

SOCIETY FOR INDUSTRIAL ARCHEOLOGY

CONFERENCE MANUAL

USE THE MANUAL; STUDY IT; TAKE IT TO HEART.

"Literally every lapse of past programs could have been avoided if this had been done. We have run enough conferences and tours, and established enough conventions and policies, that we should be letter perfect by this time."

Robert M. Vogel, 1978

INTRODUCTION

Since 1972 the Society for Industrial Archeology has held an Annual Conference. The Conference is an important component of the Society's affairs. It brings together colleagues from many fields and provides opportunities to explore new topics and new sites. From the outset these meetings have combined the presentation of papers on topics relating to industrial archeology with field trips to see industrial archeological sites and active industrial operations. While there have been modifications in detail, the basic organization has remained unchanged.

The SIA has kept a file on all of its meetings along with critiques of what has worked and what has not been successful. This material has been invaluable but its organization has presented a problem for those using it to plan a conference. It was organized by year rather than topic making it difficult to use as a guide. Several members have proposed that this information be collated and organized. This manual is a first attempt to implement that recommendation.

Throughout the preparation and implementation of an annual conference it is important to keep in mind that there are four main goals for any conference:

1. Enjoyment. The organizers must keep in mind the variety of interests, outlooks, and approaches of the Society membership. Knowing the audience is critical.

2. Interaction. The conference should provide opportunities to renew old, and make new, contacts, and bring together people with similar interests and research areas.

3. Education. Those who attend should leave more informed than when they came. More than that, this is an opportunity to present original research and fieldwork and to exchange information and ideas. This takes place not only in the formal presentation of papers but also on the tours and in informal conversations among the attendees.

4. Membership. An interesting, well-publicized, and well-organized program will encourage the present membership and attract new members. This will increase the Society's ability to further its purposes.

To help you fulfill these goals, this manual has been made as inclusive and detailed as possible. It is not intended that future conference planners will use every idea or the specific formats outlined here. It is intended as a checklist of what has worked and what has not. It also is designed to ease the burden of planning a conference by enumerating tasks and suggesting ways to organize responsibilities. Outlines of information to be presented to session chairmen, site guides, and audiovisual equipment operators also are included.

* *
* The pages in the Conference Manual are color coded: *
* *
* WHITE: Instructions and Recommendations *
* *
* PINK: <<<Sample Forms>>> * *
* *
* BLUE: Examples *
* *

The conference manual is a compilation of the guidelines and comments which have been collected over the years. In some cases these comments have been copied word for word; in other cases, they have been edited or collated with similar material from several conferences. These contributions have not been placed in quotation marks or footnoted. This is not meant as a lack of respect or professional discourtesy but was done for practical reasons: the entire manual would be in quotes. It is hoped that those who have contributed to the excellence of the SIA conferences will recognize their work and see its value noted here. We would like to thank everyone who, through their work on past conferences, has made this manual possible.

With these thoughts in mind, you are ready to begin your conference planning. Best wishes for a successful program.

David L. Salay
Compiler

IN THE BEGINNING . . .

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2. OVERVIEW

A. General Comments

The Annual Conference is a major part of the Society's yearly activities and benefits provided to its members. It must interest the eclectic composition of the Society and be priced to attract new members and appeal to old members.

The conference sessions must balance two distinct needs:

~ high scholarly standards and the needs of academic members

and

~ opportunities for all members (many with subject matter competency or professional qualifications but without institutional affiliation or paper credentials) to present their research and/or fieldwork.

The planning process must recognize these needs and the purposes of the Society—to further the cause of industrial archeology. The Society's scope is broad and includes processes and workers as well as machines and structures. In doing so, the value of industrial archeological remains must not be ignored. There must be a balance between hardware and ideas. This is true for both paper sessions and tours.

All plans and proceedings must fit within the scope of the SIA by-laws and mandate. All proceedings and publications are the property of the SIA and use of these materials is subject to Board approval.

The SIA encourages the involvement of local groups as co-sponsors and financial backers. University, labor organizations, and architectural, engineering, and/or historical society support

is desirable. They can provide volunteers to assist with the program and are possible sources of new members. While local support is solicited and co-sponsorships are an acceptable format, the SIA generally does not hold joint programs with other organizations.

B. Format

1. In general the format for the annual conference is:

Thursday: Evening reception and introductory program.

Friday : Process tours.
Optional informal Friday evening program.

Saturday: Presentation of papers.
Business meeting.
Annual dinner.

Sunday : IA tours.

Monday (or preceding Thursday): Optional tours for
small groups.

Committee meetings of the Board and a chapter presidents' meeting may be held on Thursday afternoon or other times.

3. PLANNING

A. General Comments

1. CONFIRM EVERYTHING IN WRITING.

2. Matters such as scheduling, ticket taking for meals and events, etc. should be conducted with a reasonable degree of firmness to avoid the glitches that inevitably will result from too casual a policy.

3. Do not underestimate the manpower, space, money, and time required to prepare guidebooks, flyers, tours, and mailings. The latter require an extraordinary amount of time, as does the stuffing of conference packets. Line up a number of reliable hands!

4. In selecting dates for the conference consult a calendar that has all holidays listed. Scheduling on a religious holiday, national holiday, or recognized holiday (Mother's Day) can lead to problems if not disaster. Local holidays (Columbus Day is a major event in some cities) and the change from standard to daylight savings time need to be considered. Finally, consideration must be given to possible conflicts with the events of other groups (SHOT, OAH, SHA, AASLH) of interest to our membership as well as graduations and local events. Mid-May to mid-June is the traditional SIA conference period.

5. From the outset, keep a list of names and addresses of anyone who helps so that follow-up thank you notes can be written. Someone should be assigned the task of keeping such a list and for writing the end of the conference thank-yous.

6. CONFIRM EVERYTHING IN WRITING!!!

B. First Steps

Getting started is easy. Following Board approval of the conference site, these five steps outline a way to begin your planning process:

1. Read the conference manual and note the tasks required and the personnel needed to implement them.
2. Assemble a team to plan and organize the conference:
 - a. Select a lead worker or chairperson for each of the the major conference components.
 - b. Workwiththechairpersons in formingsubcommittees to plan and implement their respective areas of responsibility.
3. Prepare an outline of all cost elements (flyer, postage, poster, lunches, and so forth).
 - a. Prepare an initial estimate of cost or have the chairpersons do so--collate them.
 - b. Revise these within the first few months as estimates come in.
 - c. Use these to cost out the fees to be charged for general registration and special tours.
 - d. For tours base costs on less than 100%attendance to assure that costs will be covered in case of cancellations.
4. Seek supplemental funding to support part of the conference or to defray specific expenses. Local foundations, industries, universities, or co-sponsoring societies (historical or professional) are possibilities.
5. Present a preliminary budget to the Board for formal

approval.

