

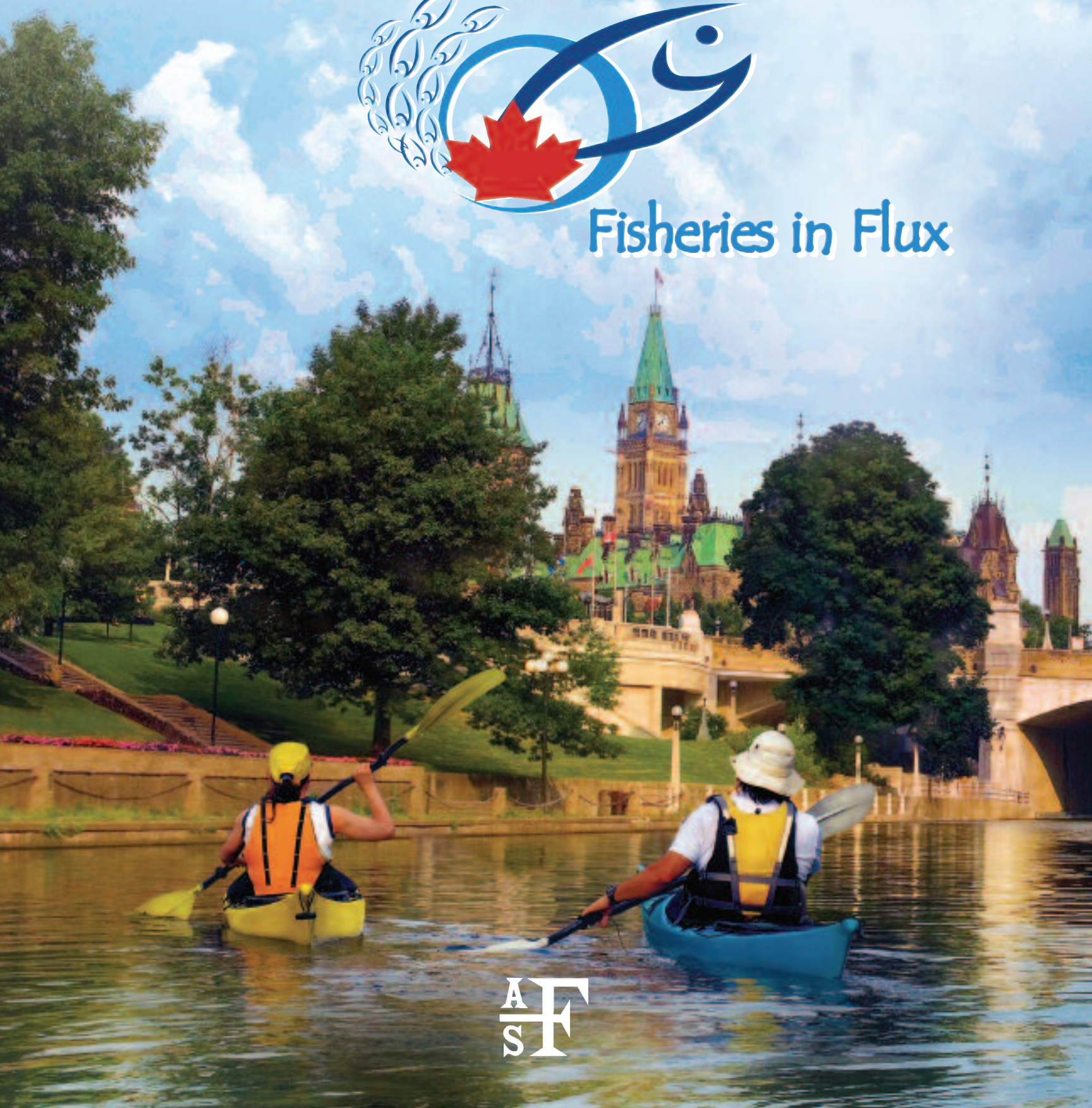
American Fisheries Society • 138th Annual Meeting

August 17-21, 2008 • Ottawa, Canada

FINAL REPORT



Fisheries in Flux



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AFS 2008 – Final Report

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***NOTE: A Report from the AFS 2008 Program Committee has not been provided here. The 2008 Program Committee has had ongoing contact with the Nashville 2009 Committee to provide them with information on issues and details of the meeting. A limited number of Program Guides for AFS 2008 are available at dave.maraldo@ontario.ca

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Sub-Committee – Greening the Conference

Brenda Koenig brenda.koenig@ontario.ca 705-755-1904

Membership –

With assistance from:

Ann Rocchi

Elizabeth Muckle-Jeffs (event planner)

Meagan Cameron (summer student, website material development)

Scope – greening of conference preparations, venue, activities, gifts, travel needs etc.

Objectives – ‘Greening’ (reduce-reuse-recycle, minimize footprint etc) initiatives have the potential to transcend all aspects of the delivery of the conference. The objective was to introduce and implement green alternatives wherever feasible in all elements of the planning and delivery of the conference.

Activities undertaken –

- Brainstorming alone and with colleagues regarding how to implement
- Initial reconnaissance of various options primarily through web searches, contacts identified by colleagues, phone calls
- Provision of greening guides to committee members, raise awareness by working through checklists commonly available re event/meeting planning
- Work with local arrangements committees to ensure that hospitality and accommodations address environmental standards
- Review of service providers for audio-visual services included assessment of how greening elements were addressed (e.g. use of Bullfrog Power re carbon offsets); T-shirt providers re use of natural/recycled materials
- Investigate potential re carpooling coordination through AFS website
- Carbon offsets through tree planting also assessed
- Developed text re greening for Fisheries Magazine and AFS website and posted/published

Timelines –

Started process in November 2007. Continual implementation wherever possible re selecting green options and raising awareness of green choices.

Issues and Resolution –

- Cost re provision of green alternatives and time required to coordinate/implement was sometimes a barrier. It prevented us from following through on the idea of having trees planted to offset the carbon footprint of the conference.

- Calculating the carbon footprint of the conference also proved to be a challenge. Preliminary work indicated that it would be possible with more detailed information on how delegates plan to travel to the conference i.e. air vs rail vs car.

Recommendations for Future Meetings:

- Start 'green'imprinting your committee members early in the process; they will end up being proactive for you and likely causing much more implementation of green choices than if a sub-committee tries to implement of their own accord. Greening really can transcend all aspects of the planning and implementation but the will to be committed to it must be there.
- If you plan to coordinate things like carpooling and/or tree planting – these initiatives must be started very early in the process as they require a high degree of monitoring/maintenance to establish and keep on track. We started too late and could not implement.

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Sub-Committee – Registration Gifts

Brenda Koenig brenda.koenig@ontario.ca 705-755-1904

Membership –

With assistance from:

Tracy Howard (administrative)

Burton McClelland (provision of logos and design)

Debra Martin-Downs (provision of logos)

Scope – Selection, cost estimation, approval and procurement of registration gifts – reusable bag to hold registration materials and reusable mass storage device containing AFS conference program, abstracts, etc and some promotional files from sponsors

Objectives – provision of registration gifts that had practical and aesthetic appeal and met expectations regarding greening goals (eg reduce footprint, use of environmentally-friendly materials, focus on reduce-reuse-recycle, fair market labour etc)

Activities undertaken –

- Brainstorming alone and with colleagues regarding potential gifts
- Initial reconnaissance re cost estimation of various options – primarily through web searches, contacts identified by colleagues, phone calls
- Procurement of samples/mock-ups for review by planning committee
- Approval of recommended options after discussion with planning committee
- Secure quotes for options and bargain for best prices, gather information re deadlines etc
- Payment of portion of costs to lock down contracts and initiate provision of services/materials, delivery specifications finalized
- Review and finalization of mock-ups, provision of logos, files to be uploaded to mass storage device etc

Timelines –

Started process in November 2007. Had approval to proceed with bags in April, and worked with supplier to have delivery of bags one month in advance of the conference. Timing regarding approval and delivery for the mass storage device was similar.

Issues and Resolution –

- It seemed that arriving at a decision regarding what gifts we would provide was perhaps the most challenging aspect – it was important to have

samples that the committee could hold, touch, feel etc to help in the decision-making process

- Logos – artwork for printing on the bags and mass storage devices arrived in many different formats and there was a fair bit of back and forth via email to get them in the proper formats so that resolution was acceptable and that graphic programs would be able to manipulate as required; suggestion is to obtain specs re requirements for graphics files well in advance of deadline for submission of artwork etc

Recommendations for Future Meetings:

- Our planning committee felt strongly that gifts should be practical and 'green', yet meet cost expectations. The gifts appeared to be well-received as there were no apparent negative comments made about them – it seems that the values imposed by the committee were successful.....

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Sub-Committee –

Communications burton.mcclelland@ontario.ca 705-755-1802

Membership

Trudi Vaitennen

Barb Mabee

Drew Stonehouse – Signs/Banners (separate report)

John Cooper – Media Relations (separate report)

Gareth Goodchild – Program (separate report)

Deanna Calhoun – Website

Scope – The communications committee or associated sub-committees were responsible for producing marketing and communications materials for the Ottawa meeting including:

- Logo, graphic design, look and feel of communications materials
- Exhibit booth and publications for San Francisco meeting
- Monthly Fisheries magazine articles
- Insert for June Fisheries magazine issue
- Website content (AFS staff were responsible for management of the website itself)
- Program Guide and errata sheet
- Banners for meeting
- Signs for meeting
- Media relations
- Webcast from meeting

Objectives – Provide professional looking communications and marketing materials to attract participants to the meeting and provide information at the meeting.

Activities undertaken –

Graphic Design

- initially engage artist to produce poster artwork that could be used to develop logo
- engaged ministry graphic designer (Trudi Vaitennen) to produce simple logo design which was the one used as the meeting logo
- engaged commercial graphic designer (Anne Hoover) to develop standard graphic “look and feel” that could be applied to all communications products

San Francisco Trade Show

- worked with Program Committee, AFS President and Meeting Chair to write brochure text
- engaged graphic artist to produce camera ready artwork for promotional brochure, banner and pop-up displays
- hired printer to produce brochure

- hired exhibit company to produce banner and pop-up displays
- arranged for vests for Organizing Committee members to wear in San Francisco

Fisheries Magazine

- worked with other committees to gather information and produce monthly articles for Fisheries magazine, including
 - September, October, November, December – Call for Papers – 2 pages
 - January – Social Events – 1 page
 - February – Destination Ottawa – 2 pages
 - March – Meeting accommodations – 1 page
 - April – Ontario angling destinations – 4 pages
 - May – Plenary Session update – 2 pages
 - June – Meeting Insert – 36 page
 - July – Greening the Meeting – 1 page
- June insert required gathering information from other committees, writing/editing content and working with the graphic designer to develop camera ready artwork to provide to Fisheries editor, Beth Beard

Website

- volunteer worked with AFS webmaster, Farasha Euker, to develop website design,
- worked with other committees to gather information and write/edit content to provide to Farasha for posting
- acted as liaison with other committees to ensure information posted on a regular basis e.g. logos for Sponsors
- acquired photographic images from a variety of sources, including Ottawa Tourism, National Capital Commission, Museum of Civilization and Ontario Tourism for use on the website and in meeting publications

Program Guide (separate report)

Signs (separate report)

Media relations (separate report)

Banners

- obtained banner requirements from other committees, including content and preferred sizes
- scouted Ottawa venues for potential banner locations and size limitations
- worked with graphic designer to have camera ready artwork produced for banners

- obtained quotes from production companies for banner productions
- co-ordinated production and shipping of banners

Webcast

- obtained quotes from a number of webcasting companies for live webcast and posting on AFS website
- viewed example webcasts from potential suppliers
- worked with supplier chosen to plan webcast details, including liaison with A/V services company and AFS webmaster

Timelines –

Graphic Design

- initial contact with artists in January 2007 (approximately 19 months before Ottawa meeting)
- commissioned poster artwork February 2007
- Organizing committee requested different graphic approach March 2007
- Ministry graphic designer developed meeting logo May 2007
- Commercial graphic designer worked with meeting logo to develop graphic “look” for all communications materials June 2007
- First materials produced for San Francisco meeting July/August 2007
- Graphic design followed through all communications material

San Francisco Meeting

- promotional brochure written June 2007
- camera ready artwork produced by graphic designer early July 2007
- brochure printed end of July 2007
- popup display artwork produced by graphic designer early July 2007
- popup display produced early August 2007
- banner artwork produced by graphic designer early July 2007
- banner produced early August 2007
- brochures, pop-up displays and banner sent to shipping company mid-August for shipment to California
- vest artwork produced in late July 2007
- vests produced and distributed to committee members prior to travel to San Francisco in late August

Fisheries Magazine

- Beth Beard, Fisheries magazine editor, provided deadlines for Fisheries magazine issues
- Generally needed to provide text and artwork two months ahead of publication
- Initial article, First Call for Papers, was provided to Fisheries in July 2007
- More lead time needed for June insert given its size and complexity
- Deadline for program information for June insert was March 31, 2008

Website

- Initial submission, First Call for Papers and Introduction to Ottawa meeting, were ready for posting shortly after San Francisco meeting was finished
- Additional material posted on a regular basis as available, including
 - Accommodations information, including a link for AFS members directly to meeting hotels
 - What to see and do in the Ottawa area
 - Travel information
 - Program updates, including details on symposia, contributed papers, posters and plenary session
 - Tour information
 - Student events
 - Social events
 - Link to webcast of plenary

Banners

- First banner produced for San Francisco trade show
- Bulk of the banners produced and delivered in early August 2008 to allow for last minute changes and additions
- Camera ready artwork completed mid-July 2008
- Banners delivered to venues and hung just prior to start of Ottawa meeting

Webcast

- Webcast details and contract confirmed June 2008
- Webcast test with AFS website the week prior to Ottawa meeting
- Webcast setup at the same time as AV setup the day before the opening of the meeting

Issues and Resolution –

Timing

- Many of the communications products, such as the June insert for Fisheries magazine and the Program Guide, required input from other committees, especially the Program Committee. The Program Committee members did a superb job of trying to get all the information to us in a timely fashion, but there were some areas, such as Continuing Education, who missed the deadlines. This put additional pressure on the Program Committee putting the information together and the graphic designer to produce the artwork and get it to the printer in time to meet our production deadlines.
- Establishing clear deadlines and communicating with other Committees can help to address issues related to production deadlines. Identifying the steps involved and the time required helps other Committees understand the long lead times required for production.

