers, poster board, and plenty of duct tape.

— Organization. What form is your organization going to take?

— Legal Advice. Have you received competent legal advice as to the form of organization and the advantages and disadvantages? If you aren't aware of what involved, you might lose control of the organization or spend more time with organization-related problems than you spend actually preparing for the convention.

— Panel Moderator. Have you appointed a moderator pre-convention? At least, have you appointed a moderator for each panel before the event starts? Someone needs to feel the responsibility to keep discussion on track, keep people from hogging the microphone, and to end the event on time.

— Panel Size.

— Recommended Sizes. Have you provided for a maximum and minimum panel size? Usually it's most effective if panels are kept to 3-6 participants. Often, if you invite 7 at least 1 will drop out. If there's less than 3 there's not enough interaction (unless you really want a monologue) and with even 6 people there's too much of a tendency for the less aggressive speakers to be shut out.

— Aggressive Speakers. If there are people invited for a panel who are reluctant to let others speak, or like to dominate the microphone, don't put too many others on the panel with them. Perhaps have a strong moderator (never the aggressive speaker as moderator) plus one or two others.

— Parking.

— Availability. Is there sufficient at the facility or conveniently nearby for the probable number attending? Have arrangements been made for your attendees to use the space?

— Committee Parking. If parking space is hard to find, have you made arrangements for a few convenient spaces to be held for committee use for whenever errands have to be run? You might bring along or arrange for some traffic cones to be used to hold the space, should the parking facility agree.



Petty Cash. Make sure that it has sufficient change to make exact payments. Periodically make counts and reconcile with receipts during convention. Try to use convention checks wherever possible rather than cash. Assign a custodian of the cash box and keep it in a safe place (obviously).

     Press.

     Press Liaison. Has someone been designated to handle Press Relations at the convention? With one person or specific people assigned, you can ensure that they will know convention policies, have handouts, and be able to represent the convention properly.

(Quote to remember: "Never underestimate the power of the Press" - R. M. Nixon)

     Press Passes. Have you prepared special Press Passes for the Press so that they can wander unescorted (if you indeed wish them to do so)?

     Press Office. Have press that are invited to the convention aware of where they should meet the Press Liaison?

     Committee Awareness. Is everyone working the convention aware of where to direct Press to so that they are handled according to your policy? A Press Pass badge lets your convention security people and others know that the Press is aware of restrictions or other policies in place.

     Program Book.

     Plans. Do you plan one other than a Program Schedule?

     Quantity. Will you have sufficient copies printed for potential attendees? Consider giving one-day attendees Program Schedules and Guides only or having extras of each of these on hand in case you run out of Program Books. Extras, in emergency, can always be printed and mailed after the event (though this is an expensive way to go and often maddening to attendees).

     Ad Sales. Do you plan to sell ad space in the Program Book? If so, start your effort well ahead of the convention and be sure to advertise rates in all convention publications.

     Production. Do you have the expertise to produce the quality Program Book you wish? If not, it's never too soon to locate volunteer talent to assist, to find good places to print the final product, and to solicit material.

     Program Participant. See also Travel, Program Participant Name Signs, Program Participant Schedules.

     Financial Arrangements. Have you made it clear what Program Participants are receiving for appearing on the Program? This includes the following:

— Travel. Is the PP having their way paid to the convention? What class of travel? If it's an allowance, how much? When are they needing to arrive and when should they depart?

— Speaker's Fee. Will one be paid? To what type(s) of guests? How many days and what activities does it cover? Are speaker's fees normally paid to this type of convention and this type of particular guest?

— Per Diem. Are food costs being paid? Should it be charged to the hotel room or is a lump amount being paid on a daily or event basis? Do they need to provide receipts?

— Hotel Room. Is the convention making reservations for PP's? Will the convention be guaranteeing the room or will they also pay all charges?

— Convention Membership. Is the convention paying for the membership for the PP? And their "Significant Other"? Family? Friends?

— Special Events. Is the convention providing tickets to banquets or other events?

#### — Program Participant Name Signs.

— Purposes. Is there a card made up for each program participant signed up pre-convention so that it can be set in front of them during panels? Unless it's a one-person event, many attendees won't know who is who when two or more people are sitting behind a table. Even if everyone introduces themselves at the beginning, attendees arriving after the introduction won't know.

— Size. Also, is the sign large enough to read? It doesn't have to be giant-sized, but should be able to be read from at least 30 feet back.

— At-Convention Signs. Do you have materials and a person with good calligraphy to do at-convention name signs?

— Sign Pickup. If you have people appearing on more than 1 panel during the convention or haven't made up a different sign for each appearance of a guest on a panel, have you provided for pickup of the sign prior to the next event?

#### — Program Participant Schedule.

— Distribution Pre-Convention. Have you provided program participants with schedules and program topics before printing the attendee's program schedule? This gives you a chance to find that a program participant won't be able to make it to the convention for his/her first scheduled panel and make appropriate changes before you print and distribute the schedule to attendees.



- At-Convention Distribution. Have you provided a list of scheduled events for each participant showing the ones he/she is expected/invited to attend? It's usually best to make a pocket-sized card showing just those events.

#### — Program Schedule.

- Format. Is it printed in a fashion that people can separate it from any program book and carry it conveniently with them?
- Changes. Have you provided a well-publicized location to post program changes?

Public Service Announcements. See Advertising, Publicity Releases.

#### — Publications, Ad Sales.

- Convention Publications. Have you planned to sell ads in convention publications?
- Rates. Are the ad rates for various size ads noted in each pre-convention publication, including rates for program book?
- Technical Requirements. Have you specified technical requirements for submission of ads, such as camera ready, half-tones acceptable, color ads, etc.?

Publications, At-Convention. Have you provided for a mimeo, ditto, or copier for at-convention if you are doing publications during the convention? If not, is there a copy facility nearby that can do quick copying?

Publications, Committee Newsletter. Consider doing such a publication to keep the committee up-to-date on convention details. It's also a good way to keep volunteers interested in the upcoming convention.

- Committee/Volunteer list. The Newsletter is a good place to list who's doing what. This way someone can let you know if they don't like their assignment or if they don't want a particular person working for them.
- Committee Meetings. This is also a good place to notify everyone of meeting times/locations.
- Committee Meeting Notes. The Newsletter could also carry a detail of business that passed out of the last meeting and other information for those not attending.

