

1978 C.A.O.A.C. Convention - Durham Region Aquarium Society
Convention Report

Each Committee Chairman has put together a short report that might assist in your convention preparation. The following are comments in general that might also be of some help.

1. If there is to be a Convention Chairman as well as an Assistant, make sure the two live fairly close or perhaps a husband and wife team. Distance between can hamper communications.
2. Make sure that the person handling the Publicity and looking after the Convention booklet is not one person as the completion deadlines for each are the same.
3. Make sure you contact the wholesalers early and have them commit themselves for several of the following:- advertisement, commercial displays, dry goods for the Auction and for the Grab bag if you decide to have one. Merchandise for draws, for speakers.
4. Consider only accepting money orders or certified cheques as our club did have a very large N.S.F. cheque.
5. Don't forget to write follow up letters to thank all the who contributed to make the convention a success.

Assistant Convention Chairman

Wayne Rakestrow

Convention Financial Summary

RECEIPTS

Convention Ticket Sales	\$ 5,007.00
Fish Show Admissions	184.60
Show Entry Fees	593.70
Auctions	928.75
Draws (Tank, Rug and Wine)	256.75
Advertising	650.00
Sales Table	114.20
TOTAL RECEIPTS	<u>\$ 7,735.00</u>

EXPENSES

Telephone and Postage	\$ 92.00
Promotion and advertising	318.57
Banquet Decorations	103.75
Draw merchandise (rug)	138.00
Printing	845.75
Show (Trophies and Ribbons)	705.91
Speakers	528.49
Judges	20.00
Music	475.00
Banquet Dinners	4,079.14
Auction Supplies	48.00
Auction Merchandise	32.30
TOTAL EXPENSES	<u>\$ 7,386.91</u>

PROFIT - \$ 348.09

Convention Treasurer

Keith Mountjoy

Auction

Congratulations, you have just volunteered to do one of the most important jobs at the convention.

People can walk away very satisfied or very disappointed depending upon your planning and being able to carry off your plans.

My first thoughts, where and how am I going to be able to get a good mix of healthy fish and the dry products. The club Secretary sent off a number of letters to the supplier's and manufacturers of Pet and Aquarium Supplies. I talked to a number of good breeders of tropical fish and asked them what they could do to help and listed what they could do. While waiting for answers to the letters, I checked the hall to make sure I could seat 200 people and still have room for supplies to be shown. This should all be done about 4 months before the convention.

Approach one of your suppliers for boxes to hold your sold products-He may supply them free for advertisement - If you are running your auction by the number system; this has worked successfully at the last 2 or 3 auctions.

Durham Region elected to go with the 50/50 donation plan, this makes it really hard to plan what kinds of fish you will have to auction. All you can do is check and make sure that the fish are a good salable item.

Still no reply from our letters, so now is the time for a personal visit - with 2 months to go - introduce yourself and set down exactly what you require from the Pet supplier and try to get commitments from them.

You finally have arrived at the convention. You are going to be asked to hold fish at the hotel - you do not have time or the facilities so you can't. Your helpers should arrive by 7:30 am to set up your facilities. At 8:00 am, start to receive your auction supplies. All fish in the show to be auctioned should be tagged immediately after judging and arrange to have them taken to the auction room one hour after the auction has started.

You will need staff in your room so be sure to get somebody for Treasurer, two writers to keep track of prices of products sold, one person to supply auctioneer, as many youngsters (to involve them) to show the products to the public, one in charge to ensure that there is a mixture of products.

The two key people are your auctioneer - who should be knowledgeable in plant and fish and yourself who should be available to make sure everybody else is working.

Convention Auction Chairman
Norm Monaghan

Entertainment

Be sure to book a band early for the dance and make sure they belong to the Music Union if they play in any major hotel. We also,booked the organist for dinner music at an added cost.

We decided to have beer and liquor for our guests at the hospitality suite. The executive voted a budget of \$ 150.00 including chips, pretzels, peanuts,mix and beer and liquor. be sure the hotel supplies dishes, baskets, punch bowls if you want them. We also provided punch with and without wine.