Sponsor Logos

- Sponsor logos were required for a number of different purposes, depending on the level of sponsorship. Despite asking for high-resolution logo images, preferably in .eps file format, logos came in from sponsors in a variety of formats and resolutions. The low-resolution jpegs were adequate for some uses, such as posting on the Internet, however they were marginal for publication purposes.
- More specialized applications, such as the Spawning Run t-shirt and registration bag, required a lot of additional work to get many of the logos to the appropriate quality level.

Webcast Feed from Hotel

- The webcast company required an outbound internet channel with no firewalls.
- The Westin guaranteed that they would be able to turn off the firewall for the morning of the plenary session which we would be webcasting. In actuality, they weren't able to turn off the firewall, which meant that the webcast had to be recorded and the DVD physically taken to their office for loading on the servers. This meant that there was a time delay in the webcast feed, rather than being provided live.

Recommendations for Future Meetings:

Timing

- If it were possible to move up the deadlines for receipt of papers and abstracts by a couple of months, i.e. send out the First Call for Papers in July instead of September, it should reduce the pressure on the Program Committee and production staff putting together the June insert and the Program Guide.

Logos

- As part of the sponsor solicitation package, logo requirements should be clearly defined as well as providing clear deadlines for receiving logos for various products.

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Sub-Committee –Fundraising

Deborah Martin-Downs dmartin-downs@trca.on.ca; 416 661 6600 ext 5707

Membership - Members are listed below.

Chair Raffle Committee – Jack Imhof

Scope:

- Identified and sought donations of cash, in-kind and raffle prizes for the conference
- liaison with sponsors and other committee members to complete offered recognition for sponsorship
- assistance with local tradeshow solicitation
- follow-up with prospective donors to ensure that funds are delivered

Objectives:

- \$80,000 cash (raised \$244,000)
- Sought 50 raffle prizes (successful)

Activities undertaken:

- I selected a committee that represented different groups including consultants, agencies, sporting organizations to reach a broader audience of support
- Initially we identified a list of potential sponsors based on previous sponsor lists, local agencies/government, consultants, sporting associations, corporations, non-government organizations, and media.
- We relied largely upon relationships or personal connections of raffle committee as well as all organizing committee members to make the initial contacts for later follow-up by a committee member
- We developed a tracking list to share the information and make sure that committee members did not duplicate efforts; initially we tried to have the list on an FTP site for sharing but there were too many technical difficulties with committee members accessing the site so the updating was not successful
- We defined our support levels based on previous years and labelled them with some local fish names (see list at end of report). This was quite successful as companies identified with a particular level and did not want to be associated with the lowest level 'smallmouth bass'. Support levels were approved by AFS Bethesda and the Conference Chair
- We created the sponsor list for early posting on the website
- We created a 'fundraising kit' with letter templates, email template, contact form to provide information for populating tracking form or making contact for someone, sponsor levels, PDF of conference brochure and instructions for making contact. These materials were posted on the FTP site as well

- but were not well used there. Ultimately the fundraising chair did most of the contacts and letters. Copies of letters attached at end of report.
- As we wanted cash early, we offered additional recognition for early sponsors in before the end of March of the conference year. That resulted in kind of a 'deadline' that got sponsors moving to get their cheques in. The additional recognition offered was more website posting which cost nothing to offer.
 - Initial contact for sponsors was made by email followed with a formal letter request with the sponsor package and a conference brochure. Some sponsors just did everything by email.
 - Follow-up was important because there were some that did not take us up the first time but eventually did support us
 - Some offers for support came directly through the web contact on the annual meeting website
 - Once an offer of support was made we confirmed with a letter providing all of the details for payment and listing the various sponsor opportunities that came with that level of sponsorship (see example at end of report). As we neared the end there were some frenzied periods and our tracking of sponsors and their contacts could have been better. We needed a full contact list for later thank you letters so we should have been more diligent earlier.
 - Each Sponsor was asked to provide their logo – we had a little trouble tracking this as they came to the committee chair, then were passed onto the website and communications folks for their purposes. Some of the logos did not come in the right format for all the uses that they were put to and then we scrambled at the end to get the right format (and this was in the summer during prime holiday time).
 - Bethesda was doing their own fundraising and the communications were not great. We needed to ensure that their sponsors were getting the same recognition but we did not have the direct contact.
 - Generally we waited until the cheque was received before we posted the logo or gave other recognition. However, as publication deadlines loomed we posted in advance of the moneys or large raffle contributions being received. While this gave us leverage, in one circumstance, the donor got more recognition than they ultimately provided merchandise for.
 - Cheques were sent to the finance chair and an acknowledgement was sent from there to the donor. The odd one was incorrectly made out or sent to the wrong place.
 - Thank you letters were sent by the Conference chair.

Timelines

- We formed the fundraising team in April of 2007. Efforts to raise the funds began in earnest in the fall of 2007. By having the cash cutoff for early recognition as the end of March we had a functional deadline.

Issues and Resolution

- Bethesda is responsible for additional sponsors but these were not part of the Fund Raising Committee tracking. We did not have direct contact nor were we aware for awhile that there were sponsors obtained so better co-ordination is required with their sponsors or fundraising person. As we were responsible for ensuring recognition we needed to have the logos and to communicate support levels to the communications group for all sponsors – not just ours
- One of our raffle sponsors did not provide all the value in merchandise that they had promised but recognition had already been provided to that level. We vented and then let it go but would be looking for more specific commitment in the future. One of our fundraising members was responsible for it and they were not communicating either. Not much could really be done.
- Last minute contributions and meeting publication deadlines – quite a bit of scrambling at the end as last minute sponsors came on board and trying to get logos and modifications to the program and conference materials.
- Logo formats – initially we were not asking for the correct format. Establish it early and ask for logos in a variety of formats to ensure that the correct format will be available when required.

Recommendations for Future Meetings:

- Use personal connections to identify potential sponsors
- Follow up – don't give up too easily
- Smaller cash amounts are easier to get approved; just go for more of them
- Appeal to local interests/geography/alignments – sponsors who felt that there was something to be gained by their contribution/presence were far more inclined to agree to sponsor the conference.
- Set a realistic goal – it's much more fun to exceed it!
- Get the cash first where possible; track who has paid and what benefits they have received
- Track carefully who has provided what (cash and inkind separate) to ensure that the correct recognition is provided.

Committee Members List and Contact Information Chair Fundraising Committee

Deborah Martin-Downs, Director, Ecology Division Toronto and Region
Conservation Authority
5 Shoreham Drive, Downsview, Ontario M3N 1S4
Tel 416 661-6600 ext 5706
Fax 416 661 6898
dmartin-downs@trca.on.ca

Don Pearson, General Manager Conservation Ontario
P.O. Box 11, 120 Bayview Parkway
NEWMARKET, ON L3Y 4W3

T (905) 895-0716 ext. 231; F (905) 895-0751
dpearson@conservation-ontario.on.ca

Cam Portt, C. Portt & Associates
56 Waterloo Avenue
Guelph, On N1H 3H5
T 519 824 8227 F 519 836 2418
cportt@sentex.net

Chris Goddard, Great Lakes Fishery Commission
2100 Commonwealth Boulevard, Suite 100
Ann Arbor Michigan 48105-1563
T 734 662 3209 ext 13; F 734 741 2010
cgoddard@glfc.org

Terry Quinney/Chris Robinson, Ontario Federation of Anglers and Hunters
Provincial Manager, Fish and Wildlife Services
Ontario Conservation Centre,
P.O. Box 2800
Peterborough, ON K9J 8L5
terry_quinney@ofah.org

Dave Green, Natural Resource Solutions
279 Weber Street North Unit 15
Waterloo, N2J 3H8
T 519-725-2227 F 519-725-2575
green@nrsi.on.ca

Chair Raffle Sub Committee

Jack Imhof, President, Ontario Chapter AFS/ National Biologist
Trout Unlimited and Ministry of Natural Resources
Trout Unlimited Canada
Rm. 105, Textiles Building
University of Guelph
Guelph, ON N1G 2W1
T 519-824-4120 x 53608: F 519-780-1696
jimhof@tucanada.org

Lynn Bouvier, Research biologist, Raffle Subcommittee
Great Lakes Laboratory for Fisheries and Aquatic Sciences /
Fisheries and Oceans Canada
867 Lakeshore Rd., P.O. Box 5050, Burlington, Ontario, L7R 4A6 /
Tel: 905-336-4498, fax/facsimile 905-336-6437
Lynn.bouvier@dfo-mpo.gc.ca

Stephen Casselman, Ministry of Natural Resources – Local Tradeshow –
Honorary Member
stephen.casselman@ontario.ca



**AMERICAN FISHERIES SOCIETY ANNUAL MEETING
LEVELS OF SPONSORSHIP and SUPPORT**

Atlantic Salmon Level.....\$15,000+

- Certificate of appreciation
- Sponsorship acknowledged in Program
- Sponsorship acknowledged in AFS Fisheries Magazine
- Sponsorship acknowledged publicly at meeting
- Logo on Spawning Run T-shirt
- Opportunity to insert material in official meeting bag
- Name on meeting bag
- Ad in FISHERIES (1/2 page)
- Publicity through press releases
- Trade Show booth with 2 complimentary registrations
- Link on AFS Web Site and logo on conference web page
- AFS Mailing list of 10,000 names

Muskellunge Level.....\$10,000

- Certificate of appreciation
- Sponsorship acknowledge in Program
- Sponsorship acknowledge in AFS Fisheries Magazine
- Sponsorship acknowledged publicly at meeting
- Logo on Spawning Run T-shirt
- Opportunity to insert material in official meeting bag
- Name on meeting bag
- Ad in FISHERIES (1/2 page)
- Publicity through press releases
- Trade Show booth with 2 complimentary registrations
- Link on AFS Web Site and logo on conference web page

Sturgeon Level \$5, 000

- Certificate of appreciation
- Sponsorship acknowledge in Program
- Sponsorship acknowledge in AFS Fisheries Magazine
- Sponsorship acknowledged publicly at meeting
- Logo on Spawning Run T-shirt
- Opportunity to insert material in official meeting bag
- Name on meeting bag
- Ad in FISHERIES (1/4 page)
- Rolling logo on conference webpage

EXAMPLE LETTER FORMAT - SOLICITATION

November 14, 2007

Enter address

Dear:

Re: Funding for AFS 2008 Ottawa Conference

Further to your recent contact with _____, I am writing to provide you with some information and a formal request to be one of our sponsors for the American Fisheries Society conference to be held in Ottawa, Ontario, August 17-21st, 2008. Attached please find our conference package consisting of a brochure and donor recognition package. We would be most happy to craft a special package for you if the predetermined levels and recognition do not meet your interests. I would draw your attention to the additional recognition that will result from your early participation in sponsorship as outlined at the end of the sponsor information. It is important that our consulting industry is well represented at this conference!

The American Fisheries Society (AFS) annual conference is the premier event for fisheries and aquatic scientists, engineers and practitioners across North America and abroad. The theme of our conference is "Fisheries in Flux - How do we ensure our sustainable future". We are planning for approximately 2000 delegates to attend. In addition, publications promoting the conference reach over 9000 members.

We hope that you will join us in helping to make this conference a success and showcasing the best that Canada has to offer. Please feel free to contact me should you have questions. I would appreciate it if you could let me know when you might be making your decision on sponsorship so that we can follow-up with you at an appropriate time. We look forward to your favourable response.

Yours truly,

Deborah Martin-Downs
Chair, Fundraising Committee
416-661-6600 ext 5706
dmartin-downs@trca.on.ca

EXAMPLE LETTER FORMAT - AGREEMENT TO FUND

Date

Dear _____

Re: Funding for AFS Conference 2008

Thank you so much for agreeing to sponsor the American Fisheries Society 2008 Conference. The Ontario Ministry of Natural Resources (OMNR) and the Ontario Chapter of the American Fisheries Society are co hosting this event in Ottawa from August 16 – 22, 2008. The American Fisheries Society (AFS) annual conference is the premier event for fisheries and aquatic scientists, engineers and practitioner across North America and abroad. The theme of our conference is "Fisheries In Flux - How do we ensure our sustainable future".

For your contribution of \$XXX you will be recognized as a XXXX Sponsor for the meeting which includes your sponsorship acknowledgement in the Fisheries Magazine, on the conference website and in the program, at the conference, and XXXXXX (sponsorship levels to complete the list). Please provide me with your logo in a jpeg format if possible for use in our promotional materials.

Cheques should be made out to "American Fisheries Society Meeting" and sent directly to the Finance Chair Elaine Philp, c/o Great Lakes Branch, Ministry of Natural Resources, 1450 Seventh Avenue East, Owen Sound, N4K 2Z1. A receipt will be issued by Elaine.

Thanks you for agreeing to help us make this conference a success and showcasing the best that Canada has to offer.

Yours truly,

Deborah Martin-Downs
Chair, Fundraising Committee
416-661-6600 ext 5706
dmartin-downs@trca.on.ca

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Sub-Committee – Hospitality

Mark Sobchuk mark.sobchuk@ontario.ca: 807-475-1536

Membership – In addition to the committee chair 3 committee members were required to run the committee effectively.

Scope – The Hospitality Committee was responsible for the care and control of 2 hospitality suites and 1 volunteer room. In addition, committee members were used in a trouble-shooting capacity on selected issues that arose during the conference.

Objectives – there were multiple objectives associated with the management of the hospitality suites and volunteer room

Hospitality Suite Objectives

- To facilitate daily operational meetings of the AFS conference organizing committee.
- To provide opportunities for other groups and organizations to host small scale social events.
- To have a location where AFS conference organizing committee members could come and unwind.

Volunteer Room Objectives

- To ensure volunteer staff had a location where they could relax when they were on breaks.
- To provide a location where lunches could be provided to volunteers for the duration of the conference.

Activities undertaken –

- A basic list of food and beverage items was prepared for each room. The intent of this list was to provide guidance to hospitality committee members as to how the hospitality rooms and volunteer rooms were to be stocked.
- Each room was checked on a daily basis and items replenished as required.
- Breakfast items, coffee, tea, various condiments, muffins, pastries and fresh fruit were purchased on a daily basis for the morning meeting of the organizing committee. Requests for additional items from committee members were entertained so as to provide variety.
- Lunches were provided to committee members and volunteers on a daily basis.
- Assistance was provided to other groups and organizations who were using the hospitality suites to host small scale social and reception events.
- Tracking of all expenditures associated with the hospitality and volunteer rooms

Timelines – Planning for the hospitality suites and volunteer room began several months in advance. Planning was done via conference calls with committee members. The real intensive workload associated with the suites and volunteer room really began 4 days in advance of the actual conference and continued until the day after the conference at total of 10 days.