#### — Radios. See also (Convention) Office.

- Need. If your convention is spread over a large area or you're using a large hall that makes communications from one end to another difficult, you might consider renting radios. Pre-licensed radios are available for rent in most all cities.

— Type. FM frequencies rather than CB's are usually much better, especially since CB's can't punch through buildings.

— Use. Radios could be used by convention security so that they can be called and notified of problems immediately (be sure to have a base station radio with a nearby telephone so that FCC required logs can be maintained and so that a fixed point for contact can be kept). Other uses for radios include communications with places away from phone contact and technical crews setting up large halls.

— Receipts. Make sure that revenue-handling areas of the convention are supplied with receipts. This might be pre-printed forms for memberships and art show or standard ncr and carbon forms for miscellaneous uses.

— Registration. See also Membership Badges, Membership Badge Distribution, Membership Database.

— Hours. Have you publicized the hours your registration will be open? Try having it ready (and the events and rest of the convention as well) to open prior to the announced time (unless opening 1/2-1 hour early would cause problems, such as items for sale to first arrivals). It reduces the opening crush of attendees arriving at the opening.

— Training. Are the Registration workers checked out on the procedure? Registration is the attendees first impression of a convention...it's important that it be a good impression. Also, make sure that pre-convention registration information is available to research problems.

— Sales Taxes.

— Taxability. Will admission to the convention be sales taxable? Art Show sales? Memorabilia sales by the convention?

— Third Party Sales. Are items being sold at the convention be subject to sales taxes? If so, local and state licenses may be required. If items are being sold by others than the convention itself (ie if there's a dealer's room), you'll have to advise dealers of the convention's and government policy and tax rates that apply.

— Scheduling. Scheduling the Event. Have you considered:

— Public Holidays. Some holidays are great for conventions because people have time off to attend. Others are bad because people traditionally find other things to do. Labor Day versus Christmas, for example.

— Major Events. State Fairs and other large-draw events can take people out of the convention-attending mood because they've already had enough activity for the time



being. Check with the local convention bureau(s) for lists of upcoming events.

— Similar Conventions. Sometimes similar activities can help attendance in both events, but that's often not the case. Trade publications will often list upcoming events - be sure to check several trade publications and several different issues. Try to avoid scheduling your event close to the time of other conventions. The size and proximity of the other, competing conventions determine how much you would want to separate yours from theirs.

— Dissimilar Conventions. It's possible that different conventions from yours could share advertising, facilities, and costs to save both money.

— Weather. You might not be able to predict it, but you do know the averages. An outdoor event may not work too well if it's usually below freezing or if it's a season of heavy rain you might be tempting fate by having a reception scheduled outdoors without contingency plans.

— Shuttle Service. See Transportation.

— Facility/Hotel Separation. If your facilities and hotels are widely separated (or more than an easy walk apart), you might look into setting up a shuttle service. Most cities have companies that will provide this service (for a fee, naturally). Make sure that your service is with vehicles large enough to service the likely number of people for each round trip and often enough to make it convenient.

— Attendee Notice. Ensure that attendees know that the service exists.

— Shuttle Service Funding. Hotels served by the shuttle that have arranged with you to house attendees will, if arranged in advance, often pay for a portion of the shuttle cost. This is usually based upon a fee per night that an attendee stays in a room.

— Signs.

— Sign Needs. Ask the hotel, function facility, and committee what signs they will need well ahead of the convention. This way they can be prepared in advance and be somewhat standardized, which looks a lot better than scraps of paper with various (poor) penmanship used.

— At-Convention Sign Making. Lay in a supply of material to make at-convention signs. Computer sign-making programs can work well.

— Artist/Calligrapher. An alternative to using a computer is to have a volunteer artist who is good at calligraphy.

Sound System. Does the facility come with an existing sound system?

— Quality/Volume. Is it adequate for your needs?

— Microphones. Are there sufficient microphones being provided by the facility?

— Operator. Will the facility allow you to operate the system or do they have to supply someone?

— Technical Expertise. If you plan to do it yourself, do you have someone on convention staff with sufficient expertise to install and operate the planned system?

— Separability. If the facility has breakout rooms, is the sound system capable of being used selectively for each breakout room?

Stationery. It's a good idea to design stationery (letterhead paper and envelopes) and a business card for the chairperson and others who need one. Naturally, wait until you know the phone number and address you'll be using. If the address being used isn't exclusively for the convention's use, be sure that the Post Office knows it's okay for the convention's mail to come there. Otherwise they might return it as "not at this address".

Suites. Do you anticipate demand for them for your convention?

— Rates. Have you arranged special rates with the hotel?

— Room Blocking. If you want to have special areas of the hotel reserved (such as a party or non-party area), have you arranged to assign the suites in your room block for the hotel?

— Suite Reservations. If there are limited numbers of suites in your room block, are all suite reservations going through the convention so they can be assigned as needed per the convention's priorities?

— Taxes. See Sales Taxes and Accounting (Fiscal Year).

— Telephones.

— Extra Lines. Most hotels and convention facilities can install phones (even give you private lines) without going through a phone company. Be sure to arrange needed lines well in advance.

— Hotel Contract. It's also a good idea to put into hotel contracts that existing, in place lines can be used at no charge (excluding long distance or toll calls).

— Calling the Convention. Make sure that a number for at the convention has been given to anyone who has reason to contact you during the convention.



— Telephone Number List. Especially for larger conventions, make up a phone list for essential hotel, outside facilities, and convention facility numbers and have it ready to be distributed for use at the convention. Everyone is always wondering who should be contacted and at what number for particular things, such as housekeeping, security, logistics, etc.

— Tips.

— Front Desk. Are you planning on tipping the hotel/facility staff? It's a good idea to tip hotel front desk staff with flowers/candy at the beginning of a convention. Also, have cash on hand for tips during the conventions.

— Repeat Conventions. If you repeat each year, you might consider tipping convention setup, sales, front desk, and security personnel. \$10-\$25 per person, depending on their function and performance, is appropriate.

— Hospitality Suite. We usually also leave a tip for housekeeping staff that cleans up messy areas, such as the convention hospitality suite, and then a tip for each sleeping room. Also, you might consider a tip to be split among the housekeeping staff at large at the end of the convention.