C. Conference Components and Staffing

1. TWO people should be in charge of the conference arrangements, program, and the follow-up.

2. For the local arrangements, it is imperative that a RESPONSIBLE individual be assigned to each and every aspect of things.

3. Among the committees and sub-committees needed are:

A. Finances

B. Registration

1. Pre-registration
2. Mailings
3. Conference packet
4. Registration desk

C. Local Arrangements

1. Hotel accommodations--arrangements for rooms, meeting places and a hospitality lounge/suite.
2. Hospitality/refreshments
3. Publicity
4. Transportation

D. Publications

1. Registration Announcement
2. Poster
3. Name tags
4. Inventory/Guidebook
5. Slides

E. Programs

1. Thursday night reception
2. Friday night program
3. Saturday business meeting
4. Saturday night dinner

F. Saturday Paper Sessions

1. Call for Papers
2. Sessions
3. Abstracts
4. Session Publications (if to be done)

G. Audio-visual equipment

H. Tours:

1. Friday process tours
2. Sunday IA tours
3. Monday tours (optional)
4. Individual Tour guides

4. SCHEDULE

A. Reporting

1. A preliminary report, including the program and budget, must be presented to the president by the September preceding the annual meeting.

2. A full report on the program must be presented to the Board of Directors at the December/January meeting preceding the annual meeting.

3. The Society's general liability insurance carrier must be advised of the conference date to arrange necessary insurance at least sixty days prior to the conference.

4. The Board's conference coordinator and SIA president must be kept informed of any changes or problems throughout the planning and preparatory stages.

5. Requests for financial advances (see below) must be made to the treasurer.

6. A final report and financial statement is required within three months after the conference; all advances and monies due the Society are to be paid by that time.

B. Monthly Schedule

Planning should begin two years before the conference with the solicitation of the Board's approval to hold the conference. Following is a list of tasks to be accomplished and a suggested time frame.

Month	Task
36-24	Presentation to SIA Board on proposed conference site
24-16	Begin hotel search
16-15	Select committee chairs and begin selecting committees
14-13	Begin initial site planning and making local contacts
12-11	Continue site selection and begin tour planning. Confirm hotel arrangements--sign contract
10	Develop paper session content and prepare draft call for papers
9	Prepare and mail article for SIAN and call to papers to journals
8	Begin to confirm process and IA tour sites
7	Assign guidebook articles; announce due dates Develop tour outline and gather information for tour guides
6	Begin preparation of poster, nametags, conference folder, and other printed material Mail call for papers to members or to SIA headquarters for mailing with dues notice (in December)
5	Begin collection of photographs and graphics Begin preparation of slides

Prepare article for SIAN and mail
Pursue guidebook articles

- 4 Follow-up with hotel on needs and arrangements
Develop preliminary paper session schedule
Begin bus arrangements
Finalize guidebook articles and registration flyer content

- 3 Finalize poster, nametag, conference folder design;
send to printer
Finalize paper sessions; notify presenters
Compile and edit abstracts
Prepare flyer and send to printer
Send guidebook manuscript to printer
Confirm tour bus arrangements in writing

- 2 PROOF all printed material
Begin packet stuffing
Mail registration announcement
Begin training busmonitors, siteguides, and tour supervisors
Check hotel and bus arrangements
Final check on all paper session arrangements and needs

- 1 Guidebooks complete, packets stuffed, posters received and placed in tubes
Finalize tour guide training
Dry run all tours

- 0 Conference begins.

C. Time Schedule Checklist

Using the guidelines in "B. Monthly Schedule," an overall conference schedule should be established. A monthly schedule by topic and month should be prepared for each committee chairperson to serve as guideposts for the committee and general conference chairpersons.

HOTEL

- Search begins
- Follow-up on needs
- Confirm arrangements and sign contract
- Follow-up on arrangements
- Final check on needs

REGISTRATION ANNOUNCEMENT

- Begin gathering copy, dates, etc.
- Prepare text and graphics
- Design folder and send to printer
- Proof, print, and mail

TOURS

- Begin site selection
- Continue site selection and begin tour planning
- Develop tour outline and collect tour information
- Begin bus arrangements
- Confirm buses and tour details
- Begin tour training
- Finalize tour sites and route
- Dry run all tours

GUIDEBOOK/INVENTORY

- Assign articles
- Collect photographs and graphics
- Pursue articles
- Finalize articles
- Send text and illustrations to printer
- Proof and print
- Pickup

and pursue articles

PAPERS

- Formulate overall paper session content
- Draft call for papers
- Mail call for papers
- Develop initial session schedule
- Finalize sessions and elicit abstracts
- Proof abstracts and send to printer
- Follow-up with session chairs

NAMETAGS, FOLDERS, ETC.

- Begin preparations
- Gather related material
- Finalize design and send to printer
- Proof and print
- Stuff packet

MAILING DATES

- Call for papers
- Newsletter article--initial
- Newsletter article--final
- Registration Flyer
- Confirmations
- Refunds
- List of new members to SIA headquarters
- Final report and monies due

D. EXAMPLES

1. PROPOSAL FOR A CONFERENCE
2. TENTATIVE AGENDA
3. INTERIM REPORT

(EXAMPLE 1: PROPOSAL FOR A CONFERENCE)

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
CULTURAL EDUCATION CENTER
ALBANY, NEW YORK 12230

NEW YORK STATE MUSEUM DIVISION OF HISTORICAL AND
ANTHROPOLOGICAL SERVICES

August 1, 1985

Ms. Helena Wright, President
Society for Industrial Archeology
Room 5020 NMAH
Washington, DC 20560

Dear Helena:

On behalf of the New York State Museum and Rensselaer Polytechnic Institute, David Starbuck and I invite the Society for Industrial Archeology to return to the Hudson-Mohawk Region for its 1987 Annual Meeting.

We propose that the Society hold its paper sessions at the lavishly appointed lecture halls of the RPI Communications Center. The Troy Holiday Inn, a 15 minute walk from the Campus, will serve as conference hotel.

We anticipate the usual process tour/paper session/site tour format for a Friday through Sunday conference. To avoid competition for lecture hall and hotel space, the conference will have to be held after the May 23, 1987 graduation weekend at RPI, Russell Sage and Hudson Valley Community College. Given the hot, steamy Junes that this region suffers, we recommend the weekends of May 29-31 or June 5-7 for the conference.

For Friday process tours, the region offers the following prospects:

1. Portec Rolling Mill, Troy. In the 1846 Albany Ironworks Rail Mill--rolls railroad chairs and frogs.
2. New York State Barge Canal dry dock and shops, Waterford (1912). Maintenance facility for the Champlain and Erie

Canals.