Challenges, Issues and Resolution –

- Determination of the location of suppliers of food and beverage items so as to facilitate replenishment of supplies on a daily basis. This could have been a major challenge but a pre-conference meeting held in Ottawa in June allowed the chairman to scope out the location of various suppliers. The list of suppliers was refined in the days leading up to the conference when a complete understanding of the hospitality and volunteer needs was achieved.
- In an attempt to provide variety in the lunches a supplier was contacted and a verbal contract was arranged to provide lunches for a 3 day period. A problem occurred as the result of a misunderstanding regarding the price for lunches for the 3 day period. The supplier quoted a price which we understood was for the 3 day period when in fact it was for a one day period. This error in essence doubled our lunch costs for one day. Once this mistake was recognized the lunches for the remaining 2 days was cancelled without penalty. This mistake could have been avoided by ensuring a complete understanding of the costs for all 3 days.
- It wasn't recognized until a couple of days into the lunches and breakfasts that there were a significant number of vegetarians with specific meal requirements. Once this was recognized a greater variety of vegetarian lunch and breakfast items was provided.
- A major challenge was to move food and beverage items into the hotel in a discrete manner. This was achieved by using boxes marked as "fisheries equipment". The hotel was aware of this practice but because we were discrete and didn't cause problems they were willing to tolerate the practice.
- Donations of beverages were substantial! You need to be able to deal with large quantities while remaining with legislative and hotel policy constraints. In this case we stored these donations in a variety of locations so we did not exceed legislative and policy constraints.
- Care and control of all rooms was a concern. We did not want to have any events get out of hand so as to embarrass AFS, MNR or the hotel. Thus you need to have a regular schedule set up to check in on the events to see how things were going. There were never any problems but we had a mechanism in place to deal with them if they did arise.

Recommendations for Future Meetings: -

- A hospitality committee comprised of 4 members worked well. A listing of duties and tasks needs to be developed, explained to the committee members and then partitioned amongst the members.
- We had a committee member that lived in the area where the conference was to be held. This proved to be invaluable as they could scope out various

things such as additional suppliers and then feed this information back to the committee well in advance of the conference.

- A pre conference scoping session in the conference location is an excellent idea to help the committee chairs understand the logistical challenges.
- Look for suppliers of food and beverage items that are close to where the hospitality suites are located. This creates a lot of efficiencies if you are providing items on a daily basis to multiple rooms.
- You need to acknowledge donors fully in the hospitality rooms where their donations are being used.
- Develop a list of standard food and beverage items for each room. Check the rooms daily and restock as necessary. What is on this list will depend on how you want to use the rooms.
- Pay attention to the “care and control” aspects related to the use of these rooms. You don’t need to be overt in how you exert this care and control but you do need to have a system in place.
- There are ways to save money and stay within the confines of your budget if you look for them. Be innovative.
- Be sensitive to the policies and reputation of the hotel where you have these rooms. So be discrete if you are pushing the limits of the envelope on such things as bringing food to the rooms.
- Create relationships with the hotel staff especially the valets and doorman. If you have the budget to allow for tips regular tipping provides a lot of benefits if you need to deal with some challenge or issue.
- Track expenditures very closely. Set up a system by which committee members provide the chairman with receipts at the end of each day.
- Ensure that you have one vehicle dedicated to use by the hospitality committee. If you have a transportation committee then you need to coordinate use of this vehicle with that committee.
- Pick the right people for the committee and give them the authority and responsibility to do things and make decisions.
- Keep the project manager updated on a regular basis especially if you have been given the responsibility to manage other issues.

AFS 2008 - FINAL REPORT

Sub-Committee – Kids Fishing Day

Steven Kerr steve.kerr@ontario.ca 705 755-1205

Membership – Scott Smithers, Steven Cooke and several undergraduates from Carleton University.

Scope – Providing an AFS presence at this popular annual event held in Ottawa.

Objectives – Increase the profile of the American Fisheries Society to children (and their parents) and inform attendees of the upcoming annual AFS meeting to be held in Ottawa.

Activities undertaken – Approximately 150 volunteers and children participated in the event.

Timelines – Event was held at Dow's Lake on July 8, 2008

Issues and Resolution – No budget for a formal display or promotional materials.

Recommendations for Future Meetings - AFS actually organized a fishing derby at the 2007 annual meeting in San Francisco. In 2008 it was decided to utilize an existing, high profile fishing derby in Ottawa to achieve the same objective. Either approach would seem to work equally well.

AFS 2008 - FINAL REPORT

Sub-Committee – Master Scheduler

Elizabeth Muckle-Jeffs Elizabeth@TheProfessionalEdge.com: 613-732-3386

Membership

The Professional Edge

Scope

Venue Contract Review and A/V Supplier Assessment & Recommendation

1. Complete a review of the contracts with the three venues (Westin Ottawa, Ottawa Congress Centre and Fairmont Château Laurier) and identify any contractual issues that need to be addressed and resolved.
2. Obtain price quotes from suppliers of office, and audio-visual equipment and technical support services, review the proposals, report on them, and make recommendations that will lead to the selection of the supplier(s) for the AFS meeting.

Master Scheduler and A/V Coordination

1. Plan, coordinate and manage meeting room set-up details and scheduling for the requirements in each of the three venues, including continuing education courses, plenary session, technical sessions, symposia, meetings, AFS Business Meeting, social events, AFS office, registration areas, media, speaker check-in, Internet lounge, speaker prep room and all other related events.
2. Arrange for all A/V needs for each session room and coordinate the submission, organization and loading of approximately 875 PowerPoint slide decks for presentation over the course of the Meeting.

Objectives

1. A/V equipment and on-site technical support were to the highest standards and the lowest possible cost.
2. Ensure Speaker check-in and PowerPoint slide management was handled efficiently, accurately and trouble-free.
3. Ensure that the meeting room set-ups were correct at the three venues each day and that food & beverage requirements were fulfilled according to the contracts.
4. Strive to maintain approved budgets.

Activities undertaken

Venue Contract Review and A/V Supplier Assessment & Recommendation

- Reviewed the contracts that were negotiated and approved by the AFS Bethesda office for the Ottawa Congress Centre, Westin Ottawa and Fairmont Château Laurier.

- Assessed and reported on contractual or other issues with respect to the meeting facilities and guest room accommodation.
- Resolved contractual issues with the Fairmont Château Laurier and Westin Ottawa to the satisfaction of the Local Organizing Committee.
- Assessed each of the three venues' policies with respect to contracting the services of an A/V company other than the official in-house suppliers, and documented cost implications for outsourcing.
- Obtained price quotes from six short-listed suppliers of audio-visual equipment rental and on-site technical support.
- Completed a review and detailed analysis of the quotes.
- Produced an Evaluation and Assessment Report of A/V proposals that included a detailed comparison of the equipment and labour, a cost comparison and assessment; addressed the pros and cons with respect to suppliers, identified areas requiring review and clarification, and made recommendations for the selection of the official contractor(s) for the Meeting and associated events.

Timelines

February 13, 2008 to March 31, 2008

Master Scheduler and A/V Coordination

- Participated in regular planning meetings with members of the Meeting Logistics and Planning Committee, representatives of the three venues, A/V contractor, and others as needed.
- Solicited final quotes from selected A/V contractor(s) and negotiated contracts for audio-visual equipment and technical support, identifying any clauses with associated penalties requiring reconciliation.
- Developed a "standard" A/V equipment package for workshops and associated meetings, etc. for cost-recovery purposes.
- Acted as primary point-of-contact with the convention services representatives of the three venues to coordinate and manage all function room requirements (Plenary, Technical, Workshops, etc.)
- Acted as primary point of contact with the A/V supplier and coordinated all A/V requirements.
- Developed a protocol for speakers to follow with respect to preparation of PowerPoint slide decks.
- Worked with the A/V supplier to develop a PowerPoint slide decks management database, including a tracking system by speaker, subject matter, date, session, order of presentation, etc.
- Developed a budget for refreshments (early morning, mid-morning and mid-afternoon breaks)
- Monitored expenses and reported on any changes that would impact the approved budget.
- Developed banquet event orders (BEOs) for function room set-ups in each venue for each day.

- Coordinated requirements for audio-visual equipment and technical support with the A/V contractor.
- Worked with the A/V supplier and venues with respect to resolving rental equipment storage and security.
- Participated in on-site pre-convention meetings with convention services staff from the three venues and the contracted service suppliers.
- Provided experienced support staff for complete on-site management and troubleshooting with respect to function room set-ups and A/V coordination.
- Coordinated the collection of PowerPoint presentations from speakers and ensured they were loaded into the presentation management system.
- Verified that all PowerPoint slide decks were loaded onto the correct computers in session rooms at each venue prior to the commencement of sessions.
- Ensured that any A/V or other equipment that was required to support speakers' presentations had been addressed.
- Assisted in coordination of student volunteers to provide in-room A/V support.
- Verified the accuracy of all suppliers' invoices and arrange for any required adjustments before making recommendations for payment.
- Made recommendations regarding lessons learned for future planning.

Timelines

April 1, 2008 to September 30, 2008

Issues and Resolution

Venue Contract Review and A/V Supplier Assessment & Recommendation

- The contracts that had been negotiated and finalized in 2003/04 had not been reviewed closer to the dates of the meeting in 2008.
- The main issues pertained to guest room rates referenced in \$USD with a conversion to \$CAD.
- The \$CAD had strengthened against the \$USD from when the contracts had been negotiated and signed and the dates of the meeting.
- Interpretation of the wording of the contracts was favourable to the AFS.
- Addenda to the contracts with the Westin Ottawa and Fairmont Château Laurier were negotiated to ensure the benefits were provided to AFS and the meeting participants.

Recommendations for Future Meetings

- Develop a Standard Operating Procedures Manual for the Meeting in order to provide continuity from one Local Organizing Committee to the next.
- Hire a Professional Conference Organizer to assist in maintaining consistency in the quality and standards of meetings that meet the expectations of the participants.
- Consistency helps to ensure repeat participation.
- Satisfaction of participants leads to growth through "customer satisfaction" and "word of mouth" promotion to colleagues and others.

- Consider the strength of PowerPoint slide deck presentation management as a solution to facilitating speaker A/V check-in and slide deck management.

AFS 2008 – FINAL REPORT

Sub-Committee - Publicity-Media Relations

John Cooper john.n.cooper@ontario.ca 519 873-4613

Membership

Beth Beard, AFS

Scope

To provide media and public relations support for the 2008 AFS annual conference in Ottawa, Canada

Objectives

- Seek out Canadian media that would be interested in doing Canadian/international/AFS fisheries and environmental stories
- Seek out Ontario media that would be interested in doing Ontario/Canadian/AFS fisheries and environmental stories
- Seek out Ottawa-area media that would be interested in doing Ottawa/Ontario/AFS fisheries and environmental stories
- Identify which stories/themes/symposia/oral sessions that AFS and participating organizations want to promote and would be of interest to media
- Identify which stories/themes/symposia/oral sessions that the Ontario Chapter and sponsors would want to promote and would be of interest to media
- Identify which presenters are interested and willing to do media interviews
- Seek media coverage before, during, and after the convention

Activities Undertaken

- Compiled list of Ottawa, Ontario, Canadian and Great Lakes-based US media that may be interested in doing a story on the AFS conference
- Worked with AFS staff to prepare and issue two news releases – announcing the conference and outlining the plenary session. Both news releases encouraged media to register for free attendance at the conference
- News releases posted to AFS conference web site
- Media room at conference hotel and next door to conference organization headquarters
- Reviewed agenda to identify potential story ideas and AFS presenters who may be interested in doing media interviews for each day of the conference
- Prepared list of presenters I wanted to meet and placed notes in their registration packages to invite them to stop in at the media room to meet me
- Prepared media advisory for Ottawa-area media to announce prestigious AFS award to Ontario scientist
- Contacted local media to see if they would be interested in doing stories – pitched story ideas with people available to do interviews
- Final results for media coverage was four newspaper stories (that I was aware of) and two live radio interviews during the week. I turned down one TV

interview because I didn't agree with the subject matter, and a second potential TV interview died because of no 'visuals' available.

- There may have been subsequent media stories from the two outdoor writers who had registered for the conference. Two other print reporters were in attendance and an Ontario weekly paper contacted me a week later for names and presentation topics of MNR staff who presented on Lake Huron topics.