— Trade Name Registration. Register your convention or organization's name with the Secretary of State or wherever. It lets you know if someone else has title to the name and gives you better rights in court against later comers using the name.

— Travel.

(Quote to remember: "I'll be home by Christmas" - N. Bonaparte)

— Official Airlines. Airlines will give large groups special terms and rates for travel by your group members on their airline in return for designation as "Official Airlines". The airlines will, in return, give you some free travel for convention representatives or guests (1 ticket for every 50 sold to convention attendees is fairly typical).

— Travel Agent. It can be beneficial to have a travel agent arrange the contract with the airline. He shouldn't charge you anything to do this...instead, he might arrange for being designated the "Official Travel Agent" for your convention (it's not a good idea to make him the exclusive travel agent, however, as people often have their own agent they like to use) in return for assisting you.

— Transportation. See Travel, Car Rentals, Shuttle Service.

— Local Guest Transportation. Have arrangements been made for your convention guests to be picked up at the airport or wherever?

- Airport Shuttle. Do you need to set up a shuttle between airport and hotel or facilities?
- Hotel/Facility Shuttle. Are your facilities/hotels widely enough separated that you need to set up a shuttle among them? Be sure that everyone attending your convention has a map issued by you showing where the facilities are or a good enough a description that they can find you. See Maps. If you are setting up a shuttle, make sure everyone knows where the pickup/dropoff points are and when the trips are made.
- Video Program. Make sure that you have sufficient and long enough power cords, cables, etc. for the equipment configuration and room you'll be using.
- Projector Image. Is your video projector's image large enough to be seen by people at the back of the room?
- Sound System. Is its sound system capable of being turned up for everyone in the room to hear it? If not, consider an amplification system or tying it into the room's existing sound system.
- Ordering Tapes. Have you ordered tapes you plan to show sufficiently in advance that you are sure of getting them and that they will arrive in time for the convention?
- Video Taping. Do you plan to video tape the convention proceedings (part or all)? If so, have you obtained releases from people being tapes so you can show or sell copies? Is there sufficient lighting for the type of camera you are using? Do you have backup equipment in case critical equipment fails? Do convention people doing the taping have sufficient technical expertise to handle the job or do you need to hire someone?
- Volunteer Hospitality. Many conventions do special things for volunteers, such as t-shirts, arranging for them to meet guests, or providing a break room with food and drink (see Hotel Contract, Corkage).
- Special Inducements. Have you enlisted the aid of Program or other departments to arrange for special inducements for volunteers? (keep in mind restrictions applying that would make an unpaid volunteer become a paid employee)
- Break Room. Is there going to be a room set aside as a volunteer lounge for people on standby or off duty? It's a good idea for volunteers to have somewhere to go periodically to unwind and relax.
- Food/beverages. Will food be served to volunteers? It's a good idea to at least have beverages available as people tend to dehydrate when they get involved in a convention. Be sure to check with the facility for their policy about bringing in food and drink.



(Quote to remember: "Eat, drink, and be merry, for tomorrow we die!" - R. Van Winkle)

— Volunteers. Also see Workmen's Compensation Insurance.

— Clubs/Organizations. Do you have connections with local clubs/organizations with interests that mesh with your event(s)? They're a good source for enthusiastic (unpaid) help.

— Numbers. Have you sufficient resources for recruiting volunteers? For labor-intensive conventions, you'll need about 10% of the number of attendees as a gauge of the number of volunteers required. Also, unless your convention workers are paid, always allow for at least 1/3 more than you think really are needed as volunteers (by their nature) sometimes don't show up or don't appear when you arranged.

— Recruiting Attendees. Are you asking attendees to volunteer time? Many people attending an event will put in a few hours each day (customary is 4 per day) to assist the event. It's your challenge to make doing this sufficiently easy to do and interesting enough for attendees to volunteer. It's also best to do as much recruiting as possible ahead of the event through checkoffs on membership forms and signup sheets in convention publications.

— Volunteer Database. Do you plan to set one up? It's a good way to keep track of who has volunteered and to do mailings to all or specific groups of volunteers. It also lets you know how you stand in your volunteer recruiting.

— Volunteer Recruiting. Are you soliciting attendees (through a volunteer form or a checkoff in the membership blank) to volunteer to work the convention? Best to incorporate with fliers, Progress Reports, or other convention publications.

— Workmen's Compensation Insurance. If your convention workers are unpaid volunteers, it's a good idea to have them sign a statement to that effect along with a declining of coverage under Workmen's Compensation. Check with state laws and perhaps an attorney, or else similar groups in your area.

(Quote to remember: "Break a leg!" - M. de Sade)

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contact:  
1844 E. Sesame St.  
Tempe, Arizona 85283  
U.S.A.  
(602) 730-8648

the Generi-Con  
Committee:  
Chairman



the Generi-Con  
Committee:  
Vice-Chair



the Generi-Con  
Committee:  
Treasurer



the Generi-Con  
Committee:  
Staff Recruiter



the Generi-Con  
Committee:  
Head Go-fer.



the Generi-Con  
Committee:  
Art Show



the Generi-Con  
Committee:  
Registration  
Desk.



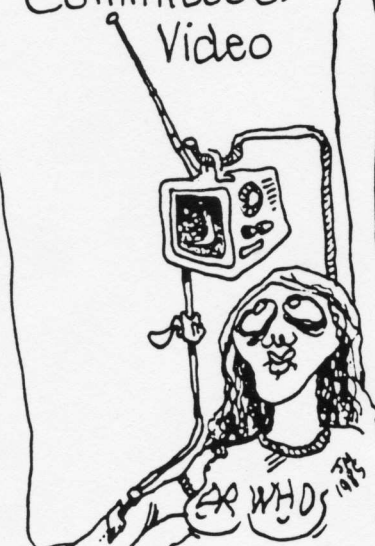
the Generi-Con  
Committee:  
Information



the Generi-Con  
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After-Hours  
Entertainment



the Generi-Con  
Committee:  
Video



the Generi-Con  
Committee:  
Costume  
event



the Generi-Con  
Committee:  
Press  
Relations





the Generi-Con  
Committee:  
Auctioneer



the Generi-Con  
Committee:  
Advance-  
Registration



the Generi-Con  
Committee:  
Con-suite



the Generi-Con  
Committee:  
Programming



the Generi-Con  
Committee:  
Publications



the Generi-Con  
Committee:  
Dealers Room



the Generi-Con  
Committee:  
Science  
Programming



the Generi-Con  
Committee:  
Fan  
Programming



the Generi-Con  
Committee:  
Adventure  
Gaming



the Generi-Con  
Committee:  
Movies



the Generi-Con  
Committee:  
Hotel Liaison

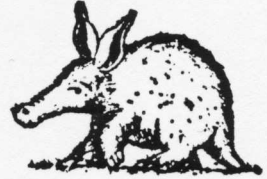


the Generi-Con  
Committee:  
Night-security



Nolacon II Programming Operations: Aardvark Krewe Manual

Copyright (c) 1988 by Ross Pavlac  
5250 North Sawyer, Chicago, IL 60625



I. Introduction

Welcome to the Aardvark Krewe!