3. Waterford Flight (1915). Five locks of the Barge Canal in less than one mile.
4. D & H Railroad Repair Shops, Watervliet.
5. Watervliet Arsenal (1812-1940's). Cast iron warehouse (1854) and big gun shop.
6. Albany International (ca. 1910). Manufacturer of paper-makers' felts.
7. Mohawk Paper Mills, Green Island.
8. General Electric Company, Schenectady. Gas turbine shops. (arrangements pending)

Sites available for site tours Sunday: (some may be added as drive-bys on Friday's process tours)

1. Harmony Mills, Cohoes. Including workers housing mills and the 1868 Boyden turbines.
2. School Street Hydro-electric Plant, Cohoes. (1901)
3. Gasholder House, Troy (1873).
4. Burden Iron Works--upper and lower works.
5. Troy iron molding district.
6. Mount Ida Falls and Postenkill Gorge industrial district.
7. Mechanicsville Hydro-electric Plant, 1893. Oldest operating plant in the State.
8. Port of Albany. Grain, banana and automobile handling facilities.

Alternate process tours:

1. Owens Corning Fiberglass, South Bethlehem.
2. Powell & Minock Brick Works, Coeymans.

3. Atlantic Cement Company, Ravena. Built 1963, second largest cement plant in the world.

Thursday process tours:

A number of Albany/Troy area manufacturers are too small to cope with the crush of a full SIA contingent. They do, however, offer fascinating tours for smaller groups. Following a precedent set at Minneapolis, we will be able to offer a number of process tours for groups of 20 to 25 on Thursday afternoon.

1. Gurley Instrument Company, Troy. Manufacturer of surveying instruments since 1846. In its present building since 1862.
2. DeBeers Baseball Company, Albany.
3. Troy Neon Sign Company.
4. New York State Collections Care Facility, Peebles Island. State of the art artifact conservation and restoration facility in portions of a reused bleachery.

Other tour sites will appear as we conduct a comprehensive IA inventory of sites in Albany, Schenectady, Rensselaer and southern Saratoga Counties. The Museum has budgeted \$7,500 to be spent this fall on the pre-field work research leading to an inventory. With that foot in the door, we can expect further appropriations to conduct field work and publish a report in time for the 1987 Meeting.

A previous commitment to give a tour of the Adirondack Iron Works at Tahawus for the Adirondack Museum prevents me from attending the August 3rd board meeting. I will be happy to make a formal presentation on the region and its resources at the Fall/Winter board meeting, or in Birmingham if a sufficient number of board members attend the Fall tour. In the meantime, I can be reached at (518) 473-8501 (home) if you or other board members have any questions.

Sincerely,

[signed]

Duncan

DH/pgc

cc: Marlene Nicholson
Paul Scudiere
David Starbuck
Thorwald Torgersen

(EXAMPLE 2: INTERIM REPORT)

TENTATIVE AGENDA

SIA CONFERENCE 1979

COLUMBUS, GEORGIA

Co-sponsored by Historic Columbus, Inc.

(Based on an anticipated 150 people attending.)

THURSDAY, April 26, 1979

4:00 p.m.-6:00 p.m. Registration at the Martinique Motor Hotel
(person for registration will be provided
free by Columbus Convention and Visitors
Bureau)

Rates--Martinique Motor Hotel:

Room with one double bed - 1 person	\$15.00
- 2 people	\$18.00
Room with two double beds - 2 people	\$22.00
each additional person -	3.00

Motel will provide a conference room for meetings of Board, etc.

7:00 p.m.-8:30 a.m. Informal reception at Rankin Square to be held in old livery stable. A continuous slide show without sound will be set up in one end of the building showing mill scenes of Columbus, various slides by Historic Columbus, and work that has taken place in rehabilitating Rankin Square. Those that are interested can view at their leisure.

(\$2.00 per person for food and \$3.00 per person for drinks)

Rankin Square is a large block of old commercial buildings constructed during the period 1870-1900 which is being restored and adapted to a variety of new uses.

Dinner will be on your own (names and locations of restaurants)

in the general vicinity will be furnished in each packet of registration material. They will also be posted on the walls at the livery stable.

(example cont'd)

FRIDAY, April 27, 1979

8:30 a.m.-5:00 p.m. Tours (Bill Gantt in charge of coordinating)

Three buses chartered to hold 50 people each (\$200.00 per bus, based on 12 hours usage. Buses will have speaker equipment but no restroom facilities).

Places to be toured include:

1. Golden's Foundry
2. City Mills*
3. Eagle and Phenix Mills Power Plant*
4. Lummus Cotton Gin Manufacturing Company
5. Southern Slaughterhouse
6. Swift Manufacturing Company
7. A functioning sawmill

*Part of the Columbus Industrial National Historic Landmark District

Since the buses will have no restrooms, location of these facilities will be made known by the tour guides at each site visited. Extra camera film will be available for sale on one bus for those who may run out, and this information will be made available to all. Coolers will be on each bus containing a variety of soft drinks that will be distributed periodically so that people can refresh themselves when they get off the bus at various stops. Each bus will contain one knowledgeable tour guide and one person in charge of assuring that people stay on schedule, that restroom locations are pointed out, and that refreshments are distributed, etc. Possible guides are: Lisa Reynolds, Eric Delony, Steve Goldfarb, Bill Gantt, and John Lupold.

12:00 noon-1:00 p.m. Tentatively a box lunch (but preferably a buffet) will be served at the Columbus Iron Works now in the process of being adapted to a convention and trade center. Overhead cranes, cupola furnaces, line shafting, etc. are being left in place. Whether or not we eat here depends on how far construction has progressed. This project is to be completed in June, so it is most probable that we can use the facility on this date. However, if we cannot, lunch will be served on the waterfront at the nearby amphitheater.

5:00 p.m.-7:00 p.m. Buses return to Hotel. Free time to rest and refresh

7:00 p.m.-8:00 p.m. Springer Opera House Saloom for cocktail party (drinks provided in registration fee).
(example cont'd)

Cost to rent Saloon is \$100.00 a day (holds 100 people)

8:00 p.m.-9:30 p.m. Optional dinner for those who want to eat together at Rankin Square Deli. (A regular restaurant with a large outdoor patio across the street from the Springer. Normally not open at night, they will open and serve everyone the same dinner--salad, vegetables, tea, lasagna, etc.--for approximately \$6.00 per person. At the end of dinner those running for office can address the assembled group from a podium and make a brief presentation speech. Expect approximately 90 to attend this dinner.)

9:30-12:00 p.m. Show and tell at the Springer Saloon along with a cash bar.

Costs: \$4.00 per person for bus; \$4.00 per person for lunch; \$6.00 per person for dinner; and \$3.00 per person for refreshments on bus including liquor at cocktail party.

SATURDAY, April 28, 1979

9:00 a.m. Cost to rent the Auditorium of the Springer Opera House (built 1871 and a National Historic Landmark)

is \$250.00 per day. This is where the formal presentation of papers and business session after will take place. The theater will have a lighted podium on stage, two projectors, zoom lens, screens, and theater lights that can be dimmed until they are almost out. Microphones that fit around the neck will also be provided.