Timeline

- May 12 - Ontario MNR communications branch sent email to conference organizers asking if a communication or event plan was required (none prepared); need to identify a MNR spokesperson (John Cooper); need to coordinate with other agencies (AFS and DFO), and need for copies of MNR publications, in particular fish health fact sheets.
- May 21 – J. Cooper confirmed participation to assist with media and public relations for conference
- June 23 – J. Cooper contacted Jim Milbury who coordinated media and public relations at AFS conference in San Francisco.
- June 23 – J. Cooper contacted Program Committee co-chairs to review program and identify potential themes and story ideas that would be of interest to media
- June 24 – got electronic copy of detailed program – symposia, oral presentations and abstracts
- June 24 – sent email to AFS to find out who coordinates media and public relations – Beth Beard
- June 25 – put together Ottawa-area media list and compiled list of other Ontario, Canadian and Great Lakes-based US media that may be interested in AFS conference
- June 25 - Conference organizers sent out notice of conference to 8 Ontario outdoor writers
- June 30 – e-mailed Beth Beard to discuss media relations – Beth would be preparing a general news release about the convention to 400 media on AFS media list – needed help distributing release to Ottawa and Ontario media – asked for suggestions of news worthy topics and could we attract enough media attention for a worthwhile press conference.
- July 11 – Beth prepared first draft of news release
- July 14 – J. Cooper asked for bullet point on sustainable fisheries be added to news release
- July 15 – Ontario chapter's meeting organizer asked what was needed for a media room at the hotel
- July 21 – draft AFS news release reviewed by D. Maraldo, Chair of conference
- July 28 – Beth sent news release to AFS media list – only 6 of 400 media were in Ontario
- July 30 – J. Cooper prepared list of session topics where Ontario MNR staff were involved

- July 30 – conference call with MNR communications staff and B. McClelland
- July 30 – confirmed media contact for DFO
- August 1 – J. Cooper sent AFS conference news release to 57 media
- August 12 – confirmed details of MNR Minister’s attendance at conference – giving opening remarks at 8 am August 18 – leaving immediately after – no time for media interviews
- August 13 – B. Beard issues AFS news release publicizing plenary session topics
- August 14 – J. Cooper issues AFS plenary news release to Ottawa-area media
- August 14 – J. Cooper contacts Dr. J. Casselman (receiving AFS Award of Excellence) to see if he is willing to do media interviews
- August 15 - Called some Ottawa media to see if interested in doing stories – they wanted to know if any Ottawa stories, send a couple of news worthy ideas
- August 17 – media room set up and ready
- August 18 – issued media advisory regarding AFS award to Ontario scientist to Ottawa-area media
- August 19 – 7 minute live radio interview on drive-home show on CBC Ottawa with T. Sharley about Banrock Station Wines support of project to restore extinct Atlantic salmon in Lake Ontario
- August 20 – 6 minute live radio interview on CBC Ottawa’s morning show with Dr. John Casselman about fisheries issues in eastern Ontario

Issues and Resolution

- Four media pre-registered but they never stopped in at the media room and I never did meet them at the convention
- Two media did come to the media room – a local TV station but we couldn’t do an Ottawa-based story (I suggested Ottawa River sturgeon or American eel) because we had nothing ‘visual’ to illustrate the story, and the editor of Canadian Environmental News who showed up on Friday morning. He had a some subject ideas in mind i.e. impact of mining on aquatic resources, so I did a quick review of the Friday agenda and identified about five key sessions he should attend.
- August 17 – French language CBC-TV crew arrived on Sunday afternoon as convention facilities were being set up – J.Cooper not available, no AFS meeting information available in French, and no French language spokesperson available. TV crew was asked to return on Monday for an interview. DFO Ottawa staff arranged for AFS written materials to be translated and a French language spokesperson was identified. The CBC-TV crew did not return.
- Some Ottawa media only interested in doing a story if they could talk to someone who could comment on the dumping of raw sewage into the Ottawa River by the City of Ottawa, an ongoing local issue that had nothing to do with the AFS conference. I refused to allow a local TV station to do an interview

with Dr. Casselman the day he received his award because they wanted to interview him about sewage spills

- The local CBC radio station does live local interviews from 6-8:30 am, 12-1pm and 4 to 6 pm every week day. I was successful in getting an interview on the morning show and the afternoon show, but both shows said they only wanted to do 1 fish story for the week. I had hoped I could have featured a different fish story every day, but there was no interest. The two live interviewees – Tony Sharley and Dr. John Casselman – impressed both radio show hosts with their knowledge, their ability to tell a story, and their radio voices.

Recommendations for Future Meetings

- I don't do conferences, so I had little experience in how a conference is organized, how the symposia are set up, who is familiar with subject matter of oral presentations, etc. When I contacted Jim Milbury about the San Francisco convention, he sent me comments that I now realize were similar to what I found as well. He called the local television stations, but he found it to be a hard sell because all he had to offer was 'talking heads'. He was also stymied by the fact that the Society of Environmental Journalists was having their annual meeting in San Francisco the same week. Jim ended up not getting any media coverage. He says he has never worked so hard to get so little media attention.
- I found that no one really knew the details of specific presentations, so next time I would have to track down specific presenters and work with them ahead of time to see if we could generate media interest.
- At the time of the conference there were stories in the national media that were based on papers being presented at upcoming conferences i.e. a New Zealand snail infesting streams across North America. Is the AFS or individual organizations interested in raising the profile of the conference by drawing attention to presentations that may be 'important or break-through announcements'?
- Ottawa media wanted to know if there were any presentations that dealt with Ottawa. Here we have a conference with over 500 presentations on fisheries issues around the world and all they were interested in was a local angle. Only two sessions dealt with the local area – sturgeon and American eel in the Ottawa River. Local TV station not interested in pursuing either story because we didn't have any examples – alive or stuffed – to illustrate the story.
- Media room conveniently located near main meeting rooms and organization headquarters – didn't have media room at San Francisco meeting – but not near registration area – four media had pre-registered but they never stopped in at media room – only two media came to media room over the week. Having phone and internet connections did prove useful, however, during an emergency when a MNR vessel sank on Lake Ontario and the room served as response centre for MNR managers attending conference.
- Early in the planning for the event a suggestion was made if we could attract enough media attention, would we consider organizing a media conference. I

don't have much experience organizing media conferences, but based on my experience at this event, it would require a lot of pre-conference work to make a media conference of interest to local media.

AFS 2008 - FINAL REPORT

Sub-Committee – Posters

Tim Haxton tim.haxton@ontario.ca 705 755-3258

Membership

Scope – Poster session

Objectives – organize the poster session

Activities undertaken – Acted as a co-chair for the program committee, specifically for the poster session. Involved being the lead contact for any poster inquiries; reviewing poster abstracts ensuring they were properly categorized (i.e., in the correct session); preparing guidelines for posters (an adaptation of Fisheries article); contacting authors regarding timelines (i.e., when and where to set up and take down posters); ensuring suitable number of poster boards were available; organizing sessions in some systematic order; answered inquiries; review program guide to ensure instructions re: posters included; ensured cancellations were passed along to person in charge of the program guide; developed promotional poster loop for video display; worked on signs for directing people to different themes; set up and dismantled poster session.

Timelines – reviewed abstracts early February; sent out guidelines early June (posted on website); contacted authors for promotional slide and developed loop in June/July; set up poster session the day before conference; pulled down posters left behind at the end of poster session.

Issues and Resolution

- cancellations up to the last day; approximately 5% no show for poster session. Regular contact reminded authors to withdraw if they decided not to attend the conference.
- posters were not retrieved in a timely fashion by authors and therefore tossed by conference centre staff. Resolution: ensure authors are informed when registering
- Posters were bigger than space allocated. Resolution: tried to make them fit and shuffled posters around a bit.
- lack of people attending the formal session, authors stating their displeasure of lack of questions. Potential resolution: Need another draw to the formal session (e.g., social?)

Recommendations for Future Meetings:

- establish contact early with authors of posters and provide regular updates.
- Ensure authors are aware of timelines for posting and pulling down posters.

- Establish a better means to navigate through the poster session (i.e., find a specific poster).

AFS 2008 - FINAL REPORT

Sub-Committee – Program Guide

Gareth Goodchild Gareth.Goodchild@dfo-mpo.gc.ca 705 750-4005

Membership

Jane Tymoshuk

Tracy Allison

Cindy Mitton-Wilkie

Scope – The committee planned, prepared and delivered the program guide for the annual meeting.

Objectives – The objective was to have 2000 guides and an Addendum delivered in time for distribution to attendees upon registration at the conference.

Activities undertaken – The committee started meeting in early 2008 and set up timelines in order to have the products completed in time. Several meetings were undertaken on a monthly basis and as needed.

The following are some main activities required:

- Hire a graphic designer person that can work to tight deadlines and produce the print ready document.
- Plan on working weekends in order to meet the required timelines.
- Work closely with the Committee producing the June insert in the “Fisheries” magazine as this becomes a main part of the guide.
- Work with the other committees to have them provide the materials that go in the guide. These include: the program committee – (the guide is basically a vehicle to present the output of the program committee), the Fundraising Committee (list of sponsors), the Trade Show Committee, Local Arrangements Committee, Registration Committee, AFS Parent Society (for President’s message etc.), Social Committee (for social events), plus others such as parking, transportation, Spawning Run etc.
- A printer has to be lined up to produce the guides and also the Addendum
- Decide on your required budget early on. This will dictate the size and quality of paper, printing, graphics etc. for the guide.
- Permission to use photos and maps may be needed so obtain these early on.
- The June insert in the “Fisheries” magazine will provide much of the Guide content so if a different team is preparing the insert, work closely with them. The same graphic designer should likely be used to save costs.
- Make absolutely clear to other teams providing input your delivery dates and keep in constant contact so there are no surprises.
- Find out ahead of time who will need to approve the content of the guide and build in review time into your overall timelines.

- Plan on having people on hand to do page proof reviews very quickly once the design person and the printer start producing proofs. These have to be done quickly with fast turn around times.
- Plan on the parent society wanting to be involved in the “touch and feel” of the guide and having some input into the final product approval.
- If welcome letters and such from politicians and dignitaries are to be provided, start requesting them very early on as they can take considerable time to be approved and provided.
- As soon as the final draft goes to the printer, start to work on the Addendum and set a cut off date for last revisions that go into the Addendum. The Addendum can be printed and delivered to the meeting site in time for hand outs at the registration table.

Timelines – Basically, the schedule of activities is worked out from the date of delivery backwards such that each phase can be carried out in the time frame required.

- Additional time will be needed to allow for problems along the way. The designer and printers are used to working to tight timelines but the volunteers working on guide content will likely have difficulty in delivering some of their input. Count on delays happening.

Issues and Resolution – There are bound to be some issues that arise and usually they are not show stoppers. Some of the issues that were encountered include the following:

- Photos and logos that appear in the guide must be high resolution so make it quite clear to people and companies providing these, what your requirements are. Some logos had to be sought at the 11th hour.
- Make it quite clear that an “Author’s Index” is created when the program is put together. The Ottawa index had to be created after the fact which was very difficult. Work closely with the Program Committee.
- Obtaining maps and building floor plans in good definition can be difficult. Start collecting these items early on.

Recommendations for Future Meetings: -

- Use this year’s guide as a template and then improve upon it. It’s my understanding that there were few complaints so it’s a good starting point.
- Hire a graphic designer person that can work to tight deadlines and produce the print ready document
- Make absolutely clear to other teams providing input your delivery dates and keep in constant contact so there are no surprises.

- Plan on the parent society wanting to be involved in the “touch and feel” of the guide and having some input into the final product approval.
- Build in sufficient time into your timelines to allow for glitches along the way. There will be some.

AFS 2008 - FINAL REPORT – RAFFLE COMMITTEE

Committee - Raffle

Co-chair Jack Imhof jack.imhof@ontario.ca 519-362-6675

Co-chair Lynn Bouvier lynn.bouvier@dfo-mpo.gc.ca 905-336-4863

Membership

- Dave Green, Natural Resource Solutions Inc.
- Silvia D'Amelio, Trout Unlimited Canada
- Scott Gibson, Azimuth Environmental
- Jon Clayton, Credit Valley Conservation Authority
- Ann Rocchi, Niblett Environmental Associates Inc.
- Sean Stuart, Jacques Whitford
- Deb Martin-Downs, Toronto Region Conservation Authority

Scope - The Annual Meeting Raffle is the responsibility of the host chapter of the AFS Annual Meeting. Core membership in the Annual Meeting Raffle is acknowledged by the AFS President as outlined in the AFS Procedures Manual. For the AFS 2008 meeting, the host chapter was the Ontario Chapter which has approximately 147 members of which 31 are student members. The type of raffle can vary from year to year and has included bucket raffles, silent auctions and simple ticket sales and draws in the past.

For the ease of organization and management, the Chapter with support of the Organizing Committee agreed that the raffle for the AFS 2008 Annual Meeting in Ottawa was going to be a bucket raffle.

Objectives - The objective of the Raffle committee was to acquire a range of very attractive donations that would allow us to raise at least \$12.0K to \$14.0K in gross value. The net profits of the raffle are shared between the Parent organization and the Chapter, with 70% going to the Parent Organization to fund the Skinner Fund for student travel and 30% to the host chapter for educational and student activities and meetings.

The Chapter wished to support the Skinner Fund with some of these proceeds and also ensure that some of the proceeds would be available for Chapter educational opportunities. In keeping with this general target, suggestions from others that have run similar bucket raffles suggested that we should have between 40 – 50 items ranging in value from a minimum of \$100 to a few “Wow” prizes that were valued in the several thousands of dollars.

The intent of the Committee was to have most of the donations either in hand or committed by early June to finalize the sets of items, produce flyers for them and to determine layout and management of the raffle.

Activities undertaken

The Raffle committee organized in October 2007. Several of those involved in the 2008 raffle also attended the AFS 2007 Annual Meeting in San Francisco (Imhof, Bouvier, Martin-Downs). This helped to identify the general approach and what we did and did not want to do for our raffle.

The first meeting of the AFS 2008 Raffle committee was on January 15, 2008. Prior to this meeting, the two co-chairs were appointed by Mary Fabrizio. The co-chairs had both been to San Francisco and were able to use this experience to scope out the committee structure, tasks and focus. In addition, it was determined by the Organizing Committee that the Raffle committee would be a sub-committee of the Fundraising committee. As such, the Fundraising committee Chair, Deb Martin-Downs also provided input to the Raffle committee.

To focus on key items of interest, a draft list of potential donors was developed and committee members were asked to "highgrade" the list, based upon their experience. Once this potential donor list was created, committee members were canvassed and assigned to cover a number of the potential donors and to follow up. All support material and donor tracking was updated and posted on a guest ftp site managed by the webmaster for the AFS-Ontario Chapter. This guest ftp site was available to committee members. It was agreed to by the committee that as new potential donors were identified, this information would be posted and updated by one individual, co-chair, Lynn Bouvier. It was decided that the raffle would need between 2-3 extraordinary prizes that would attract attention. It was felt that these could be a trip; boat/motor/trailer combo and perhaps some high end field equipment. Committee members were asked to explore these options.

As donations were confirmed, a new list of donations was developed which included: a unique number for the item(s); company or individual donating; description of the item(s); value of the item(s); who acquired it and the status of the location of the item(s). This list was updated weekly and posted on the ftp as well.

Training on the organization of bucket raffles was provided by two volunteers of Trout Unlimited Canada's Toronto Fundraising dinner. They helped to identify the set-up, type of tickets to use, cost of the tickets, tracking of purchasers, and how the draw and prize pick-up should be handled. This information was used by the committee to organize this raffle.

By mid-July most items were in hand or pending and a final detailed inventory was developed which included the item number, bucket number and also which donations were to be blended to provide a prize in the dollar value identified earlier in the process. It was determined that there would be 3 Wow prizes including a trip to a remote fishing lodge in Ontario, a boat/motor/trailer combo

that the Chapter acquired at below cost and a donation from Vemco of an acoustic receiver.

In early August, the committee confirmed where all items were held and how and when they would arrive in Ottawa. The committee arranged for space for storage of items so that they could be all checked and prepared to layout on the layout day, Sunday, August 17th. Even with all the plans in place, some adjustment to bucket numbers, blended mixes and in some cases new donated items had to be dealt with on site.

Several members of the Raffle committee met on the Sunday to set up the raffle area. Raffle items were placed on tables in a box formation to allow for control and for ease in handing out to winners.