This manual will provide you with a brief overview of Nolacon II's Programming Operations. Many changes are expected between presstime and con opening, so be sure you pick up on any updates.

II. Mission

The mission of Programming Ops is to make sure that Nolacon II's programming goes smoothly and appears "seamless" to the average attendee -- no matter what it takes.

We are responsible for:

1. Insuring that room setups are correct, and fixing them as needed.
2. Making at-con changes to the convention program
3. Communicating program changes to the attendees

The tracks we are responsible for as of press time are:

Main track  
Science track  
Special interest groups  
Autograph sessions in dealers' room

III. Operating Principles

- A. Pavlac's First Law of Con-Running (Nolacon II edition):  
Anyone working Programming at Nolacon will get 5 hours of sleep and two meals a day! You, too, Glycer!
- B. Programming Ops Motto:  
Do Good  
Avoid Evil  
Throw a room party
- C. Staff meetings will be held once a day. Time for each meeting will be announced at the prior meeting and posted in programming ops. Attendance is strongly urged. Expected duration: 1/2 hour.
- D. Rewards and Reimbursements

Records will be kept of your participation, and submitted to the committee afterwards for appropriate reimbursements (if such things occur). Recommendations will be made for special recognition for those whose work quality is above and beyond the call of duty. In the meantime, remember:

"Blessed is he that expecteth nothing,  
for he shall be gloriously surprised."

-- G.K. Chesterton

P.S., your contract runs through October 1991. See you in Chicago.



## Gripes

This convention has more than its share of last-minute changes and snafus. When you are interacting with hotel staff, with people who are on program items, or with attendees, do NOT make nasty remarks about the committee if problems occur. At that point in time, whatever problem there is at hand is your problem, and you should solve it in a polite and friendly manner. Save the griping and character assassination for private sessions or the Dead Dog party.

Remember: by accepting an Aardvark Krewe badge, you are now part of the committee! In the words of the late John Bigboote: it's your convention now, too, monkey-boy!

- F. All log entries and documents are to be printed, not written! (All too many fans have near-illegible handwriting.)
- G. Do we need to state that no one is to show up for a shift under the influence of narcotics or alcohol? We thought not.

## IV. Table of Organization and Job Descriptions

- A. Table of organization will include:
  1. Mike Glycer and Rick Foss - programming czars
  2. Ross Pavlac - Programming ops
  3. Shift supervisors
  4. Office managers for programming ops
  5. Chief track managers
  6. Track managers
  7. Aardvark flying squad: gofers assigned to supervisors
  8. Green Room Liaison -- Dennis Virzi
  9. Signage czar -- Wolf Foss
- B. Job descriptions
  1. Shift supervisor
    - a. During the shift, has actual responsibility for getting "the job done."
    - b. Responsible at set times for informing various other Krewes at Nolacon of programming changes.
    - c. "Standard Morning Floor Walk"
 

At the beginning of the shift each morning, the shift manager is responsible for making sure the chief track managers walk the floor to make sure that the hotel has set up each room properly for the day. THIS IS A TOP PRIORITY ITEM.
    - d. Each morning, responsible for current info to be transmitted to the posting locations: 1 board/hotel, con info desk, each meeting room. Also changes to daily newsletter.
    - e. Briefs and debriefs chief track managers and track managers
  2. Office manager
    - a. Answers phones
    - b. Keeps office clean
    - c. Sergeant-at-arms for the office
 

Screens all people entering the office. Keeps order.

- d. Keeps supplies at desired stock levels
- e. Keeps Programming ops log up to date
- f. Responsible for physical security of petty cash, computer
- g. Trains new staff members in radio procedure, etc.

### 3. Chief Track Manager

- a. Ideally, one per hotel.
- b. Manages all track managers in the facility.
- c. Responsible for checking on all track managers regularly to help out if they are swamped and can't leave, to deal with hotel staff while track managers are busy, etc.
- d. When going off-shift, briefs shift supervisor on any items of interest that happened during the shift.

### 4. Track Manager

Perform specific tasks, usually monitoring a group of rooms.  
For each program item:

- a. Make sure item is properly posted outside
- b. Insure a/v setups and room setups are correct (including room temperature), and that mikes are functional, a/v is functional
- c. Insure ice water at head table is OK
- d. Introduce yourself to people on program item  
tell them you will signal when 5 minutes to go
- e. Introduce program item if the people doing it so wish; make sure any official convention announcements are made
- f. Coordinate to make sure someone capable is running a/v equipment
- g. At 5 minutes to end, hold up a sign with 5 on it until panel acknowledges visually that they understand.
- h. At end of time, firmly but politely have the panel close and clear the room for the next item (if nothing following, it's OK to let them alone)
- i. Before the first programming item of the day, posts schedule for the day at each room.
- j. Track managers are not to leave their posts until relieved or told to do so by Pavlac or a shift supervisor.

**IMPORTANT:** ALL TRACK MANAGERS MUST CARRY WATCHES!  
They must be set to synchronize with the Programming Ops Clock: The Chimes of Big Ben.

### 5. Aardvark flying squad

Acts as personal gofers to run messages, etc.

### 6. Computer staff / program planners

Each evening run fresh copies of total program.  
The following are needed:

- i. Master by date/time - 5 copies: prog ops, Green Room, info desk, 1 for each bulletin board
- ii. Master by room - 3 copies: prog ops, Green Room, Con info desk
- iii. For new/changed only: 2 copies by participant (for green room), 1 page/participant
- iv. Schedule for that day, one page/room (to be posted outside each meeting room)



## v. Changes since yesterday: for daily newsletter

V. Interactions With Other Departments

## A. General convention Operations

Given the situation as of presstime, support from general convention ops is expected to be minimal.