Besided the beer drinking contest, we had spot dances during the evening to add variety. Members made these for smaller cost than what you could buy. The wine raffle also added to the evening's entertainment as well as profit to help cover cost.

Entertainment Chairpersons

Sandy Rakestrow

Paul McIntosh

Decorations

The decorations used for the tables were made of styrofoam shaped like wagon wheels with an arrangement of dried flowers set in the centre. The styrofoam was donated with the costly part being the flowers. The dried flowers were purchased at a local florist and a flea market where the prices were more economical.

The head table was decorated with streamers across the front with arrangements spaced evenly across. On the wall behind were two large fish placed on a wagon wheel, all made of styrofoam.

Hanging from the ceiling in the dance area was a large fish net filled with balloons and in the banquet area there were streamers.

Club posters were hung on the walls in the banquet room.

The overall cost for the decorations was approx. \$ 100.00 with 80% of it being for the table arrangements.

Committee Chairperson

Pat Wood

Advertising Committee

The advertisement was obtained by letter and personal contact. Letters were sent to the major wholesalers and the results can be seen in the convention booklet.

All local pet shops who had favourable relationship with Aquarium Societies were contacted - Oshawa and some in Toronto. A good part of two Saturdays were spent driving around the Oshawa and Toronto area selling advertisement space.

Committee Chairman (acting)

Wayne Rakestrow

Show Report

Total entries Friday night was 416 (Registered by mail or phone).

Total entries at time of judging was 507.

We feel that this job needs two people - a Registration Chairman and a Floor Chairman. Be sure to have lots of air on hand. We suggest selling air stones, valves and air line in the fish room. We would advise that one person be in charge of Bettas. He places them on the shelves and returns them to the owner one at a time making sure that none go missing.

Set times for the fish room to be open for entry set up and removal, then enforce them strongly.

Committee Chairmen

Ziggy Pflanze and Peter Naef

CONVENTION REPORT - SALES TABLE

Since the monies taken in for the various items sold at the sales table were not kept separate, it is impossible to say just how much was made or lost. The convention mugs were a good-selling item, as were the D.R.A.S. crests. The crests purchased just for the occasion were a financial disaster, since less than 25 were sold. The T-shirts taken on consignment did not sell enough to show a profit for the club. Crocheted items, wood candleholders, and macrame were sold at the table. Of these, the macrame ~~netted~~ netted the club \$22.50, the candleholders \$8.75, and the crocheting \$4.50.

Since much of the money for the Zoo trip was paid through the sales table, I'll include the trip in this report. Of the 33 people who signed up for the trip, 27 paid the \$2.00 fee, but only 22 people actually went on the trip. We paid out \$39.60 for entry fees, \$4.00 for parking, and \$15.00 gas money to the drivers of the cars. This brought our expenses for the trip to \$58.60, with \$54.00 taken in for a loss of \$4.60. This was perhaps the best-spent money of the whole week-end, since everyone who went enjoyed themselves tremendously. ~~I-would~~ Well worth considering for future conventions.

All things considered, I really don't think that a sales table is a worthwhile undertaking at a convention such as this. The mugs could just as well be sold at the hospitality suite or dance, and the crests at the fish room sales table.

John & Lynn Rath

GRAB BAGS

Approximately 250 letters were sent out to various businesses and shops in the Toronto-to-Bowmanville area. Of these, 8 brought positive results. 17 businesses replied that they were sorry, but they receive so many of these requests that they have had to stop these handouts. Since no-one seemed too interested in the grab bags anyway, I don't think that the end result was worth the time and money spent sending out 250 letters.

Lynn Rath

Promotion and Publicity

The function of this committee was to handle all convention promotion which included the following:- C.A.O.A.C. club promotion, newspaper advertisement, Cable T.V. and any other necessary advertisement.

C.A.O.A.C. Club Promotions

The slide program which was made available to all clubs was prepared by this committee. There were three sets available. The speech was taped on a cassette tape and the slide program included 69 slides and was available from 1 March on.