In addition to the 9 committee members, 14 people volunteered to help with on-site ticket sales. Raffle ticket sales took place from Monday at noon to Wednesday at 1:00pm. Paired groups of volunteers were allocated 2-hour selling slots. Most volunteers were given 2, 2-hour slots over the course of the ticket sales. In addition, 1 volunteer was assigned to man the raffle table (43 X 2-hour slots in total). The responsibilities of the raffle table volunteer included keeping track of outgoing raffle ticket bundles, incoming money, and ensuring the raffle donations were secure.

The final bucket raffle had 3 Wow prizes available and 50 other prizes. The total estimated value of the donations was approximately \$34,000. The raffle grossed approximately \$14,330.

The raffle draw went extremely smoothly. As prize tickets were drawn, the item was placed behind the table while the ticket holder's name was identified and written on a poster beside the bucket Number and prize description. The drawn ticket was placed with the prize so that winners had to show their ticket, the ticket had to be confirmed and then they were given their prize and a check mark was placed beside their name on the poster to identify they had claimed their prize. This system avoided major crowding and avoided people grabbing their prize without the committee confirming they were the winner.

Timelines

A timeline and specific tasks were developed by the Raffle committee in January 2008 to assist with planning raffle activities. The chart below summarizes the tasks and timelines.

Task	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug 1-17	Aug 18-20	Sep	Oct
1. High Grade List of Donors for Potential Swag Items	█										
2. Finalize team and get the ask out	█	█									
3. Prepare control sheets and draft Raffle Layout		█	█								
4. Collect raffle items	█	█	█	█	█						
5. Consolidate list and finalize raffle approach			█	█	█	█					
6. Seek Training from TUC Experts						█					
7. Identify on-site volunteers and prepare "training material"				█	█	█	█				
8. Consolidate all materials, buckets, tickets, control sheets					█	█	█				
9. Transport all raffle items to Ottawa							█	█			
10. Set up and conduct raffle								█	█		
11. Confirm winners of raffle									█		
12. Prepare report and final accounting										█	█

To a large degree, the committee was able to successfully achieve each of these tasks within the timeline identified. To keep on track with the tasks at hand, bi-monthly meetings were set up from early January right until the Annual Meeting. Most of these meetings were through teleconferencing, although several meetings were conducted face-to-face.

Issues and Resolution

Overall, the raffle did run very smoothly. The only issue that arose is that after the second day of raffle ticket sales, one of the raffle prizes was stolen from the raffle table. In an attempt to deter the theft of additional raffle items, we assigned one additional volunteer to monitor the raffle tables at all times.

Two prizes were not claimed. The info on the raffle indicated that the winners had to pick up their prizes by 5:00PM on the Wednesday or between 9:00AM – 1:00PM on the Thursday. Phone calls were made to the winners and messages left, but neither picked up their prizes. The Chapter will use these prizes for other Chapter fund-raising events.

Recommendations for Future Meetings:

We found the bucket raffle approach to be a highly effective way to run a raffle and generate good revenue. The protocol we used allowed our raffle to run very smoothly and the drawing and release of the prizes to go on without a hitch. The biggest challenge was acquiring good donations and trying to secure a few major WOW prizes. We had to put some funds into acquiring a couple of these WOW prizes and this did affect the bottom line of our profits. However, without a couple of major prizes, the interest would likely have been a bit lower.

If you are running a raffle, start VERY early discussing possible donations with potential donators. Start in the fall before the Annual Meeting and do not wait till the spring. Keep clear track of the donations and track their securement carefully.

Our biggest recommendation is plan carefully and well early and the result will be a very smooth running raffle at the Annual Meeting.

AFS 2008 - FINAL REPORT

Sub-Committee – Signs

Drew Stonehouse drew.stonehouse@dfo-mpo.gc.ca 905 336-4821

Membership – Drew Stonehouse

Scope – Production and placement of signage for the AFS Conference.

Objectives –To provide AFS Conference participants directions and printed schedules on the floor of the conference.

Activities undertaken –

1. Site visit – explore the physical layout of the proposed facility(s) for a cursory inspection of appropriate spots for directional signage.
2. AFS Committees – Request numbers and types of signs required by each AFS committee. Firm deadline required for all signage requests.
3. Sign Company – contact and engage sign company early in the process. Provide estimate of signage requirements and associated costs based on requests from AFS committees.
4. Plotter – Schedules needed to be posted outside of the session rooms on the floor of the conference center. Done in house to reduce cost. Must be printed once the final agenda has been printed. Any changes after that were done on site by hand. Sheets were 44 inches long by 36 inches wide and velcroed onto a stationary sign with the session room name. We printed an A.M. schedule and a P.M. schedule for each room every day and changed the sheets at lunch.
5. On site – Sign person had to be available to change signs at any time during the conference. My day usually started at 6:00 a.m. and ended on average around 6:00 p.m.
6. Clean-up – Students were assigned to collect the signs for disposal once the conference was over.

Timelines – Signage at the AFS Conference is a moving target. This is a summer event which can be complicated by Steering Committee members being unavailable due to field work and/or vacations. Speakers cancel and are added in an ad hoc fashion, so it is very difficult to guarantee up to the minute signage. Remember all signs must be approved by AFS in Bethesda.

The deadline for stagnant signs should be one month prior to the event to give the sign company ample time to produce the signs themselves. The Speaker session sheets (A.M. and P.M.) were on the plotter as soon as we had the final agenda in our hands. The speaker sessions sheets were printed then updated on site as required.

Issues and Resolution – Committee chairs were not sure of their sign requirements. More attention by committee members should be given to signage early in the process with the goal being to minimize where possible. Example: Registration Committee requested 18 signs. 6 -10 signs would probably have been sufficient. Signage requirements could have been reduced if staff (volunteers) had been available to give directions at key areas of the conference floor on the first day of the conference, when all of the concurrent sessions start. Many signs became redundant after the first day because participants became familiar with the where everything was.

Recommendations for Future Meetings:

- Committee chairs must provide clear direction on the type and number of signs required.
- Firm deadlines for signage requests.
- Minimize signage where ever possible.
- A plotter on site would minimize the need to make changes by hand.
- You can't have signs for everything. Volunteers on the floor at key areas of the conference to provide directions the first day would have reduced the need for some of the directional signage.
- Too much signage looks bad and can be confusing.
- Use a local printer, who can provide signage as required during the conference.
- Be prepared for last minute requests.
- Choose a font that is visible from a distance. Be consistent with font on all signs.
- Don't assume that everyone thinks the same way as you when it comes to directions. Look at your signs and see if there is any way that they can be read differently or misconstrued by the average participant at the AFS Conference.

AFS 2008 - FINAL REPORT

Committee – Social

Tracy Smith Tracy.c.smith@ontario.ca 905 713 7372

Membership – 5-6 members needed pre-conference planning, many volunteers required during the conference.

Scope – This committee looked after all the social events including: opening night Social, Trade Show Social, Tuesday evening pre-dinner social, Wednesday night offsite social, and closing event. The spawning run was originally part of this committee but got hived off as the conference approached as were the hospitality suites.

Objectives – goals were to provide hospitality to delegates at social events, bar and meal planning, entertainment for each event.

Activities undertaken – Our committee set the theme for each event, organized the entertainment, menu planning, identified sponsors for each event, coordinated logistics with chefs, bar tenders etc., arranged bus transportation for Wednesday evening.

Timelines – Venues need to be booked two years out at least for Ottawa, serious planning for the events began in earnest immediately following San Francisco – entertainers booked 6 months out.

Issues and Resolution we had no big issues to deal with – the chefs at the various venues were very helpful in meeting our wishes (local food for example) and greening of our conference (reduce garbage) – pricing of beverages was an issue at the last minute.

We over-estimated the number of folks at the opening night social – we had to pay for our guaranteed number even though we were over by around 200 – the rest of the week was easier having the registration numbers to go on.

Recommendations for Future Meetings:

Make sure that all contracts are well understood -- for example food costs/person, prices of beverages, corkage for donated products.

Try to figure out a way to more closely estimate the number of people at each event – you can save money and worry by knowing how many folks will be at your events.

Work closely with tourism officials in the city.

Be assertive with hospitality providers at the venues – they do this all the time and they know how to cut corners on quality and hide extra expenses until the last moment

Seek help from someone who has experience with entertainers' contracts if booking your own.

Walk through each event – pay attention to detail – have a couple of things that will be your mantra for the events – ours were “no line ups for food” and “local products where ever possible” – our chefs came through.

The AFS crowd loves to talk – don't try to over power the event with entertainment, announcements or presentations which requires these folks to stop talking to each other.

This crowd likes beer (particularly dark beer)!

AFS 2008 - FINAL REPORT

Sub-Committee – Student Affairs

Co-chair Michael Donaldson; mdonald@interchange.ubc.ca 604-789-2397

Co-chair Steven Cooke steven.cooke@carleton.ca 613-520-2600 x 2143

Membership – 15 members, excluding student workers and student volunteers.

Scope – The student committee took care of student events at the meeting.

Objectives – Primary tasks included the organization of the student-mentor lunch, student colloquium, career fair, student social, t-shirt sales, and seeking sponsorship for student events. The student committee worked in conjunction with the local logistics committee to hire student workers to help out with various tasks at the meeting. The student committee worked with the volunteer committee to assign student volunteers to additional tasks throughout the meeting.

Activities undertaken –

Student-mentor lunch: The student-mentor lunch is an AFS tradition that brings together a student with a professional from academia, government, or the private sector to hold an informal lunch. The goal is to enable networking opportunities and provide an informal platform for mentors to share their experiences with students. By AFS tradition, students and mentors pair up and have lunch at an off-site location. The mentor generally covers the cost of the student's lunch.

On the meeting registration form, a checkbox was supplied to track the registration of both students and mentors for this event. Students and mentors were paired up at the conference hotel, based on shared interests, where possible. The response from students was higher than anticipated, resulting in far more students showing up at the meeting site than had registered online. In an effort to facilitate these new students, some mentors were paired with more than one student (to a maximum of four students). In total, we had an estimated 25 mentors, and about 100 students participate (note that only 10 mentors and 12 students had registered online for this event). Following the event, the comments from both students and mentors were quite positive.

Student Colloquium: The student colloquium is a panel discussion that often brings together speakers from diverse backgrounds to discuss issues related to a central fisheries-related theme. In the past, themes have focused on topics relating to education, employment, research, and the peer-review process. The student subsection of the AFS Education Section generally plans this event annually. Our group worked with the President of the student subsection, Melissa Wuellner, to select a theme, recruit panel speakers, and facilitate the logistics behind the colloquium. The theme of this colloquium centered on employment opportunities in Canada and the U.S. Six panel speakers were

selected, including both male and female speakers from various fisheries sectors (academia, government, private) from both countries. A stage was setup with a table to seat the speakers. Speakers gave a short powerpoint (or off-the-cuff) presentation describing their background and explaining issues and opportunities related to seeking employment in their field. Following these presentations, an open discussion occurred and questions from the audience were fielded by the panel. Door prizes were offered. Attendance was quite strong (~60 people) and the panel discussion was well-received by the mostly student audience.

Career Fair: This event brings together industry, government, and academia to educate students and young professionals about exciting career opportunities. Our goal was to feature a diverse group of employers representing all sectors of fisheries-related employment.

There was about a 50:50 mix of U.S. and Canadian employers. In total, 18 employers participated. Each had a table and display booth. Attendees were encouraged to browse the display booths, pick up pamphlets and other literature, and chat with exhibitors. Snack foods were offered and a cash bar was located nearby (in conjunction with the AFS business meeting that overlapped the career fair in timing and location). This event was incredibly well attended by students, young professionals, and others (several hundred people walked through the event). The event was sponsored by a Canadian consulting company, Golder and Associates, who held a display booth and posted signage to that effect. We received very positive comments from exhibitors, students, and other attendees.

Student social: The student social is an opportunity for students to relax and have fun with old friends and meet new ones. This event was held at an off-site venue in the vibrant Byward market, located at about a 5-minute walk from the conference hotel. The venue was a large pub that featured plenty of space for moving around, space for a band, arcade games and pool tables, and a large bar with plenty of access to purchase drinks.

The student social featured a live band, a house DJ that played between the live band's sets, a full buffet-style food selection, and discounted drinks. Two free drink tickets were handed to each student as they entered the building. A full staff was hired to wait tables, serve drinks, and work the door. Valid photo IDs showing proof of age (19+ in the province of Ontario) were required by all attendees. Arcade-style games were placed in a "free-play" option so that there was no charge to play. The venue had a fire code capacity of 400 people. While capacity was approached several times throughout the night, it was never exceeded and attendance was maintained from 300 to 350 people throughout the bulk of the evening. This event was a major success, as many attendees approached the organizers to tell them that this event was one of the most fun student socials they had attended at an AFS meeting.

T-shirt sales: The student group was responsible for ordering all conference shirts. This included sale t-shirts (450), volunteer t-shirts (185), spawning run t-shirts (250), and conference organizer polo shirts (50).

In maintaining the “green” theme of the meeting, all t-shirts were made of bamboo fiber and used water-based ink. Shirts were Canadian-made and ordered from a local company, to reduce the carbon footprint associated with shipping long distances. The student group organized t-shirt sales and worked the sales booth throughout the meeting. This required considerable assistance from the Finance Committee chair, Elaine Philp, who supplied the student group with a cash box and helped the student group to balance the cash float at the end of each sales day. Shirts were sold over 5 days at the meeting (Sunday to Thursday) and a total of 366 shirts were sold, at a price of \$25 per shirt. T-shirt sales were the main source of revenue to fund all student activities at the meeting. The sales booth was placed in a central location, in close proximity to the registration table, to gain wider exposure to delegates. For safety and security, a minimum of two students were required to work the table or transfer the cash box at all times. Leftover sale t-shirts were donated to the local AFS chapter (AFS Ontario Chapter).