## B. Major Functions (Masque, Hugos, etc.)

Not our job. If any changes in schedule, we will pass those on.

## C. Green Room (Debbie Hodgkinson)

Unlike at most conventions, Green Room is parallel to Programming rather than a subsidiary of it. Don't ask.

Roughly, the division of responsibility is: We schedule program items and who is in them. Green Room gathers the people before each item, preps the moderators, and gets the people there. We make sure the room is ready for them and that nothing goes wrong once they get there.

Green Room also registers and locates program participants.

IMPORTANT: Green Room is the department that we are expected to work most closely with. They are to be considered as a twin sister department, and given as much cooperation as possible.

At the start, Green Room gets a 2 copies of a printout by participant (1 for participant, 1 for Green Room).

Each day, Green Room needs updated lists:

Master schedule by date/time

Master schedule by room

## D. Hotel liaison

We will be working closely with these people when we need something from the hotel that a simple phone call and politeness does not accomplish.

## E. Technical Support (Bill Parker, Rick Albertson)

These people will be providing our audio-visual tech support.

## F. Chairman's Aide and Food Taster (Craig Miller, Mike Sinclair)

If you can't find Pavlac, Glycer, or Foss, and it's urgent, track down Craig. He'll help.

## G. Daily Newsletter (Steve Jackson)

We need to get updated info to them every day. Deadlines to be named later.

VI. Daily Operation

A. Hours of operation:

Office hours: 9-6:30, Thursday-Monday  
 Shifts: 9-1:30, 1:30-6:30

B. Changes to program:

1. Changes to the program can only be made by Glycer or Rick Foss.
2. Deadline each day for programming changes for the next day is: To Be Announced.

C. Geographic bounds of our turf:

Hotel	Room	Capacity	Floor
Sheraton	St. Charles A	100	3
	St. Charles B	180	3
	Aurora	180	4
	Bayside A&B	280	4
	Gallier House	50	4
	Evergreen	50	4
	Felicity	50	4
	Grand Ballroom A	475	5
	" " B	275	5
	" " D	475	5
" " E	275	5	
Note: Grand Ballroom C is film program			
Marriott	Exhibit Hall	n/a	2?
	Mardi Gras Ballroom A,B,C	250	3
	" " " D,E	772	3
	" " " F,G,H	350	3

Lastly, a note of thanks to you all for agreeing to pitch in at the last minute. Once again you have helped to prove the old SMOF motto:  
 "The impossible we can do immediately; worldcons take a little longer."

— Ross

H5





Hotel Liaison

PREPARED BY MARGARET GRADY, CHAIR OF COPPERCON SIX CONVENTION,  
WHICH TOOK PLACE IN SEPTEMBER, 1986

Duties Include:

PRE-CON

Meeting with prospective hotels and getting bids.

Proposing bids to Chairman, Banker, and Board of Directors of CASFS.

Writing hotel contract that is approved by the hotel and convention officers, and arranging for the signing thereof.

Making amendments to hotel contract as requested.

Appointing a Main Assistant (Second) to cover duties when you are not available.

Arranging and attending hotel walk-throughs for the Convention Committee, once in May, once in July, and once just prior to the con for possible taping of the rooms and last minute instructions to the hotel by convention officers.

Obtaining floorplans from ConCom and get Fire Marshal approval.

Passing along information regarding setup, supply and equipment to the hotel.

Obtaining room booking patterns for attendee rooms reserved.

Keeping the hotel informed of the progress of the Con, including copies of the Progress Reports.

Bringing ConCom questions to the hotel for answering.

Booking ConCom hotel rooms and guest rooms per request of Con Chairman.

AT CON

Making sure room setups are performed as requested.

Reporting room pickups to the Chairman and getting printouts as the Con progresses.

Checking with the hotel staff (Registration, Shift Managers and Coordinator) to make sure they are satisfied with the Con.

POST-CON

Arranging and attending the final walk-through after the con to assess possible damages or cleaning costs.

Attend the final wrap-up meetings with the hotel if there are contract questions.

Provide a written report of activities and problems for the Chairman.

Providing a list for the Coordinator of all helpers to be invited to the post-con party, and a list of all significant helpers to receive pass-throughs to the next CopperCon. 21

Publicity and Publications Person

Duties Include:

PRE-CON

Preparing a tentative budget for approval to the Banker when requested.

Placing convention notice in national science fiction magazines (eg Asimov, Analog, Starlog, Locus, and SF Chronicle).

Sending out press releases to newspapers, Radio, and T.V. stations regarding the convention - one in August, again two weeks before the convention.

Calling the press representatives the week of the convention to find out if they'll be there (also serves as a reminder for them) on the pretense of needing to prepare PRESS badges.

Designing, getting typeset, getting printed, folded, etc. all publications including:

- a) Flyer for around-town distribution
- b) Progress Report #1
- c) Flyer for LepreCon ?
- d) Progress Report #2
- e) Program Book
- f) Pocket Program
- g) Namebadges for all categories (in cooperation with other ConCom members, at least 1 mo. prior to Con)

and getting assistance when necessary to complete projects.

Consulting with the Chair regarding Program Book, Pocket Program and Badge types and quantities.

Ensuring that information to attendees is prepared (eg ArtShow info, Dealers' Room info, and Masquerade info).

Mailing additional information to those that request, or routing such requests to a more appropriate person.

Arranging with Westside, Central and Eastside valley bookstores to sell memberships (including money/receipt pickup procedures to be coordinated with the Chief of Staff). (This may also be done by Memberships person.)

Arranging for the distribution of flyers to valley bookstores and/or colleges (additional places are fine).

Attending the hotel walk-throughs, if desired.

AT CON

Ensuring an adequate supply of Pocket Programs and namebadges are available throughout the Con.

POST-CON

Providing a written report of Publicity/Publications Dept activities and problems for the Chairman.