Coffee and doughnuts will be available early in the morning so that those who have skipped breakfast will be able to have something to start with.

A buffet may be provided with a business meeting held immediately afterwards.

\$3.50 per person for use of these facilities including refreshments during the day of coffee, cokes, and doughnuts. If lunch is provided add an additional \$5.00.

6:00 p.m. Leave Hotel for Water Clement's house for box dinner. Live steam exhibition with his Corliss engine in operation. (Approximately 30 miles from Columbus by bus.) Mixed drinks will be served on each bus along with beer and wine to break the monotony of the trip. This will require two people per bus to serve. On the

(example cont'd)

way one stop will be made for a quick tour of Bickerstaff Brick Yard.

(Cost ?)

SUNDAY, April 29, 1979

2 buses at \$2.00 per person

8:30 a.m. Leave Hotel for tour of Confederate Naval Museum with remains of 2 ironclad vessels.

9:30 a.m. Leave Confederate Naval Museum for Fort Benning.

Tour Fort Benning and National Infantry Museum. Including a comprehensive collection of American and Foreign Infantry Weapons and equipment from the French and Indian War to modern time. It

will be possible for those hardy souls interested to jump from the 250-foot tall parachute training towers located here.

Lunch at Fort Benning will be \$4.00 per person.

Buses will return people to Hotel immediately after lunch. A bus will be available to take people to the airport if they are leaving by that means in order for them to catch the 2:00 p.m. Southern direct flight to Washington, D.C. (Dulles Airport) which then continues on to New York City.

For those who may not want to go to Fort Benning, it may be possible to hold special indepth discussion sessions for topics of interest at reserved rooms in the Hotel if the program chairman desires to organize.

TOTAL REGISTRATION FEE Approximately \$45.00 per person. (Every effort has been made to keep prices reasonable.)

(Will need a blanket insurance policy for mill tours, buses, and entire conference.)

Need to set aside areas at Springer Opera House for a bookstore and displays. Need to decide on poster, cost of tour guide publication, what goes in registration package.

(EXAMPLE 3: FINAL REPORT)

THE WESTERN RESERVE HISTORICAL SOCIETY
10825 EAST BOULEVARD/CLEVELAND, OHIO 44106/(216) 721-5722

2 December 1985

Ms. Helena Wright, President
Society for Industrial Archeology
Room 5020
National Museum of American History
The Smithsonian History
Washington, D.C. 20560

Dear Helena:

The 15th Annual Conference committee reports as follows for your forthcoming board meeting:

1. Program - (Darwin Stapleton)

We have on hand 21 proposals for papers, all of which are appropriate, and most of which fit the theme "Industry and Urbanism in the Midwest." We expect to receive more proposals before and after the deadline of 30 November 1985.

All proposals will be evaluated at a meeting scheduled for 16 December 1985, at which time (1) proposals will be accepted, returned for reworking, or rejected (although at this time all of the papers seem to be acceptable); and (2) the papers will be arranged into sessions which are themetically coherent as possible.

There are four session periods scheduled for the meeting. Current plans call for one of them to be a plenary for three 30-minute papers; the other sessions will run parallel to one another and will have 3-4 20-25-minute papers.

All persons submitting their papers for possible publication will be expected to submit them by April 1986.

2. Tours - (Carol Poh Miller)

The tentative line-up for Friday includes the Pennsylvania Railway Ore Dock; the LTV Steel 80-inch hot strip mill; the

ALCOA die-forging press; General Electric's Euclid Lamp Plant (formerly Brush Electric Light Co. plant); and the Joseph & Feiss Co. (manufacturer of Cricketeer, Geoffrey Beene, and other men's and women's suits). Permission is still being negotiated for all of these sites, and only four of the five can be finalists as our plan is to schedule two sites in the morning and two in the afternoon. A box lunch

(example cont'd)

site is still to be selected. The day will be capped by a late afternoon/early boat ride up the Cuyahoga River, with a cash bar.

The tentative line-up for Sunday includes a bus tour of the Lower Cuyahoga Valley, with a stop in Valley View to see the most intact section of the Ohio & Erie Canal; a stop at the Jaite Paper Mill; then on to Akron with a stop at Quaker Square and the Quaker Hilton; a box lunch at Lock 2 Park, then to the Akron Civic Theater (replete with Wurlitzer, clouds and stars, etc.) to see film shorts on the construction of the Goodyear Air Dock; then drive by the Air Dock; and return, possibly on the Cuyahoga Line if a special deal can be worked out. (Alternatively, we might show the film shorts at Goodyear Hall and take a brief look at Goodyear's "World of Rubber" exhibit.) Again, permission for all of this is still being negotiated.

3. Budget/Fund Raising -

The committee has raised \$7000 to date. This will cover the exhibit design and installation at the Historical Society (Jim Edmondson is guest curator); the acquisition of the remaining copies of the HAER Cleveland Inventory (which has been done), preparation of the tour guide and an errata sheet for the inventory that Carol Poh Miller will do; transportation and installation of the HAER photo exhibit to and from Cleveland, and several other conference-related costs. With the subvention we now have, we anticipate a basic registration fee of \$30 to \$35 per person.

4. Public Relations -

The committee is developing a list of regional schools,

museums and other cultural institutions where conference announcements will be placed to encourage attendance and promote SIA memberships.

A poster has been designed, following the format of the First Annual Conference (Cooper Union). We will have a copy of the design for the board to see by late March or early April, 1986.

I have asked Bob Frame to keep in touch with me regarding Newsletter needs. A historical photo of downtown Cleveland, featuring the Terminal Tower complex has been sent to him for the next issue.

(example cont'd)

5. Accommodations -

Stouffer-Inn-on-the Square has agreed to give SIA preferential rates and has come down from \$72 single/\$84 double to \$51 single/\$65 double two or more per room! This is a tremendous break for us-please pass the word! We will have available Taft House at Case Western Reserve University at \$17 for the first night and \$9 for each additional night for those who want spartan accommodations.

Sincerely,

[signed]

Theodore Anton Sande
Executive Director

TAS:cw

A SOFT BED AND . . .

7. PRE-REGISTRATION

A. General Comments

1. Rather than merely announce pre-registration, recommend it.
2. The inducement for pre-registrants should be:
 - a. an assurance of space on a tour or special program.
 - b. assessment of a late fee (\$10) after a firm cut-off date (determined by postmark).
3. Registration fees sent after the deadline must include the late fee. Those which do not do so should be flagged and the envelope attached to the check so the balance can be collected at the registration desk without a disagreement.
4. Set a maximum attendance figure and deadline for the registration of special tours and events. This can be flexible if registrations come in slower, but it also establishes a policy for turning people away. Keep a running total of those signing up for each optional event so that you know the exact number of participants.
4. Pre-registrants should receive a confirmation notice with:
 - a. The local instruction sheet; a map—parking, location of the hotel, etc.; and other basic information. A local folding map of the city would be useful.
 - b. An advance registration roster should be included if possible. This can be very useful in alerting people

to who will be there, enabling them to look out for those they wish to meet or see.