Cut	Colour	Size	# Ordered	# Unsold	# Sold
Women’s	Red	S	20	0	20
		M	18	0	18
		L	19	0	19
		XL	18	6	12
Women’s	Green	S	8	0	8
		M	9	0	9
		L	9	0	9
		XL	9	0	9
Men’s	Red	S	2	0	2
		M	11	0	11
		L	55	10	45
		XL	40	0	40
		XXL	2	0	2
Men’s	Green	S	46	32	14
		M	74	28	46
		L	69	7	62
		XL	35	0	35
		XXL	5	0	5
TOTAL			449	83	366

Other activities: The student group worked with the Local Logistics committee, Dean Fitzgerald and Al Rose, to advertise student worker positions, hire student

workers, develop student worker timesheets, organize the schedule for student work, and help the Finance Committee chair with payment of student workers. Student workers were paid \$10CDN/hr. Hours were flexible and where possible, students were given their choice of sessions they would like to work. Student workers helped primarily with A/V during the meeting sessions. All student workers were required to complete a short training course on A/V duties, which was hosted by the consulting company hired to oversee all A/V components of the meeting. Student workers also assisted with registration. Student workers were recruited well-in-advance (see Timelines, below) through postings on the AFS Ottawa web site, notifications through the AFS student listserv, and notifications through the E-mail list of registered students. Despite this wide exposure, only 20 students had registered to be student workers prior to the meeting. Consequently, notices were posted at the registration desk during the meeting to recruit additional student workers. An additional 10 workers were recruited at the meeting. A team of 5 student volunteers were asked to work to cover off any additional A/V sessions that could not be covered by the student worker staff. Having a pool of additional workers or volunteers is highly recommended in the event that a student worker is unable to work a session.

The student group worked with the volunteer committee to recruit volunteers and assign them to various tasks throughout the meeting. Volunteers helped with various tasks throughout the meeting, including t-shirt sales, help with the spawning run, registration activities, and helping behind the scenes to facilitate various tasks throughout the meeting.

Timelines –

Spring 2007

- 1) Selected student committee (the committee was formed largely from members of Dr. Steven Cooke's Fish Ecology and Conservation Physiology Laboratory at Carleton University in Ottawa, members of the AFS Ontario Chapter Student Subunit, and members of the student subsection of the AFS Education Section).
- 2) Finalized list of student events and assign committee members to work on particular tasks.
- 3) Met face-to-face with committee chairs of the organizing committee at the meeting hotel in order to do an initial site walkthrough and identify potential synergies between groups and discuss priority tasks that need to be completed early on.

Summer and Fall 2007

- 1) Work with the student subsection of the Education Section to discuss the student colloquium and contact a list of panel speakers.

2) Meet on-site with the student events committee for the AFS San Francisco 2007 meeting to identify issues of concern and observe/participate in each of the student events.

3) Create student section of the AFS Ottawa web site.

Winter 2007 and Spring 2008

1) Book live band and work with staff at the off-site venue of the student social, including on-site visits of the social venue to discuss logistics.

2) Order t-shirts for sale and also for volunteers, spawning run, and committee members.

3) Recruit student workers and student volunteers by e-mail, web site, and Fisheries magazine.

4) Recruit exhibitors for the Career Fair.

5) Advertise student events and opportunities via Fisheries magazine, AFS web site, and E-mail notifications.

6) Develop student component of the meeting registration form.

7) Develop student worker timesheets.

8) Site walkthrough to finalize locations of student events.

9) Advertise affordable student accommodation on web site.

Summer 2008

1) Develop student worker and student volunteer schedules.

2) Develop shirt sales schedule and prepare shirts for sale.

3) Finalize details with off-site venue for student social.

4) Work with Local Logistics Committee, Finance Committee, and Volunteer Committee to ensure that enough people are assigned to appropriate tasks.

5) Discuss sponsor signage placement for the career fair and student social.

6) Finalize logistics for all events at the meeting

7) Print pamphlets, timesheets, and work with Signage chair, Drew Stonehouse, to have signs prepared for student events.

Issues and Resolution –

1) Student-mentor lunch

Issue: too many students wishing to participate that had not registered for the event.

Resolution: either recruit more mentors to deal with this issue, or require that all student show proof of event registration in order to participate. Alternatively, this event could become a more formal luncheon, where buffet-style food is served and students and mentors are encouraged to meet and network in one central location.

2) T-shirt sales

Issue: difficulty in predicting the number of shirts and sizes to order prior to receiving registration numbers.

Resolution: if constrained by a tight budget, order conservatively but keep in mind that ordering extra shirts at the extremes in sizes (i.e., XL, XXL, S, XS, kid's sizes) is likely a good idea, as we ran out of these quickly.

3) Recruiting student workers

Issue: challenge in recruiting student workers to work during the meeting, despite being notified several times (and well in advance) of worker opportunities.

Resolution: consider raising the rate of pay or offering other incentives (i.e., free t-shirt, reduced conference fee, etc). Additionally, consider having a pool of volunteers (either student or non-student) that can fill in to work A/V if student workers are unavailable.

Recommendations for Future Meetings: -

1) Include several students in this committee and consider having a student as a chair or co-chair for the committee.

2) While the student-mentor lunch has taken place over the past few years, the format of this event could be changed to better accommodate more students, especially those that did not register in advance.

3) Find a balance between old and new: maintaining the traditions of the student colloquium, career fair, and social, all events that are always well-received and well-attended events, is essential. However, think of creative ways to integrate new elements into these traditions to keep them fresh and fun.

4) Consider hosting the student social at an off-site venue. Stepping away from the conference site offers a nice change of scene and enables students to experience the night life of the host city.

5) The organization of student workers and student volunteers requires close collaboration with the Local Logistics Committee, the Volunteer Committee, the Finance Committee, and the Registration Committee. Maintain communication with these groups as much as possible prior to and during the meeting to determine their requirements for workers and volunteers.

6) Remember that students form a large proportion of AFS meeting delegates. For many students, this meeting is their first introduction to a professional conference. A positive first experience may result in a lifelong commitment to this field. Throughout the meeting and especially on student events day, make sure that student activities are designed to facilitate networking, provide new learning experiences, and enable socializing opportunities.

7) Advertise student events as much as possible. The student group used the AFS Ottawa 2008 web site, student e-mail lists, three articles in Fisheries magazine (i.e., a President's hook piece by Mary Fabrizio and Michael Donaldson, a student events piece by Michael Donaldson and Melissa Wuellner, and a meeting overview piece by the AFS organizing committee), and hardcopy handouts of student events at the meeting registration desk.

8) Maintain a pool of student volunteers (5 to 10) that can be used to fill any gaps in student workers for A/V sessions and other events.

SUPPLEMENT TO STUDENT AFFAIRS SUB-COMMITTEE

Sub-Committee – Student Worker

Chair Dean Fitzgerald dean.fitzgerald@aecom.com

Membership –. Michael Donaldson, Elizabeth Muckle-Jeffs, Jack Imhof, Alywn Rose, Elaine Philp.

Scope – The purpose of this Committee was to place students in various roles at the conference. These roles included facilitation of oral and poster presentations through monitoring all activities in conference rooms (e.g., operation of audio-visual equipment), and acting as assistants to facilitate other activities. These latter activities included the conference registration desk, the Spawning Run registration desk, and raffle desk.

Objectives – This Committee had a primary objective to identify and place students in various roles at the conference. This exercise reflected an initial need to create a list of students that were willing to participate as workers at the conference. Then the students had to be scheduled in role(s) at the conference. It became evident that communication with students was a major challenge. Because of the challenges with communication, the scheduling process was time consuming. We then trained the students for their role(s). It was deemed necessary to visit each student at the conference to ensure they were successfully completing their role(s) and to resolve related problems. The final step was to pay the students.

These objectives, in order of occurrence, were to:

- identify students that were willing to participate at the conference;
- communicate with students;
- schedule students in role(s) at the conference that matched their schedule;
- train students for their role(s) at the conference;
- ensure students arrived at their scheduled tasks;
- confirm students were successfully completing their role(s);
- track the hours worked by each student; and
- pay the students.

Activities undertaken – The activities completed for this Committee followed the eight objectives. Most activities were facilitated by Dean Fitzgerald and major contributions provided by Michael Donaldson and Elizabeth Muckle-Jeffs. The key activities included communication with students prior to the conference, primarily through electronic mail. A draft schedule was created prior to the conference and then it was revised at the conference based on the most current information on conference needs and student availability. The final revisions of the schedule were completed by Elizabeth or her Staff. The hands-on activities at the conference included training for the role(s) and then visiting the student in

their role(s) at the conference. The training was completed by Elizabeth and her Staff. The students were visited in the role(s) by Dean and Michael and Elizabeth and others. It seemed like a wise exercise to visit each location where a student was located in order to reduce the chance of problems causing major delays on the schedule etc. Then, different individuals interacted with the students to confirm the hours worked in their role(s). The pay was presented to the students by Elaine Philp (Budget Chair) at the conference and/or afterwards.

The student group worked with the Local Logistics committee, Dean Fitzgerald and Al Rose, to advertise student worker positions, hire student workers, develop student worker timesheets, organize the schedule for student work, and help the Finance Committee chair with payment of student workers. Student workers were paid \$10CDN/hr. Hours were flexible and where possible, students were given their choice of sessions they would like to work. Student workers helped primarily with A/V during the meeting sessions. All student workers were required to complete a short training course on A/V duties, which was hosted by the consulting company hired to oversee all A/V components of the meeting. Student workers also assisted with registration. Student workers were recruited well-in-advance (see Timelines, below) through postings on the AFS Ottawa web site, notifications through the AFS student listserv, and notifications through the E-mail list of registered students. Despite this wide exposure, only 20 students had registered to be student workers prior to the meeting. Consequently, notices were posted at the registration desk during the meeting to recruit additional student workers. An additional 10 workers were recruited at the meeting. A team of 5 student volunteers were asked to work to cover off any additional A/V sessions that could not be covered by the student worker staff. Having a pool of additional workers or volunteers is highly recommended in the event that a student worker is unable to work a session.

The student group worked with the volunteer committee to recruit volunteers and assign them to various tasks throughout the meeting. Volunteers helped with various tasks throughout the meeting, including t-shirt sales, help with the spawning run, registration activities, and helping behind the scenes to facilitate various tasks throughout the meeting.

Timelines – It is important to note that Dean only became involved with this Committee during early July 2008 after someone else stepped away from this responsibility. Thus the timelines noted here start only during July.

- revised Committee identified during July conference call;
- communications with potential students during July to mid-August;
- hired a student assistant during August to facilitate schedule development;
- week before conference attempted to refine the draft schedule;
- days before conference, a draft schedule was submitted to Elizabeth;
- training session preparation completed by Elizabeth before conference;
- training session attendance by all students at conference;
- visits with students at location of each role at conference;

- interaction with students to confirm hours worked at conference; and
- preparation of pay cheques to each student at conference or after.

Issues and Resolution – A major issue was that the Committee was revised during early July. This revision resulted in the loss of some communications with students that had identified earlier with the original Committee that they were willing to participate at the conference. For example, students were approached to participate as workers as early as the 2007 conference. The students were again approached at different venues through 2008 (e.g., Ontario AFS chapter meetings). An absence of a complete list of students who could be formally requested to participate as workers required late requests going out through the members of the main Conference Committee to students that they knew of. Additional late requests were made on several dates by Dean and Michael asking for students to identify their availability. Thus, if the communications with students had been maintained from 2007 forward to the 2008 conference, it would not have been necessary to identify different methods to request students to participate.

Due to the July communications with students about availability, it was not feasible to set a draft schedule until mid-August. Hence, the time consuming task of drafting a schedule was done in a short period. To overcome this issue, we hired a student to prepare the draft schedule. This person, Ms. Melissa Chancey, interacted extensively with Dean. The process involved the preparation of an initial schedule by Dean and then student names and availability were sent from Dean to Melissa. It was relatively simple to list students for work at different desks but the schedule for the presentations was particularly complicated, as each concurrent session required a student to be present. Hence, the presentation schedule included four days and more than 20 sessions each day. In total, Melissa spent more than 20 hours preparing the draft schedule and then Dean reviewed and revised it. For future conferences, it will be useful to identify a student that can actively participate in the preparation of the draft schedule as early as possible.

The late preparation of the draft schedule resulted in Elizabeth receiving the schedule only just before the conference started. This then caused Elizabeth to rapidly revise the schedule relative to on-site information in Ottawa. In addition, Michael Donaldson also assisted Elizabeth with the revision of the schedule. This process required any late communications from students to be integrated within the schedule at the conference.

At the conference Elizabeth and her Staff presented the training session for the students. This presentation was prepared by Elizabeth. It represents a necessary component of this process and provided an excellent basis for the students and other individuals to become familiar with the equipment and facility.

An essential but time consuming activity was that members of the committee visited each student at their location. These visits were completed primarily by Dean and Elizabeth or her Staff; Al and Michael also helped. The completion of the visits confirmed that the students were where they were scheduled, and that the equipment and presentations were running smoothly. Such confirmation provided assurances that the schedule was being maintained, and also rapidly identified any problems that arose. These visits likely represented the most demanding task and tight timeline.

A minor challenge was addressing last-minute changes to the schedules of students in the student worker schedule. These changes were usually facilitated through electronic mail exchanges or students simply speaking with Dean, Michael, or Elizabeth.

It is prudent to note that we did not identify a sufficient number of student workers to fill all the positions at the conference. As a consequence, Dean and others had to sit in on some sessions to run the Audio Visual equipment. The remaining empty slots were filled by student volunteers, primarily from Dr. Cooke's laboratory. Thus, the total cost for student workers did not fully represent the total cost or time requirement of student workers at the conference.

Recommendations for Future Meetings: - This process requires efficient and effective communications occur among Committee members and the students through the entire process. If the different individuals learn how to communicate, then the process required to complete the different tasks will be simplified.

A sensible recommendation for individuals tasked with the Student Worker Committee would be to initiate communications with student workers as soon as feasible. Specifically, if Committee representatives communicate with different individuals at government laboratories and universities, it will be feasible to identify an early list of students that could participate in the conference. In addition, it is necessary to also communicate the need for student workers to the different AFS chapters in Tennessee and other adjacent States. If early communications are conducted with students, it will be viewed as more professional than the late requests that were sent out during August 2008.

Once the tentative list of students is identified for 2009, then the Committee would be wise to start communications with the students as early as feasible, but no later than July. Then, a draft schedule could be prepared by late July, and then revised during early August. Such a revision would then allow for a nearly complete schedule to be available before the conference.

At the conference, at least two individuals should be identified that can visit with the students to confirm they are at the correct locations, and that no other problems exist at those location.

Dean has confirmed his willingness to be available to answer any questions on this matter. So, please send him a mail message and he can share experiences with the Ottawa conference and offer other insights not noted in this report.

AFS 2008 - FINAL REPORT

Sub-Committee – Trade Show

Stephen Casselman Stephen.casselman@ontario.ca 705-755-1661

Membership – Stephen Casselman and Shawn Johnston (AFS)

Scope – Integration of Trade Show into logistics of local organizing committee.