Providing a list for the Chairman of all helpers to be invited to the post-con party, and a list of all significant helpers to receive pass-throughs to the next CopperCon. 12



1988 COPPERCON  
PROGRAM EVENT SHEET

reprinted for 1988 SMOFCon  
by Bruce Farr

EVENT TITLE: \_\_\_\_\_

DATE/DAY: \_\_\_\_\_ T=Tentative C=Confirmed

TIME: \_\_\_\_\_ DURATION: \_\_\_\_\_

ROOM: \_\_\_\_\_

SUBTOPICS/LEADING QUESTIONS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

PROGRAM PARTICIPANTS:	Arrived at Con?	Here for Event?
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_____	_____	_____
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_____	_____	_____
-------	-------	-------

_____	_____	_____
-------	-------	-------

_____	_____	_____
-------	-------	-------

_____	_____	_____
-------	-------	-------

_____	_____	_____
-------	-------	-------

M=Moderator W=Write or Call, Not yet Confirmed C=Confirmed

SPECIAL EQUIPMENT:

\_\_\_\_\_

\_\_\_\_\_

COMMENTS:

\_\_\_\_\_

\_\_\_\_\_

Note that each event on the Main Program has a Program Event Sheet that summarizes information pertaining to that event. The Sheet contains information critical to conducting Program Ops and you need to be sure the sheets you need are in the Program Ops white notebook at the beginning of your sheet.

The Procedure for Program Ops is as follows:

- Obtain Program Event Sheet and check it against the Master Schedule posted in Programming Ops and against the Pocket Program - ensure that info is correct and update for changes
- Check off people who have arrived at con or are no shows and post to Event Sheet
- Check that special equipment needed for the event is on hand and that someone has been arranged for operating it
- Make sure that name cards are on hand for each person (there may not be one on hand right away as it may have been in use for a prior panel) - get someone who has good writing/printing to make one from stock kept on hand if none can be found
- Check off Participants listed on the sheet as they show up
- Make sure that Participants are familiar with the topic of the panel/event and the leading questions or subtopics
- Encourage discussion on the topic ideas before the start of the event
- Ensure that a moderator has been chosen before leading everyone to the Program room
- Advise moderator of 5-minute and time-out warning signs being used and ensure that they end panel at 10 minutes to the hour
- As panelists arrive, note people other participants say can't make the panel and not it on the Event Sheet (it may affect upcoming panels as well, so note it on the Master Schedule posted on the Program Ops wall
- If some people haven't shown up, don't panic...missing people often are those who went straight to their Program room
- See elsewhere for instructions on adding new panelists
- Lead all panelists to their Program room at five minutes before start of the panel (try to keep them together), set up their name cards, check for ice water and glasses and see if there's anything else they need
- Check to see if the moderator needs an introduction made from you before you adjourn
- Police the Program room for any excessive trash, especially on the head table
- Return to Program Ops once the panel is underway
  
- 15 minutes before the start of the following panel, give them the "5-minute" warning sign
- If they're still going, give them the "time's up" sign

#### ADDING PEOPLE TO A PANEL

- Have them find Bruce Farr (will often be at the Art Show Desk on the Second Floor
- Once confirmed, add them to the appropriate Event Sheet in the



#### Program Ops book

- Note them as being added on the Master Schedule on the wall
- Complete a Program Change note card for posting on the Bulletin Board in the Con Registration area
- If you can't find Bruce, the following rules apply:
  - NEVER more than 6 on a panel
  - 4 is ALWAYS sufficient people for a panel, and usually 3 works, too
  - It's best not to add someone if at all avoidable

#### DELETING PEOPLE FROM A PANEL

- If someone isn't coming to the convention, notify Bruce Farr
- Note that they aren't coming on their sign-in sheet in their folder, note that they are cancelled on the Event Sheet copies in the Program Ops notebook, and post the change to the Master Schedule
- Complete a Program Change note for posting on the Bulletin Board in the Con Registration area
- Post that they aren't coming on the Event Sheets in the Program Ops book for all panels

#### ALTERNATES

- Are asked to check at least an hour before the start of the panel for which they're an Alternate to see if there was a cancellation
- Are added to the panel ONLY if there's been a cancellation... all panels presently have enough people scheduled and an Alternate is placed only fill in for a pre-panel cancellation

#### COMP MEMBERSHIPS NOT PREVIOUSLY ARRANGED

- Published pros are always welcome to a comp membership, even if they aren't on the Program. You need to contact Bruce Farr to authorize (if not available, contact Sam Stubbs or Lea Schultz)

#### CANCELLING PANELS/CHANGING PANEL TIMES

- Cancelling is ok if absolutely necessary, changing times is not okay at all - check with Bruce Farr - post change as noted in other headings

#### ADDING EVENTS

- Check with Bruce Farr - heavily discouraged unless it's a reading by someone and space is available - post change as noted in other headings

#### OTHER

USE YOUR BEST JUDGEMENT. If in doubt, check with Bruce Farr or Lea Schultz. We won't yell at you no matter what you do (well, maybe a little)(okay, maybe just huff and puff a bit)

reprinted from CON GAMES #2  
by Bruce Farr

JOB DEFINITIONS

For our 1987 NASFiC, CactusCon, we've developed Job Definitions (JD's) for Department Heads. This is useful for several reasons.

First, they assist a person who hasn't performed the exact job you're asking them to do to know what is expected of them. As a matter of fact, rarely do you ask someone to do exactly the same job two years in a row, so an agreement as to the scope of a con job is probably always a good idea. We have different JD's for our local con, CopperCon, which get revised every year in light of our experiences from the prior con.

Next, it defines goals (as quantifiable and date-oriented as practicable) so that they know by when and how much a particular phase of their work should be done. It gives everyone performance criteria and eliminates some of the "I didn't know you needed that" responses.

It's also used as a planning document for the amount of staffing needed for the convention. We incorporate our staffing estimates, which are defined in the Job Definitions, as part of our overall budgeting process. This way we get ideas for the projected cost of membership refunds, Volunteer Hospitality, and related areas.

Finally, it defines the working relationship between that particular department head and the other departments. This helps to reduce conflicts as to whose job a particular facet belongs. It also further ensures that important tasks don't fall through the cracks.

As an example, I'm including a copy of the one I did for Hotel Liaison for the NASFiC. You'll notice that it's not all-inclusive. As it is, we currently have over 70 pages of JD's. Complete JD's would come to some silly amount, such as 1000 pages. This at least hits upon many of the important subjects.