- c. (Optional). A list of IA sites within a 50 mile radius of the conference site or along the main transportation lines for those driving to or from the conference.

B. Record Keeping

1. The system should be controlled by one person. The number of persons involved should be kept to a minimum to allow for tighter control. However, two people should understand the entire system in the event that one person is not available at some point during the arrangements.

2. Questions concerning accounting procedures, required receipts, and IRS requirements should be addressed to the SIA treasurer.

3. All registration forms should be returned to one person. Any special correspondence or telephone calls should be forwarded to him/her.

4. As they arrive in the mail, each check should be xeroxed and each form should be checked to ascertain that the amount agrees with the activities that a person checked on the form. Any discrepancies should be flagged and the situation corrected at the registration desk.

5. The conferees are entered into an alphabetical notebook or a computer program (a number of simple data base systems are available). This will serve as the basis for the participants' list and as a record of how the name tags are to read. This information is taken directly from the registration forms received.

6. Ledger entries are made. This also is done directly from the registration forms. At this point each conferee is

given a registration number based on the order in which each was entered into the ledger.

4

7. The ledger should be set up in a clear, concise manner. It should be possible for a complete stranger to come in and after a few minutes of study completely understand it. Concise column headings and instructions are important. **DO NOT CHANGE THE SYSTEM AFTER REGISTRATION HAS BEGUN.**

8. There should be a separate column for each event in the conference. This allows you to keep separate running totals while the registration numbers give you an overall conference total. This is important for renting buses, ordering lunches, and dealing with caterers.

9. Ledger notes will help you keep track of any special problem during registration.

10. Each registration form is marked with the conferee's registration number. They are kept in a box in numerical order.

11. Each conferee's number is listed beside his name in the participants' notebook or computer program. When the number is listed in the notebook the name is checked in the ledger. This serves as an additional check to make sure there is a name tag for everybody who registered. If a name is not checked in the ledger, it means that it is not listed in the notebook.

12. All bank checks are endorsed for deposit after the totals have been checked against the registration forms. Any differences are noted in the ledger.

13. The checks are deposited in the bank. If possible try to set up a special interest bearing account. Only two people should be authorized to make a withdrawal or to close the account. Anybody with the proper account number should be able to make a deposit; however, even this should be controlled.

14. A list of all conferees who paid their membership dues with their registration fees must be kept. These names (along

with a complete address, type of membership, and the amount paid) and the membership dues should be forwarded to the SIA headquarters.

C. EXAMPLES

1. LEDGER SHEETS

(Example 1)

1. A person is registered for an event if there is an X in that column.

2. In the Total Column: --an X means they paid \$47.50.
 -- another sum means they registered properly and the sum was not \$47.50
 --a number in () means that there was an under or over payment
 --if brackets are scratched out and "OK" is written, the correct amount was paid

Name	General Reg. Fee	Fri. Tour & Lunch	Sat. night dinner	Sun. Tour & Lunch
	17.00	7.50	15.50	7.50
Kathryn Looney	X	X	X	X
Charles Looney	X	X	X	X
Richard Candee	X	X	X	X
Peter Stott	X	X	X	X
Robert Vogel	X	X	X	X

[columns cont'd]

Member 1977	Member dues enclosed	Needs exhibit space	TOTAL
Kathryn Looney	X		X
Charles Looney	X		X
Richard Candee	X	X	X

Peter Stott	X		X
Robert Vogel	X		X

8. CONFERENCE HOTEL

A. Initial Considerations

1. The conference hotel should be chosen carefully. It should be: good for transportation and accessibility, centrally located for the tours, and handicapped accessible.

B. Accommodations

1. The hotel should be able to accommodate most, if not all, of the out-of-town attendees; have sufficient meeting rooms; have space for registration and displays; have sufficient audio-visual equipment; and be willing to make provision for a hospitality room. There should be no charge for functional space use.

2. The cost of the hotel accommodations should be as carefully considered as the quality of the hotel.

3. Both lodging and meeting in the same hotel is a distinct advantage from all standpoints.

4. There should be an area or areas where people can meet and talk between sessions separate from the area where registration is held. There should be room for coffee and doughnuts.

5. There should be room for displays and the sale of publications near the meeting room. The hotel should provide tables for this purpose.

6. The hotel must be able to handle the influx of registrants on Thursday evening and those checking out Sunday morning.

7. Make certain that the hotel has a night manager with the power to make decisions and carry accurate messages to the day crew.

8. In arranging for the hotel you will need to inform them of the:

- a. Name of the organization
- b. Purpose
- c. Dates
- d. Contact person
- e. Anticipated attendance
- f. Number of reserved rooms needed (see below)
- g. Complimentary rooms needed: one for organizer
a hospitality suite
- h. Space requirements for: registration
paper sessions (size and number)
board meeting
committee meetings
annual meeting (if held there)
evening sessions (if applicable)

9. You will need to determine the availability of:

- a. Audio-visual (hotel should provide one free microphone and lectern per session room; determine charge for other equipment); you may want to reduce costs by seeing if equipment is available without charge from other sources, i.e. historical or professional societies or universities.
- b. Parking (cost, if any)
- c. Secure luggage storage
- d. Buffet breakfast (cost)
- e. Coffee and tea for Saturday breaks (cost)

C. Hospitality Suite

1. A hospitality suite is essential. Folks must have a place to congregate in the evenings after all the scheduled events are over—unless these are to run very late, say 11:00.

2. The beer, etc., should be provided by the conference organizers with a hat with suggested costs conspicuously set out. One person must be in charge of dealing with the hotel, getting supplies, collecting money, and seeing that people know where and when it is to be, etc. As a cost consideration, it is preferable to bring it in rather than purchase it from the hotel.

3. This should be provided as part of the hotel package, if possible.

D. Rooms

1. Aspecified numberof rooms must be set aside for attendees. These should be set aside by night, i.e.:

Thursday	60
Friday	75
Saturday	75

2. The cut-off date for room reservations must be established.

3. Room rates must be confirmed (with a note on taxes added). All costs must be made clear to the attendees.

4. It must be clearly understood by the hotel and registrants that each individual is responsible for his/her own room and additional charges.

5. The hotel's policy on late arrivals must be clearly stated; individuals are responsible for assuring that their room is confirmed.

6. Obtain reservation cards from the hotel, if available, to send with the registration flyer.

7. *** CONFIRM EVERYTHING IN WRITING ***

a. Hotel arrangements should be arranged at least a year in advance.

b. A written contract is mandatory.

c. Check all costs—especially look for extra charges

* * * * *

E. Other Lodging

1. If possible, arrangements for dorm rooms, guest houses, or suggestions for nearby YMCA/YWCA accommodations, and budget hotels should be listed for students or others on tight budgets.