Only a small number of clubs requested that we attend their meetings or mail the program to them. The following clubs had the program sent to them:-Acadian, Rochester, Erie, London, Sarnia and Forest City(program never arrived in time) while the following clubs requested and were visited by our club executive:-Peterborough, Lincoln, Canadian, Hamilton, Brant, Brampton, Kitchener-Waterloo and Willowdale. We were quite disappointed that more clubs did not contact us.

Newspaper Advertisement

Advertising to the public was done through the local and Toronto papers and included the following:-Toronto Star, Toronto Sun, The Oshawa Times and Durham This Week. All advertising was done a few days prior to the convention.

Cable T.V.

We approached Cable T.V. and were granted as much time as we wanted. The program was an interview of the Fish Show Chairman and myself and was approximately 15 minutes. It was geared towards the clubs activities and the "Fish Show".

Promotion and Publicity (continued)

Other Publicity

We printed small flyers and had Pet Shops and other Local shops distribute or post them for us.

Another way to involve the other clubs of C.A.O.A.C. was sending out "C.A.O.A.C. Convention News Bulletins" advising everyone of what we were doing, and asking for all or any input or suggestions as to speakers or any other suggestions. As far as we know this was a first in C.A.O.A.C. and was well received, although there was not that great of response. This is also a safety valve for your club from the Complainers.

Comments

One comment we received was that the Executive of C.A.O.A.C. should be the people to promote the convention as they are better known throughout the C.A.O.A.C. clubs. This might be true, but our club felt it was time for a change and preferred to do the promoting.

Committee Chairmen

Wayne Rakestrow

Commercial Display

If you intend to invite manufacturers, see them in person if possible for a positive answer. You will receive no's and maybe's but only one or two yes's. I would recommend a separate room for each commercial display as close to the fish room as possible. Be sure to confirm all displays a week prior to the convention. Also make sure if dealer is being charged for the room, if so advise for the correct rate

Recommendation---Tropic Aquaria
-Local Pet Shops
-Hartz Mountain

Committee Chairman
Ziggy Pflanzner

Convention Booklet Distribution

1978-03-09

Angel Hut -	25
Dog House -	25
Peterborough -	30
Brampton Show -	50
H. Benn -	10

1978-03-13

140

Acadian -	20
Ashco -	25
Barrie -	15
Greater-Akron -	35
Cleveland -	20
Guppy -	15
Motor City -	25
New Brunswick -	15
Niagara Falls -	20
Ottawa Valley -	30
Sarnia -	25
Youngstown -	15
Saskatoon -	10

270

Piranha Shop -	25
Audience & 5 Speakers -	12

37

447

78-03-14

Durham Billing	- 20
Durham	- 55
Brant	- 40
Peter Naef	- 25
Angel Hut	- 25
T. Little	- 25

447

190

78-03-15

Lincoln	- 40
M. Nelson	- 25

65

78-03-19

Brampton	- 30
Canadian	- 40
Cambridge	- 20
Erie	- 30
Forest City	- 35
Guelph	- 20
Hamilton	- 50
Kitchener Wat	- 30
London	- 50
Oxford	- 25
Rochester	- 30
Scarborough	- 40
Willowdale	- 40
Royal Winter Fair	- 10

450

1152

D. Reimer - 65
Reuben - 25
D. Petric 25

1152

175

CAOAC meeting - 45
45

78-03-20

Aquarium Supply - 25
Tropic Aquaria - 25
Barry Chung - 25
75

Brant - 50
Dog House - 25
75

Acadian 25
Senior Citizens 12
Kitchen 25
Binge Hut ~~5~~ 25
87

Joe Robinet - 25
Peter Naef - 50
Durham meeting - 25
100

497

1650

78-04-16

to stores in.

Hamilton	- 25	1650
Peterborough	- 25	
Grimsby	- 25	
Bradford	- 25	
Harald Benn	- <u>25</u>	

125

Mr. Steinhouse	- 25
Mr. Clarke	- <u>25</u>
	50

78-04-19

Toronto Distribution
by Norm Maneghan

	200
Brampton Club	25
Angel Hut	- <u>25</u>

250

Henry DeWolde
Eastern Distribution

125

2200

Convention

200

Misc. + Brant

150

Total 2550