HOTEL AND CIVIC PLAZA LIAISON  
SAM STUBBS  
REPORTS TO: BRUCE FARR, CHAIRMAN  
DIVISION: CONVENTION SUPPORT SERVICES

reprinted for 1988 SMOFCon  
written by Bruce Farr

JOB DEFINITION  
1/5/87

Job Description

The duties required of this position are as follows:

- 1) Negotiate and write (but not sign) all contracts with hotels, providers of meeting space, and concessioners that will be used for the convention.
- 2) To meet with various committee members for planning their use of the convention facilities. Being sole contact with the facilities for the convention committee to get questions answered for the committee. Being an expert in the area of the hotels and Plaza sufficient to answer questions at committee meetings and to warn of potential problems and opportunities ahead.
- 3) Arranging for equipment to be supplied through hotels and Plaza to the committee.
- 4) Arranging with the hotels and Plaza for specific Programs of room use and clearing it, as required, with the facilities and committee members involved.
- 5) Submitting and clearing floor plans for all convention meeting rooms with the Fire Marshall for the City of Phoenix.
- 6) Prior to the convention, to delegate all aspects of Liaison work that can responsibly be handled by operating departments (eg Housekeeping and room use to Scheduling/Setup) to those convention departments and arranging for the hotels/Plaza to meet with those committee members. Designate specific authority of committee members to hotels/Plaza in writing.
- 7) During convention, be on call throughout in case of problems that can be routinely handled by Operations. That is, most problems can be readily handled by other departments since those facets of your job fall within their areas during the convention. Your major job prior to con is to anticipate problems and solve them before the con happens and they crop up to haunt us. Your department would work out of the Hyatt Con HQ primarily with a possibility of assigning someone to be at the Plaza during the day.
- 8) Select 2nd-level Committee people (up to 4) to assist you in dealing with hotels/Plaza. They could work with you on shifts or else by being assigned to one facility each.
- 9) During the convention, you'd be responsible to check with each facility's own staff to ensure that they have no problems that they aren't passing on to us. Also, you'd be handling any problems that aren't being routinely handled by the other convention departments. Next, you would be

periodically checking with hotels to determine daily room pickup and reporting on it to the chairman (eg getting room listings) and passing copies of the printouts to Con Operations. You or your subordinates would be responsible for authorizing any additional charges to the Master Accounts.

10) Assign suites at Hyatt (and Hilton) to bids, publishers, etc. as they request them and space is still available. All such suites are being reserved through us and not the Housing Bureau.

11) Ensure that all provisions of the hotel/Plaza/concessionaire contracts are complied with in a timely fashion.

#### Immediate Goals:

Find one more person to assist you at-con as a 2nd-level Committee person. Suggested is Marianne White of the San Diego WesterCon...she was their Hotel Liaison person.

Update the Hotel/Plaza information report that Anita has on computer. You might delegate that to Anita to maintain. I'd like to have that available for the next convention meeting in early February.

Notify all hotels and Plaza of your taking over Anita's position, the convention dates, and hotel/function space blocks.

Arrange final details with Convention Bureau for housing bureau and assist publication and bureau with design of the reservation card.

#### Long-Term Goals:

Turn in to all facilities list of items required to be provided by the facilities to the convention along with notation of whether those items are being expected to be provided to us at a fee or for no charge. This is due to be turned in to all hotels by July 1, 1987.

Obtain copies of all hotel menus by June 15, 1987.

Monitor room pickups as con approaches. Be sure to reserve suites for bids that need to put on parties, publishers, etc. - ie don't release them unless no more such groups are likely to appear or else there are more than enough still available to serve them all.

Turn in room setups for Plaza/Hotel by June 30, 1987 to Fire Marshall for City of Phoenix. All committee members should have turned their copies in to you by June 1, 1987. Turn in room hour/day/function use schedules to Plaza/hotels by April 15, 1987. Precise setups and floor plans, after approval by Fire Marshall, will be turned over to Kandy Fong as Setups/Scheduling head so she can ensure that all details stay in order for during con. This is part of where I'm mentioning that much of your job can be delegated to departments, especially for during the convention.

#### Budget:

See printout. If you have more updated information, please contact Bruce Farr regarding changes to the budget.



Subordinates:

You still have one position to fill of the four needed assistants. Your four assistants will be responsible for handling the Plaza and Hotels on a shift basis. No one will need to be on shift at night, but (on a rotating basis) one should be assigned on call each night. The convention office (and C&C office) should be aware of who's on call and C&C should have their beeper number.

Staffing Requirements:

None. All positions are considered committee-level because of their responsibility.

Relation to Other ConCom Members:

Chairman: report current status of staffing and in your area, problems not resolvable at Department level, needed changes to the budget as new information arises, current room pickup numbers, be present at all possible ConCom meetings.

Treasurer: supply him with appropriate receipts for reimbursement or other details as he requests.

Scheduling/Setup: work with her closely to develop sufficient details for July 31, 1987 turn-in of complete setup and floor plans to hotels/Plaza.

Operations: delegate to department at-con authority to deal with hotel/convention Security and other departments as seen necessary. Back up authority in writing to hotel, departments, and chairman. At con, keep C&C notified of who's on duty and on call to handle each physical area of convention.

At-Con Office: work out of that office during first and second shifts. Keep ACO notified of who's assigned in each area in case of calls. All Departments: provide information as requested on facilities and gather from them room layouts for Fire Marshall approval and lists of items required from hotels/Plaza/concessionaires.

Chief of Staff: report to him regularly during convention as to 1) problems in your area that you can't handle yourself or 2) problems outside your area that you observe.

Chairman's Gofer: submit requests for project work prior to convention or during convention.

**HOTEL CONTRACTS**  
**reprinted from CON GAMES #2**

by Bruce Farr

We're quite please with our Hotel Contract format that we've been using over the last 8 years in Arizona. I don't know exactly what it's original source was since that's now several fannish generations ago. However, Jim Webbert and Curt Stubbs have said in the past that they had written at least parts of the original version for the 1978 Phoenix Worldcon. That brought about the next incarnation, which was by myself in 1980 for a media convention, PhringeCon. Since then it's been modified mostly by Terry Gish, Bruce Farr, and Bruce Dane.