Objectives – Ensure a successful trade show which is properly integrated into other components of the meeting.

Activities undertaken – Provided a linkage between Fundraising Committee and Trade Show Coordinator, to support organizations that received complimentary booth space at the trade show.

- Work with Trade Show Coordinator to retain a suitable exhibition company.
- Provided Trade Show Coordinator with contacts for local/regional vendor representation at the trade show.
- Advise the layout of the trade show to maximize interaction between trade show vendors and meeting delegates.
- Integrate the requirements of the trade show with the other activities occurring in the trade show hall, such as the poster session, coffee breaks and trade show social.
- Worked with the social committee to plan the trade show social.
- Served as primary onsite contact for exhibition company during show.
- Provided assistance to vendors during move in and out for trade show hall, and assist with any issues that arise during the show.

Timelines - Obtaining a contract with an exhibition company should be completed as early as possible, ideally by 10 months out from the meeting. This will allow for the exhibitor information package to be assembled well in advance and provide adequate time to solicit exhibitors. This will also mean that details associated with the layout of the trade show hall, and consequently other uses for the trade show hall, will need to be largely finalized at this point. Assembling a list of local and regional companies which may be interested in exhibiting at the trade show should be compiled so that they can be sent the information package as soon as it is available. However, the local organization committee may wish to ensure that companies are contacted for fundraising and raffle prize potential contribution prior to being contacted for the trade show.

In addition to pre-meeting coordination, the trade show committee should be available for the duration of the trade show, including during exhibitor setup and take down to assist with any issues or last minute requests that arise.

Issues and Resolution – Constant contact between the Trade Show Chair and the Trade Show Coordinator is needed to ensure that activities are coordinated between the local organizing committee and AFS Bethesda, this ensures both that activities aren't duplicated and that nothing is missed. Any issues that arose were primarily related to concerns that exhibitors had during the actual trade show. These types of on site issues can be minimized with the support of an experienced exhibition company. Most issues were related to exhibitors wanting to order services for their booths, which they hadn't pre-ordered. Having an on site exhibition company able to respond to these last minute requests is critical to providing good service to the exhibitors.

The one recurring complaint from exhibitors relates to the amount of interest of the conference delegates in the exhibitors. The trade show is not the focus of the conference, and with the trade show social occurring early in the conference, delegates typically visit the trade show during the first day or two of the conference which results in little traffic for the exhibitors near the end of the trade show. Despite best efforts to increase traffic through the trade show hall, it is a challenge to maximize interest in the trade show. Opportunities to draw delegates into the trade show hall throughout the meeting should be explored where ever possible, such as having coffee breaks and lunch options in the trade show hall.

In previous years there have been concerns with security in the trade show hall after hours. Depending on the level of security provided by the facility, it may be advisable to hire additional security to be present during the off hours, when the exhibitions are setup.

Recommendations for Future Meetings: It is important that the efforts of the fundraising committee are coordinated with the trade show, to ensure both that companies entitled to a complimentary booth receive it, and that local and regional companies are contacted to participate in the trade show. Close communication with the Trade Show Coordinator will facilitate a successful trade show. Efforts to increase exposure of the trade show throughout the conference should be pursued where ever possible.

AFS 2008 - FINAL REPORT

Sub-Committee – Volunteer

Kelly Lucas k.lucas@cogeco.ca 905-632-0067 (evenings) 519-824-4120, ext. 53788 (days until April 17, 2009)

Membership -

Volunteer Coordination was a cooperative effort involving all committees but, to a greater extent, Student Affairs, Master Scheduler and Ottawa Logistics.

Scope - Responsibilities included the assessment of volunteer requirements, recruitment and scheduling of volunteers, and responding to inquiries regarding reduced registration (as per the Volunteer Policy).

Objectives - To ensure that sufficient numbers of volunteers were available to facilitate the smooth running of the conference. Based on numbers from San Francisco and Lake Placid, and projected numbers for Ottawa, it was estimated that we would require 100 -120 volunteers, a number which included student workers.

Activities undertaken -

- Bi-weekly conference calls, along with the pre-conference walk- through and daily meetings during the conference
- assisted in determining volunteer roles and numbers
- Primary volunteer roles included: moderating, registration, social and spawning run assistance, raffle ticket sales and raffle table security, t-shirt distribution, direction/signage distribution, continuing education support and transportation for off-site events.
- Committee members were responsible for determining their volunteer needs. Many recruited some or all of their own volunteers.
- Requests for additional assistance were submitted to the volunteer coordinator.
- A database of volunteers was developed and maintained, and an e-mail contact group created.
- Initial contacts were made from a list of individuals who had previously expressed interest in volunteering at the conference. As the event drew closer, individuals contacted me directly.
- Some were “volunteered” by their supervisors, but many independently expressed their interested in participating.
- As volunteer requests came in, e-mails were sent out to the volunteer contact group, and responses were acknowledged and recorded.
- Once volunteers were identified for the various activities, scheduling commenced.
- Moderators and raffle ticket salespeople were scheduled by their respective committee chairs.

- The Social Committee Chair identified 3 events and a list of volunteers interested in these events was provided.
- The Chair hosted an information session for these volunteers prior to 2 of these events (the Opening night social and the Museum of Civilization Social).
- Volunteers for the third event, the Spawning Run, were acquired close to the date of the event so were coordinated by myself and the Spawning Run Coordinator.
- Volunteer roles which were identified just prior to the Conference or on-site, such as transportation to off-site courses, continuing education support and direction/signage distribution, were arranged as needed.
- The Business Office was the central point of communication for these purposes.
- Prior to the conference, confirmation of schedules were distributed to the volunteers, along with a request for contact information (hotel, e-mail address, cell phone #) during the conference.
- A Volunteer Training/information session was considered but an insufficient number of volunteers were available prior to the conference to make it worthwhile. Any training was thus provided on-site.
- During the conference, I attempted to welcome all volunteers as they reported for duty or at registration, when they collected their volunteer t-shirt.
- A Volunteer and Spawning Run t-shirt distribution table was set up near the registration area, which was located in the Congress Centre.
- As the Business Office was located at the Westin, this table quickly became an Information Desk (and primary operation base for myself) as well.
- As the conference progressed, volunteer needs were re-assessed and dealt with accordingly.
- The two central points of contact (Business Office at the Westin and Information Desk at the Congress Centre), along with the Hospitality Suite (where lunch was provided for volunteers), made it relatively easy to notify volunteers of any scheduling changes.
- Communication was also accomplished via e-mail and cell phone.
- We were fortunate in having 6 undergraduate students available for the entire conference. This “core” groups’ primary responsibility was registration, but they were also able to assist with the training of new registration volunteers, staffing the Information Desk and filling in gaps in the AV Check-In/Sneaker– net schedule.
- An additional 3 volunteers were provided reduced registration in exchange for a volunteer commitment of 12 – 16 hours.
- In total, we had approximately 80 volunteers, not including student workers or members of the Steering Committee. The majority volunteered in more than one capacity. A summary of volunteer roles and numbers is provided in Table 1.

An approximate estimate of hours contributed by myself would be 160 – 170 hours.

TABLE 1: VOLUNTEER NUMBERS (Estimated and Actual)

EVENT	PROJECTED NUMBER		ACTUAL NUMBER*
Moderators	50		40
Registration**	Saturday	2 shifts x 8	1 shift x 6 (6 total)
	Sunday	4 shifts x 12	3 shifts x 9 – 12 (18 total)
	Monday	4 shifts x 12	4 shifts x 10-13 (22 total)
	Tuesday	3 shifts x 12	2 shifts x 8 – 10 (14 total)
	Wednesday	3 shifts x 8	2 shifts x 5 – 7 (7 total)
	Thursday	1 shift x 5	1 shift x 4
Opening Night Social	3		3
Museum Of Civilization Social	10		10
Spawning Run	10		10
Raffle	24		27
Signage/Directions	2-3		2-3
Continuing Education Support	2		2
Transportation to Off-Site Course Locations	5		5
Ottawa Tourism			2

* Actual numbers are based on numbers present per day. Numbers do not include Steering Committee Members, with the exception of the Raffle, although I filled in for needed Spawning Run and Museum Social vacancies.

** The numbers required for registration could have been lower, and volunteers were relieved or re-assigned in some instances.

Timelines:

- March, 2008 - Volunteered for position
- April, 2008 - Reviewed policy on support for volunteers;
- Pre-Conference Walk-Through
- May, 2008 - Received list of potential volunteers (60 individuals) from Tracy Howard;
- Began responding to inquiries about volunteering;
- Sent request for volunteer needs to committee chairs;
- Contacted Ottawa Tourism regarding the possibility of their volunteers being available to provide tourism information at the conference;
- Sent out request for volunteer moderators;
- Received list of volunteers for raffle ticket sales from raffle committee and sent out request for additional volunteers
- June, 2008 - Arrangements made to have 6 undergraduate students (paid summer students from Steve Cooke's lab) available throughout conference;
- Coordination of student workers assigned to student affairs committee;
- Sent out scheduling request to volunteers
- July, 2008 - Continued scheduling volunteers and responding to inquiries;
- Amended schedules based on volunteer response (eg. many offered their services for ½ day rather than 1 or 2 hours);
- Conference calls held regarding coordination of Student Workers and Volunteers
- August - Confirmation of volunteer schedules sent out, along with request for contact information during conference;
- Continued responding to requests for volunteers and scheduling;
- At AFS 2008, welcomed volunteers, distributed volunteer and spawning run t-shirts, provided information, participated in events short on volunteers (eg. spawning run), re-scheduled and responded to last minute requests; attended and provided updates at daily meetings.
- September - Distributed thank you letters from myself and on behalf of the President of AFS (via e-mail).

Issues and Resolution:

Last minute requests for volunteers were a minor issue but were easily resolved because of our access to 6 undergraduate students. Steering Committee members, and spouses contributed when needed as well.

It was difficult to attain volunteers for the Spawning Run, due to the early start, but a sufficient number became available during the conference. Three volunteers, who were participating in the run, assisted en route with the distribution of race numbers, etc. This reduced the number required to assist on site.

As the conference progressed, we reduced the number of registration volunteers required. Scheduled volunteers were informed that they were not required via e-mail or personal contact. As the information desk and business office were located in high-traffic areas, it was relatively easy to connect with volunteers in person.

Recommendations for Future Meetings:

A core group of volunteers is a valuable asset.

Volunteers truly appreciate a free meal.

We never experienced a “mad rush” at registration. It seemed to be slow and steady throughout, with the majority arriving on the first 3 days. The number of registration volunteers was more than sufficient each day, and could likely have been reduced. We were prepared every day, however, to meet greater numbers. Volunteers were provided with the option of staying or leaving, as we realized that the rush was never to come, but many opted to stay.

Participants of the Spawning Run are very keen on their results. Electronic methods of recording times are more costly, so we opted to manually tally finish times (a job for 2). Having witnessed the non-stop interest in results as we completed the tally, I thought it unfortunate that a photographer was not present at the event.

The registration form should include a check box for individuals interested in volunteering.

The registration form should distinguish between men’s and ladies t-shirts, if different styles are made available.

Many conference participants do not commit to volunteering until they are committed to attending the conference. Volunteers will offer their services just

prior to or even during the conference, so “starting early” isn’t necessarily essential with regard to volunteer recruitment.

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Sub-Committee – Wednesday Night Social and Tours –

Co-Chair - Barbara Adams Barbara.adams@dfo-mpo.gc.ca 613-993-1884

Co-Chair - Jacqueline Lalonde Jacqueline.lalonde@dfo-mpo.gc.ca 613-990-1501).

Membership – 5 or 6 members (included trade show booth, transportation and Wednesday night event set-up and take down)

Scope –this committee was responsible for the Wednesday night event, the transportation to get from the hotel to the facilities (Museum of Civilization) and for tours during the Conference period.

Objectives – The objective of our committee was to ensure an excellent and successful event for the Wednesday night social, to ensure that the logistics of the event were in place (transportation, audio-visual and exhibits for the 100th anniversary of Aquatic Sciences and that the catering, bar and entertainment for the event were in order)

Activities undertaken –

Wednesday night event at the Museum of Civilization:

- Negotiations and rental of the Museum facilities;
- Discussions with the catering and bar services regarding the layout for the event;
- Preparation of 100th anniversary of Aquatic Sciences audio visual display;
- Discussion with the band regarding set-up on the night of the event;
- Set-up and take down for the event.

Transportation

- Negotiations and contracting with Capital DMC (the bus and tour company) to provide buses and drivers for the duration of the Wednesday night event;

Tours

- Negotiations with Capital DMC with regards to various tours options;
- Ensure that tours were cost neutral for American Fisheries Society and for Fisheries and Oceans Canada.

Timelines –

Wednesday night event at the Museum of Civilization:

- Negotiations with the Museum of Civilization began approximately 18 months prior to the event in order to ensure availability.

Transportation

- Negotiations and contracting with Capital DMC for both the tours and the buses took 8 to 12 months for booking purposes, to determine the

right tours that were within the expected price range and for contracting.

Issues and Resolution –

The main issues were due to timelines and getting feedback from some of the providers (i.e. It took Capital DMC over a month before sending the contracts to us). The resolution came as a result of receiving the required information.

Tours were also an issue as there was no uptake. One reason for this lack of interest in the tours is thought to be the fact that it is not included in the registration form. Unfortunately, the tours required a separate registration and many people waited until the very last minute to indicate an interest. We had to cancel the tours for lack of participation which, had we gone forward with them, would have cost the AFS a fair amount to cover the difference between the minimum numbers of participants.

The recommendation or resolution for this issue would be to either include the tours on the registration form (that way participants are deciding and paying for everything at the same time). Another option would be to negotiate with tour operators to offer their services on-site – this would probably have an impact on the price of the tours, but would still offer participants an option.

Recommendations for Future Meetings:

One recommendation would be to not separate the tasks for one event, i.e. the Social Committee was responsible for the food and beverages for the Wednesday night social, but Fisheries and Oceans Canada (DFO) was responsible for the logistics, the rental of the room, etc.

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Sub-Committee – Ottawa Logistics Group –

Co-Chair – Alwyn Rose alwyn.rose@dfo-mpo.gc.ca 613 991-1283

Co-Chair – Kerry Coleman kerry.coleman@ontario.ca 613-258-8614

Membership – see attached membership list.