9. TRANSPORTATION TO THE CONFERENCE

A. General Comments

1. If possible, arrangements should be made for discount airline or railroad tickets for conference attendees. This can be an important consideration for conference attendance and is particularly important for conference sites located at some distance from the center of the Society's membership.

2. Although it can take some time to track down the

required information, it is worth the effort. Arrangements can sometimes be made with specific carriers or with travel agents. However, some of these may require a minimum number of travelers. A WRITTEN CONTRACT SHOULD BE MADE.

3. Another possibility is an organization such as AIRCORP, American-International Reservation Corporation, 210 State Street, Hackensack, NJ 07601 (who made the arrangements for the Minnesota meeting). They have no minimum seating requirement or cancellation penalty, and permit each person to schedule the flight time and length of stay. A WRITTEN CONTRACT SHOULD BE MADE.

4. The same discount should be arranged for car rentals where applicable. The major car rental agencies can provide information on their policies and rates.

5. The registration flyer should list transportation options to the conference city (airplane, railroad, boat) and from airports and railroad stations to the conference hotel (public transit, limos, cabs, or buses).

B. Examples

1. AIRCORP FLYER (Does not denote SIA endorsement)

THE PRINTED WORD . . .

10. PUBLICITY

A. General Comments

1. It is imperative to get details of the program (at minimum location and dates) to the membership as early as possible:

- a. The "Call for Papers" should be mailed the previous November with suggestions for thematic topics. Or, the "Call" can be mailed from Society Headquarters with the dues announcement in December; this will have to be prepared and at HQ in November.
- b. A first announcement should be printed in the winter issue of the NEWSLETTER (out late December).

2. A registration announcement must be mailed out separately in March (for a May meeting) which is a cost that will have to be included in the pricing.

3. The final program should be publicized in the March SIAN, about March 20, with a fairly firm program, trip route, hotel information, etc. Copy and photographs must be mailed to SIAN by late January.

4. There should be some local pre-publicity: getting the posters up around town, getting local press and TV involved in the events, and generally getting the word around the area. Someone should be assigned this responsibility and there should be follow-up by the chairperson.

B. EXAMPLES

1. CALL FOR PAPERS

2. NEWSPAPER ARTICLES

C. Mailings

1. To broaden knowledge of the SIA and the annual conference, you may want to consider investing in a good mailing list. AASLH, for example, has a thousand name at a cost of \$75. If this is done, it should be included in the budget and will be part of the overall pricing for the conference.

2. The annual conference should be publicized in historical and professional journals and newsletters. These should be mailed to them by November for inclusion in their December/January issues. A preliminary list of suggested organizations and their addresses include:

American Association for State and Local History
HISTORY NEWS DISPATCH
172 Second Avenue North
Suite 102
Nashville, TN 37201

American Association of Museums
AVISO
2233 Wisconsin Avenue
Washington, DC 20007

American Canal Society
809 Rathton Road
York, PA 17403

American Historical Association
400 A Street SE
Washington, DC 20003

American Institute of Chemical Engineers
345 East 47th Street
New York, NY 10017

American Institute of Mining and Metallurgical
Engineers
345 East 47th Street
New York, NY 10017

American Society of Civil Engineers
345 East 47th Street
New York, NY 10017

American Society of Mechanical Engineers
345 East 47th Street
New York, NY 10017

American Studies Association
AMERICAN QUARTERLY
College Hall
University of Pennsylvania
Philadelphia, PA 19104

ARCHEOLOGY MAGAZINE
260 West Broadway
New York, NY 10013

Artifactory
c/o IEEE Center for Electrical Engineering
345 East 47th Street
New York, NY 10017

Association of American Geographers
1710 Sixteenth Street NW
Washington, DC 20009

Association for Preservation Technology
Box 14576
Albuquerque, NM 87111

BUSINESS HISTORY REVIEW
215 Baker Library
Soldiers Field
Harvard University
Boston, MA 02163

CANADIAN HISTORICAL REVIEW
Journals Department
University of Toronto Press
5201 Dufferin Street
Downsview, Ontario M3H,5T8

Early American Industries Association
THE CHRONICLE
c/o Bucks County Historical Society
Doylestown, PA 18901

Friends of Cast Iron Architecture
44 West 9th Street Room 20
New York, NY 10011

Journal of Forest History
109 Coral Street
Santa Cruz, CA 95060

National Council on Public History
Department of History
West Virginia University
Morgantown, WV 26506

OLD MILL NEWS
Michael LeForest, ed.
604 Ensley Road
Knoxville, TN 37920

Organization of American Historians
OAH NEWSLETTER
112 North Bryan Street
Bloomington, IN 47401

PIONEER AMERICA
P.O. Box 22230
LSU Station
Baton Rouge, LA 70893

PRESERVATION NEWS
1785 Massachusetts Avenue NW
Washington, DC 20036

THE PUBLIC HISTORIAN
Ellison Hall
University of California
Santa Barbara, CA 93106

Society of Architectural Historians
1700 Walnut Street, Room 716
Philadelphia, PA 19103

Society for Commercial Archeology
P.O. Box 8248
Boston, MA 02114

Society for the History of Technology
SHOT NEWSLETTER
Alex Roland
Department of History
Duke University
Durham, NC 27706

Vernacular Architecture NEWSLETTER
Dell Upton, ed.
Department of Architecture
232 Wurster Hall
University of California
Berkeley, CA 94720

6. In addition to the above, local and regional publicity should be developed. This could include local colleges and universities, chambers of commerce, newspapers and periodicals, historical societies, professional organizations, and business groups. Participants in recent regional conferences with similar interests might be considered as part of a mailing list.

11. REGISTRATION FLYER

A. General Comments

1. The registration announcement is THE advertisement for the conference and must sell it. The announcement must sound exciting so that people will want to come.

2. The registration announcement should go out eight weeks prior to the conference--third class if there's plenty of time, first class if it's getting tight. A packet of 50 should be mailed first class directly to SIA headquarters for new members not on the regular membership list.

3. Specifically the announcement should include, at least:

- a. place and dates of the conference.
- b. a list of all papers sessions with speakers (first and last names only, no titles—Dr., AIA, etc.) and topics—these are important as a draw.
- c. a list and brief description of the tour sites.
- d. interesting and clearly understood graphics with identification.
- e. a return coupon (which must not be printed on the reverse of any material that people will want to keep).

4. The return coupon must:

- a. denote "State/Province" and "Zip/Postal Code". Many of our members are Canadian and have neither states nor zip codes.
- b. ask whether the respondent is a member in good standing and include a place to check his/her status.
- c. state membership fees and note that dues may be included with the registration fee.
- d. mention the cut-off date for reduced registration and for registration in general.
- e. have a return address with telephone number and contact person.