This contract, an example of which is included with CON GAMES, has been used to date for 2 Westercons, our 1987 NASFIC, the 1985 Tucson World Fantasy Convention, 2 LepreCons, 7 Fan Gatherings, and 4 CopperCons (additionally, some groups outside of Arizona have used it). Every time it's used it goes through a few more permanent changes as well as customizing to make it appropriate for the facility and the convention's particular circumstances.

We warn you that hotels have their own, usually one-page, booking agreement that they would prefer you to sign. That then becomes the contract as far as they are concerned. What we do is to insist upon only signing our own contract form. If they prefer to retype it themselves, then fine. Just as long as they address the issues within our form.

It's amusing to hear the hotels' reactions to the contract when they first read through it. The major chain hotels sometimes will say "A \_\_\_\_\_ would never agree to something like this" after reading it through. However, I assure you that Hilton, Hyatt, and Ramada chains have all signed the contract before, including after review by corporate lawyers. Every hotel has been quite impressed, often saying that they wished that other groups had such a document. It covers issues that often become a contention for other groups since they hadn't been clarified.

This agreement has very picky points in it, too. I assure you that they are the result of sad experience other cons have had or problems we can foresee.

Don't expect a hotel to sign one of these after you've signed your life away on a booking agreement. They might, but they don't have to. We always just ask them to hold the space on a tentative basis with right of first refusal until contract terms are worked out (again, being sure not to sign anything that is binding). If we can't confirm the event (such as in the case of a bid), we insert appropriate wording to the point that the contract becomes effective upon notification of our winning the bid, then we both sign our contract. You're going to usually get the best terms within your agreement, too, if you get the agreement signed by the hotel as a result of competitive bids from different properties.

Regarding competitive bids, what's worked well in the past is to send to all suitable properties in the area a standard form bid sheet for the properties to complete and return to us. Often



this can be done as well through the local convention bureau. We first contact the property to get a sales rep assigned to us, then send them a cover letter giving details about the convention: expected attendance, nature of the event, amount of function space needed, peak activities, and number of expected sleeping rooms. We ask them to give us: rates for single/quad occupancy, suite rates, sliding scale function space rates (ie if 100 room-night occupied, function rate will be \$1000; if up to 200, then rate drops to \$500; over 200, no charge), to waive corkage, comp Hospitality space, and their comp rate (1 night free to con for every 25, 35, or 50 rooms occupied each night).

Finally, you'll possibly be surprised what a hotel will do for you if asked and if you're providing sufficient business. I'm not sure yet which contract I'll print up, but we've managed to get the following in the past:

--The hotel will sometimes send a representative to a bid site to promote your bid. They shouldn't be relied upon to speak for you exclusively, naturally, but show the depth of interest the hotel has in your group being at their property. They will also often give you party supplies. It's also possible that they'll give you discounted or free space at an affiliated hotel, especially if it's participating in the convention.

--The larger the number of hotel rooms being booked as a percentage of the hotel's available rooms (usually 10-15% are held back for contracted business, regulars, etc. so available rooms are almost never the hotel's total rooms), the more likely they are to give you free or discounted function space rates. It's also possible to negotiate the rate available to members to raise or lower the rate you're paying on function space. A surcharge can also be added to members' room rates to help pay for other convention services contracted from the hotel.

--Hotels customarily give conventions 1 room complimentary ("comp") for every 25, 35, or 50 (the most common) for each room occupied during convention dates. There are many ways to word this, but we have them include attendee rooms occupied two days before and after the convention dates and have them give 1 room night for every 25, 35, or 50 room nights occupied in total by convention attendees.

--We ask that the hotel give us a complimentary Hospitality Suite (not part of the 1:25 or whatever comp rate). For larger conventions we also ask for a comp Presidential suite. We don't always get the Presidential suite, but usually do get the Hospitality suite. For NASFIC, we're getting four Hospitality parlours and the Presidential Suite.

--The rate given to con attendees doesn't have to be the rate charged to the concom or con guests. We often get discounted rates for rooms that go onto the Master Account. In addition, we also ask for a special rate for a few VIP's, such as a percentage off the attendee rate or upgraded rooms for regular room rates.

--Nothing says that the hotel has to charge you for ice. We write into the contract that a certain quantity will be provided at no charge. We give them expected quantities and dates so that they'll be ready for us.

--Hotels usually seem to be asked for rates for regular sleeping rooms by cons and often aren't asked for special rates on suites. We like to get quotes for all types of rooms in the hotel, usually putting in a formula where the suite rate will be discounted at a proportional rate to the rack (undiscounted seasonal rate) versus the regular sleeping room rate.

--Swimming pools are of special significance in Arizona, and we like to specify extended hours. Sometimes the hotel won't agree to this because of anticipated noise disturbing guests, but that can be worked out by specifying that hours can be reduced if there are noise complaints during the extended hours.

--Every con hotel has a stock of tables, chairs, easels, microphones, etc. on hand. They also will often charge you for their use...especially the chairs, draping, etc. We are sure to specify that existing stock is available at no charge. It's also a good idea to note that power hookups to existing outlets are at no charge. We've never had to pay for tables, chairs, table coverings, and power at a hotel.

--A Master Account is needed to be set up with the hotel for every convention. If one isn't set up in advance along with the signing of the contract, the hotel's credit manager can require credit references. That can lead to additional pre-con deposits or requests for additional payments during the con for services. We ensure that our deposit to the hotel is sufficient to pay for anticipated charges, so that there isn't a valid objection from the hotel.

--Hotels will sometimes try to charge you for damage to hotel rooms, whether real or imagined. We ensure that the hotel is aware that damages in guest rooms and non con-controlled areas are not our problem. We do, however, assist the hotel in tracking the people down if they don't take care of legitimate obligations. We also can keep track of them so that future hotels and cons don't have to deal with the troublemakers again.

One section was not in this version of the contract. That's an "entire agreement" section reading as follows:

This contract constitutes the entire agreement by the parties and supersedes all prior and contemporaneous discussions and writings.

Read the contract through. It gives our rights, which is something the hotel won't always do. Their best unwritten intentions are no assurance, since hotel managements tend to change every 2-4 years. This agreement may look rather long, but it's nothing compared to what it would be in full legal language...we tried our best to stick to English. Please let me know your criticisms and comments. And send me copies of your formats, too!