Scope – The Local Arrangements committee for the AFS 2008 was unique because the majority of the members on the committee were not located in Ottawa. To ensure effective and efficient management of the local arrangements, the Ottawa Logistics Group was created. The scope of responsibilities included: Event coordination, contract management, venue liaison, student worker management, transportation and VIP services, Plenary Session coordination, speaker registration and prep-room, AFS 2008 Business Office, and miscellaneous tasks.

Objectives – The objective of the Ottawa Logistic Group was to ensure that all activities associated with the meeting were assigned to a member of one of the sub-committees of the Local Arrangements Committee. This would ensure accountability for all activities. Details are listed below.

Activities Undertaken –

Event Coordinator Contract Management – Alwyn Rose

- Define the role and responsibilities of the coordinator
- Issue a call for bids, screen and contract the Event Coordinator Contractor
- Manage the contract and act as liaison between the Contractor and the Organizing Committee

Timeline: Initiate call for bids 18 months before Annual Meeting

Audio Visual Contract Management - Alwyn Rose

- All aspects of the Audio Visual contract was managed by the Events Coordinator with support from members of the Ottawa Logistics Sub-Committee

Timeline: Initiate call for bids 12 months before Annual Meeting

Hotel/Venue Liaison

- Congress Centre – Mark Scott
- Trade Show – Georgina Williston
- Chateau Laurier - Jennifer Lamoureaux
- Westin Hotel - Mark Ferguson
- All aspects of the Hotel/Venue contracts were managed by the Events Coordinator with support from members of the Organizing Committee and the Ottawa Logistics Sub-Committee
- Each hotel/venue was assigned a Liaison Coordinator during the Annual Meeting

Timeline: Assign Coordinator 2 months before Annual Meeting

Student Worker (paid) Management - Dean Fitzgerald

- Recruited, scheduled and monitored Student Workers

Timeline: Assign Coordinator 4 months before Annual Meeting

Transportation (AFS Board, Staff and VIP Guest) - Scott Smithers

- Liaised with AFS Head Office Staff to coordinate transportation

Timeline: Assign Coordinator a month before Annual Meeting

Plenary Coordinator - John Simzer

- Liaised with AFS President to coordinate Plenary Session during the Annual Meeting

Timeline: Assign Coordinator a month before Annual Meeting

Speaker Registration and Prep-room - Amie Boudreau

- Liaised with Event Coordinator, Audio Visual Contractor and volunteers to coordinate speaker registration and managed the speaker prep-room

Timeline: Assign Coordinator a month before Annual Meeting

AFS Business Office - Joe deLaronde

- Coordinated business office set-up and take-down

Timeline: Assign Coordinator a month before Annual Meeting

Miscellaneous Tasks -

- All Sub-Committee members were assigned tasks as they arose during the Annual Meeting

Timeline: tasks assigned as necessary before and during the Annual Meeting

Issues and Resolution

Hotel/Venue catering staff needed accurate daily registration numbers to manage planned events. However, there was no system in place to extract accurate registration numbers to facilitate management of daily events. This was further complicated by not having a system to track “walk-in” registration. This was overcome by manually tracking daily registration.

Banquet/Activity Tickets for Non-registered Guests was an oversight and further complicated tracking numbers for planned events. In addition the fees charged did not cover the costs of the event. A plan should have been developed to track non-registered guests and the fees charged should cover the cost of the event.

Transportation for VIP, and AFS Board and Staff proved to be problematic. The reason for the complication was that we tried to keep track of travel schedules and coordinate transportation. This turned into a logistical nightmare. In hindsight we should have established a contract with a transportation provider

(i.e. limousine service) and supplied all VIPs, AFS Board Members and Staff with the necessary contact information and have them make their own arrangements.

Recommendations for Future Meetings:

The services and expertise provided by the Event Coordinator proved to be invaluable and helped us to avoid duplication of effort and unnecessary expenditures, in particular managing the Audio Visual contract, liaising with the hotel/venue staff and other service providers.

Committee Membership:

Last Name	First Name	Agency	Telephone Number	Email Address
Bezaire	Brian	City of Ottawa	613 580-2424 ext. 14945	brian.bezaire@ottawa.ca
Boudreau	Amie	South Nation Conservation	1-877-984- 2948 ext. 246	aboudreau@nation.on.ca
Cece	Mark	MMM Group Limited	905-479-1475 x: 261	CeceM@mmm.ca
deLaronde Eggers,	Joe Kelly	DFO-London DFO-Parry Sound	519 668-3502 705 746-2196 x274	joe.delaronde@dfo-mpo.gc.ca eggersk@dfo-mpo.gc.ca
Ferguson Fitzgerald Hogle Houston Lalonde Lamoureux	Mark Dean Rhonda Kim Jacqueline Jennifer	DFO-Prescott EcoMetrix Incorporated DFO-Ottawa DFO-Ottawa Rideau Valley Conservation Authority	613 925-2865 905-794-2325 613 286-8253 613 990-0314 613 990-1501 613 692-3575 ext. 1108	mark.ferguson@dfo-mpo.gc.ca dfitzgerald@ecometrix.ca rlhogle@rogers.com houstonk@dfo-mpo.gc.ca jacqueline.lalonde@dfo-mpo.gc.ca jennifer.lamoureux@rvca.ca
Lay	Meagan	EcoTec Environmental Consultants Inc.	613 269-2826	mLAY@ecotecenvironmental.com
Lucas Muckle-Jeffs	Kelly Elizabeth	The Professional Edge	905 632-0067 613-732-7068	k.lucas@cogeco.ca elizabeth@theprofessionaledge.com
Richer, Rocchi	Nathan B. Ann	DFO-Parry Sound Niblett Environmental Associates	705 746-2196 705 878-9399 x 206	richern@dfo-mpo.gc.ca amr@niblettenvironmental.on.ca
Scott Simzer Smithers Stonehouse	Mark John Scott Drew	DFO-Prescott DFO-Prescott OMNR-Kemptville DFO-Burlington	613 925-2865 613 925-2865 613 258-8214 905 336-4821	mark.scott@dfo-mpo.gc.ca john.simzer@dfo-mpo.gc.ca scott.smithers@ontario.ca stonehoused@dfo-mpo.gc.ca
Williston	Georgina	DFO-Prescott	613 925-2865	georgina.williston@dfo-mpo.gc.ca
Members at Large				
Adams Maraldo	Barbara Dave	DFO-Ottawa OMNR-Peterborough	613 993-1884 705 755-1906	barbara.adams@dfo-mpo.gc.ca dave.maraldo@ontario.ca

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Sub-Committee: - Budget & Finance

Elaine Philp elaine.philp@ontario.ca

Membership: The Budget & Finance Committee was a committee of one. I would recommend this approach. A one-person window to the budget ensures consistency and control.

Scope: This Committee was responsible for:

- setting and monitoring the operating budget,
- recommending the registration fee schedule,
- opening/closing of bank account and credit card,
- ensuring Master Accounts are established at venue(s),
- collecting donations/sponsorships and issuing receipts,
- ensuring cash drawers and cash float available each day of meeting,
- arranging for a safety deposit box at the venue,
- all funds received and expended before/during/after the meeting, and
- preparing and presenting financial statement to the General Meeting Chair in a timely manner after the close of the meeting.

Objectives: The main objective of this Committee was to ensure the financial integrity of all activities undertaken by the AFS 2008 Organizing Committee.

Activities undertaken:

- Reviewed operating budgets from two previous meetings. Sought input from Committee Chairs to modify previous budget examples to fit the vision for the 2008 meeting. Presented draft budget to AFS Executive Director and AFS President during site visit in April 2007. Finalized budget in June 2007.
- Reviewed registration fee schedules from two previous meetings. Decided to make every attempt to hold registration fees to 2006 levels. Forecasted revenue and expenditures based on three attendance scenarios. Recommended 2008 registration fee schedule to General Meeting Chair.
- Worked with AFS Bethesda staff to open bank account.
- Applied for credit card after bank account was established.
- Participated in bi-weekly meetings held for the AFS 2008 Organizing Committee. Updated the budget forecast after each such meeting.
- Received, documented and deposited incoming cheques.
- Issued receipts for all sponsorships.
- Worked with AFS Bethesda staff and Master Scheduler for the AFS 2008 Organizing Committee to ensure Master Accounts were established at three venues.
- Sought supplier for cash drawer rentals. Rented five cash drawers for week of meeting. Five cash drawers were rented, but only three were

- required: one for T-shirt sales, one for Raffle ticket sales and one in the Business Office for miscellaneous transactions.
- Worked with Master Scheduler for the AFS 2008 Organizing Committee to arrange for a safety deposit box at main venue.
 - Sought approval from appropriate Committee Chair for each invoice received. Matched invoice to appropriate budget line. Paid invoice.
 - Prepared and presented closing financial statement to the General Meeting Chair.

Timelines:

- Joined AFS 2008 Organizing Committee in December 2006.
- Started drafting operating budget in February 2007. Worked through several versions. Finalized operating budget in June 2007.
- Opened bank account in February 2007.
- Applied for credit card in February 2008.
- Made arrangements for cash drawer rentals in June 2008.
- Aim to finalize financial statement by December 2008.

Issues and Resolution:

Bringing the AFS Annual Meeting to Canada created a few complications, but nothing that couldn't be resolved through regular updates with the General Meeting Chair and the Executive Director:

- The strength of the Canadian dollar fluctuated dramatically during the timeframe of the meeting. In February 2007, the first draft of the budget calculated the Canadian dollar to be 15% below the American dollar. Over the next eighteen months, the Canadian dollar equaled the American dollar, and for a brief time, exceeded the American dollar. It was necessary to monitor the impact of these currency fluctuations and determine the effect upon meeting revenues.
- Taxation rules sparked many questions, especially since the GST Rebate Program was overhauled from the date of booking the venues in Canada to the actual date of the Annual Meeting.
- Tighter security measures came into effect just as registration opened for the Annual Meeting. As a courtesy to our international attendees, the 2008 Organizing Committee ensured passport requirements were flagged on the website.

Recommendations for Future Meetings:

- Draft the budget early in the planning stage, then use the budget as a key reference document when making decisions.
- Monitor the budget status often. Document expenditures for each budget line, then forecast the end position. Flag any significant fluctuations to the appropriate Committee Chair and the General Meeting Chair.
- Be ever mindful of costs. Join each meeting of the Organizing Committee and upon hearing the progress updates, ask if the plans are within the outlined budget.

- Clear and regular communication between the various parties involved in the Annual Meeting should be emphasized. The Budget & Finance Committee Chair needs to establish a good working relationship with the General Meeting Chair, each Committee Chair, and the staff from the AFS Bethesda Office.

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Sub-Committee – On-Site Registration

Co-Chair - Mark Cece cecem@mmm.ca 905-882-4211 ext. 2261

Co-Chair - Rhonda Hogle rhogle@rogers.com 613-723-2968

Membership –

Scope –

- Develop registration materials (badges, database, etc.),
- Co-ordinate registration requirements with AFS parent society
- Set up registration area at the conference for pre-registered individuals
- Set up on-site registration carried out by the AFS parent society.

Objectives –

- Develop registration materials that met the expectations of greening goals (e.g. use of environmentally-friendly materials, focus on reduce-reuse-recycle, etc)
- Ensure smooth registration process for attendees
- Enable registration staff to provide/direct attendees to information regarding registration (schedule, conference events, workshops and concurrent sessions)

Activities undertaken –

- Liaise with AFS parent society, online pre-registration database developer and previous registration chairs to obtain the necessary information for the badges and registration lists that would be used during the conference.
- Ensure that registration materials (i.e. registration bag contents) were organized in a manner that allowed for efficient processing of attendees at the registration desks.
- Develop a budget for registration.
- Determine number of volunteers required and volunteer staff training.
- Develop a suitable database that would include all relevant information for badge printing (included discussions with AFS parent society to address their specific requirements), sourcing post-consumer recycled badge inserts and 100% biodegradable badges, hiring printer for badges. Including “last minute” changes/additions to attendees (i.e. VIPs).
- Assembly and delivery of registration packages to AFS parent society executive members and other VIPs in advance of the start of the general conference.
- Determine the set up registration facilities at the conference through discussions with venue staff and AFS parent society to ensure an efficient flow of attendees through the registration process.
- Staff the pre-registration area to process attendees and assist with questions and issues (i.e. outstanding payment, misprints, etc.) as well as provide support to on-site registration (AFS parent society).

- “Tear down” of registration area at the end of the conference.

Timelines –

Started in April 2008 and continued through to the end of the conference.

Issues and Resolution –

- Liaise with the AFS parent society and online registration database developer due to distance and difference of opinion between local committees and AFS parent society regarding the information the registration materials (i.e. badges) should include.

AFS parent society made the final decision.

- The pre-registration cut off date was very close to the start of the actual conference and as a result there was little time for the AFS parent society (who had control of the information) to extract the required information and forward to the local registration committee to organize into the desired format and send to the printer. Given the tight timelines when the inevitable errors, omissions and difficulty extracting the necessary information were encountered there was insufficient time to address all issues resulting in errors and inefficiencies (i.e. misprints, double prints, etc.) as well as a change to the format of the badges. Furthermore, at this late stage there were a number of additional registrants and VIPs that were added to the list and their information had to be incorporated into the master list and badges printed.

Consideration should be given to providing more time between the pre-registration cut off date to the start of the conference to allow for more time to address these issues.

- Although 600 additional “blank” badges with the pre-printed conference and AFS logos were prepared (6 badges/ 8.5 x 11 perforated badge sheets) to address on-site registration needs based on discussion with the AFS parent society, the on-site registration printer was unable to print partially used badge sheets (i.e. missing a single badge). As a result the on-site registration booth ran out of badges on the second day and additional badges had to be ordered however, there was a gap in time between the time on-site registration ran out of badges and new “blank” badges arrived.

On-site staff should try to print more than one badge at a time and notify the local registration committee well in advance that the supply is low. Local staff should ensure that the printers are capable of printing partial sheets (registration chair brought her personal printer to print partially used badge sheets when full “blank” sheets were unavailable), a greater

number of blanks should be ordered to address this inefficiency, although this leads to greater waste.

Recommendations for Future Meetings:

- The use of a more responsive database developer to assist with the preparation of the information required by the local committee for badges and master attendance lists as attempts to contact the developer were unsuccessful. The responsibility of extracting the necessary information from the database became the responsibility of the AFS parent committee and local chairs which lead to some inefficiencies and last-minute revisions to the badge format and information.
- Greater interaction between the local chairs and AFS Bethesda to ensure that the registration materials and venue set up meets the needs of the parent society and the “vision” of the local organizers.