5. Note that all registration fees must be paid in U.S. funds.

6. In developing the flyer, consider using line drawings or period engravings or wood cuts instead of half-tones (photographs). They often are clearer.

7. A separate hotel reservation form, to be sent directly

to the hotel, should be included. The hotel usually will provide this.

↵

8. If applicable, transportation reservation forms, to be sent directly to the transporter or travel agency, should be included.

9. A paragraph or paragraphs on the SIA should be included. This can be taken directly from the membership brochure.

10. Request that registrants spell their name and affiliation as they want it to be on the nametag.

11. A statement on the refund policy should be included.

B. Examples

1. REGISTRATION FLYER

2. REGISTRATION FORMS

12. POSTER

A. General Comment

1. The content and accuracy of all printed material must be carefully reviewed with the SIA Board's conference coordinator.

2. The conference poster should be a "work of art" as it is very popular and often remains on people's walls for years.

3. Depending on finances, you may want to consider having extra posters printed for re-sale at SIA headquarters as part of the Society's publications offerings.

3. You may want to consider having the poster carry the same visual message as the flyer, guidebook, and nametag. The dominant image (logo), color, layout, and, typography could be closely related.

4. Costs will include: design, printing, and tubes.

B. Content

1. The following must appear on the poster:

a. Society for Industrial Archeology; SIA spelling is "archeology" in all things.

b. the number of the conference (i.e., 8th annual conference)

c. site of the conference (i.e., Columbus, Georgia)

d. the dates of the conference (i.e., April 26-29, 1979)

e. the subject, location, source, and date of the poster scene

in small letters on the bottom or side of the poster.

- f. an illustration appropriate to the conference site; by tradition the thing illustrated is "IA," that is, a prominent surviving structure within the conference area, although historic photographs of workers have been used.

C. Format

1. The design and layout of the poster is work for a sensitive designer. The following recommendations should be noted:

- a. The paper and ink colors should be of the appropriate shades and not left solely to a designer's discretion.
- b. The paper should be a heavy, non-glossy stock.
- c. Ornate type faces should be used cautiously if at all so that they do not overpower the image. The wording should be high contrast and bold, but not so large that the eye sees nothing else.
- d. Consider the dimensions of the poster carefully. A standard size paper should be chosen. Traditionally posters have been 22 inches wide by 30 inches high.

2. THE PROOF SHEETS SHOULD BE CHECKED CAREFULLY.

3. Mailing tubes should be provided for the posters as they are apt to be damaged during the conference or in transit afterwards. A less suitable alternative is plastic bags.

D. EXAMPLES

1. POSTERS

13. NAME TAGS

A. General Comments

1. Pin-type name tags must be issued.
2. Name tags should be printed. A distinctive logo, while not essential, always is nice. It helps identify registrants on tours and at a hotel with several conferences.
3. "Hello, My name is" tags are forbidden. They lack class and are not distinctive.
4. Tags should be printed on a paper light enough in color that the name will stand out and can easily be read.
5. Blocks for the paid events can be printed on the name tags and those which the attendee has paid for clearly marked.
6. Names need to be printed LARGE (not with a standard typewriter) and should include a professional affiliation or home-town.
7. Names and affiliations should be printed as they appear on the registration card.
8. The heavy vinyl type of holder that doesn't open up and is attached by a safety pin is essential. (Paste-ons are good for one time but not a whole weekend.) "Identa-pin" holders (3" x 4") made by G. Tauber Company are recommended:

4940 Wyaconda Road
P.O. Box 2306
Rockville, MD 20852

800-638-6667

Beltville Plastic Products Company makes Vu-Pin, an identical

item:

P.O. Box 98
Laurel, MD 20707

301-937-2900

9. Enough extra name tags should be printed to allow for the inevitable marking errors and for late registrants.

10. Have extra plastic holders as well.

11. Print or silkscreen name tags in strips (uncut). They are easier to fit into a large format typewriter this way, or, if available, use a computerized printout.

12. Attach ribbons to name tags only of those people who are in charge--those who can help solve problems.

D. EXAMPLES

1. TYPE

2. COMPANIES

14. GUIDEBOOK

A. General Comments

1. Depending on existing information (HAER surveys, etc.) and manpower, and financial resources, a decision must be made to develop either a gazetteer of industrial sites or a more comprehensive overview of industrial development of the target area--a gazetteer plus essays placing the sites in a broader interpretative context. Such a publication has uses long after the conference ends.

2. The guidebook prepared for the conference should provide, as appropriate, the following for each site:

- a. Brief history
- b. Location
- c. Description of processes
- d. Products
- e. Notes on significant pieces of equipment
- f. Notes on significant architectural features
- g. Notes on structural features

3. While the information required may be gathered by a number of people, the guidebook should be the responsibility of one good, conscientious editor.

4. There should be one good proofreader--at least.

5. Start early to collect photographs and information; a year is not unreasonable. Photographs and other illustrations should be profuse and of a uniformly good quality.

6. Every industrial site that is visited or driven by on the tours should be located on a good quality map or maps in the guidebook. The numbers may be keyed to a list of sites at the bottom of the page. UTM coordinates should be listed.

7. The manuscript should be prepared on a word processor.

8. Funds should be solicited to underwrite all or part of the cost of production. Possible sources of funds are local foundations, industries, banks, chambers of commerce, professional societies, and individual donors.

9. If the guide book has a spine, the title should be printed on it.

10. You may want to note in the index, by an asterisk or other device, those sites we will visit as opposed to those we only drive by so that they clearly stand out. It may be worthwhile to distinguish the Friday and Sunday tour sites.

11. You should identify those sites that have been surveyed by HAER, are in the National Register, or that have been designated as National Historical Landmarks. Designations such as NR, HR, NHL might suffice.

B. EXAMPLES

1. GUIDEBOOK COVERS

2. GUIDEBOOK ENTRIES

15. SLIDES

A. General Comments

1. Some industries will not allow photographs but will permit a single photographer to prepare selected shots for a tour group. Making such slides available to registrants will enhance the value of the tour. It also has other advantages:

- a. You will become more familiar with the site as you photograph it.
- b. You can use the slides for guide training.
- c. You can use slide sets as gifts of thanks to plant personnel that assist you.

2. Do not order sets of slides copied in advance, but take orders and fill them after the conference.

B. Examples

1. SLIDE ORDER FORMS

2. SLIDE DESCRIPTIONS

(Example 1)

FRIDAY PROCESS TOUR SLIDE ORDER FORM

I would like to order the following SETS (sets only) of slides relating to the sites visited on the Friday Process Tour. Slides will be copied and mailed at cost; brief descriptions will be included.

- Set 1 - Dayett Flour Mill 8 slides/\$3.50
- Set 2 - Curtis Paper Co. 8 slides/\$3.50
- Set 3 - Du Pont Textile Lab 8 slides/\$3.50
- Set 4 - Delaware Brick Co. 8 slides/\$3.50
- Set 5 - Allied Leather Co. 8 slides/\$3.50
- Set 6 - 3 views of each site 15 slides/\$6.00
- Set 7 - Exterior views of 5 slides/\$2.00
each site

ORDER: Sets 1 2 3 4 5 6 7

Please pay in advance

Total: \$ _____

Name: _____

Address: _____ Zip _____

(Example 2)

SLIDE DESCRIPTIONS OF SITES VISITED ON THE PROCESS TOUR

6th Annual Conference of the Society for Industrial Archeology
Wilmington, Delaware, April 1977

1. Dayett Flour Mill, built in mid-1830s, north exposure
2. Tailrace and 100-HP Smith Turbine. Power is transferred to the mill by the bevel gears above the turbine.
3. Main drive shaft - turns at 156 rpm. Belts from this shaft operate all of the mill's machinery. Behind the shaft are the elevators.
4. Three of five Wolf roller mills. These mills house the smoother rolls employed in the last phases of the process.
5. The first reduction roller mill, equipped with corrugated rolls for the first break.
6. Drop chutes and stockings for feeding material to the Robinson Self-Balancing Sifters.
7. Robinson Self-Balancing Sifter used for grading stock.
8. Wolf Automatic Bagger used for bagging flour.
9. Curtis Paper Co.
10. Pulper - separates fibers of pulp.
11. Beaters - condition and shorten fibers for specific grades of paper.
12. Stock chest - storage chest to keep stock ready for paper machine.
13. Fourdrinier - with fine mesh endless screen, removes water from stock.
14. Dryer - moisture is evaporated from the sheet as it comes in contact with the dryer rolls.

15. Dryer close-up. The two machines used at Curtis were made in Wilmington by Pusey and Jones in the late-19th century.
16. Trimmer knife - final cutting to size; paper is given a clean, sharp edge.
17. Du Pont Textile Research Laboratory building, built in 1954.

WELCOME TO . . .

16. REGISTRATION

A. General Comments

1. Registration is more than a way to log in attendees and collect fees. It is the front door of the conference. Here members get the first impression of the meeting and new members receive their initial contact with SIA.

2. Registration should be formal and orderly. Anticipate problems and have plenty of staff with ready answers.

3. Registration, particularly on the morning of the first event with buses about to depart, will be very busy. It is essential that registration be handled by skilled, mature, calm, pleasant people. The registration table will be an information center, hospitality center, and complaint booth. If you are not organized here, you will leave a bad taste; if managed well it will set the tone for the conference.

4. One person must be at the table or readily available at all times who can make final decisions.

5. Instruct staff what to do if:

a. Attendee wants a refund

b. Attendee says an advance registration was sent but you lost it.

c. Attendee claims to be a member but you do have no card for him/her.

d. Attendee loses the conference badge and wants a replacement.

e. Attendee wants to pay for only part of the conference.

f. Attendee brings a "guest."

6. There should be a marked starting and ending point for the registration process.

7. An attendance list is essential.

8. The tables should be arranged so that only authorized persons can get behind it.

9. All extra posters, packets, and other handouts should be behind the table--under control and out of reach.

10. Name tags should be arranged alphabetically in a box with dividers. Do not, under any circumstances, allow registrants to search for their own tag. Do not leave name tags on the table for people to pick out their own. People must expect to wait their turn.

11. Use a cash box, not a shoebox.

B. Materials

1. The hotel should provide:

a. two 6-foot tables

b. six chairs

c. wastebaskets

d. a bulletin board (and/or an easel)

2. The organization should have:

- a. a paper punch
- b. a typewriter to make last minute changes or additions
- c. magic markers
- d. homosote panels for displays (if needed)
- e. push pins
- f. pens/pencils
- g. scissors
- h. tape

C. Registration Procedures

1. Furnishing tickets for events is a must. This should be done at registration. If it is not, collection at the event is a must and the costs must be kept track of; this can be cumbersome.

2. Marking events on the nametags, recommended elsewhere in this manual, is one way to handle the problem.

3. Often people register themselves for all events and their spouses for only the dinner or a single tour. To clarify the status of spouses (who are unregistered) provide a readily distinguishable white name tag. This may encourage registration and prevent embarrassing encounters with "crashers."

4. Boxes or some special device should appear at the bottom of each name tag to designate events where a head count is essential and crashers cannot be tolerated. A paper punch (not round) or a rubber stamp should be used to mark the boxes for the events for which the registrant paid. Registrants must be informed of the procedure and instructed to wear their name tags throughout the conference.

5. There should be an alphabetical list with the registration numbers listed beside the names. The conferees should give their name and be checked off of this list.

6. The registration ledger should be at the desk. The conferees' names should be checked off of this sheet. This is useful if someone decides not to come to the conference and to indicate that there now are additional spaces available for the events for which they had registered.

7. Name tags should be arranged alphabetically. A paper clip should be attached as a flag to warn of a problem with that person's registration. A list of the problem names should be prepared with the type of problem (as derived from the ledger notes). These could be:

a. under or over payment.

b. a speaker who should receive the speakers' notes.

c. speakers, commentators, and session chairpersons who do not register for the conference. They can attend the paper sessions but must pay for all materials (poster, guidebook), optional tours, and meals.

D. Staffing

1. Volunteers will be necessary to help with registration and must be scheduled for specific times. For example:

Thursday Noon--7:30 PM

Friday 7:00 AM--8:15 AM
 4:30 PM--6:30 PM

Saturday 8:00 AM--10:30 AM

2. The registration desk should have a sign: "Closed until

_____ " on the table or on a nearby easel when not open.

3. Make arrangements with the hotel for a place to store registration materials when not in use. Leave instructions for all volunteers on how to retrieve them or assign one person this task.

4. Make arrangements to have a sign (ideally using the SIA poster) at the hotel entrance or near the registration desk to help people find the conference registration desk.

5. A roving trouble-shooter should be designated during peak registration periods (Thursday night, Friday and Saturday mornings) to speed resolution of any difficulties or confusion.

<<<SAMPLE>>>

E. Instructions for Registration Desk Volunteers

1. You have:

NAME TAGS arranged alphabetically with PAID
 codes punched

PACKETS in large boxes

*GUIDEBOOKS in boxes from printers

POSTERS rolled up in tubes in boxes

*FREE HANDOUTS

A BULLETIN BOARD FOR NOTICES

These may be in packets

2. You have a file of xeroxed REGISTRATION FORMS and cancelled checks. The xeroxed file constitutes the final authority on who has registered for what. Anyone claiming to

have sent in a registration for which no copy exists should pay again and settle the discrepancy with the SIA treasurer. Anyone needing a receipt for reimbursement purposes should use his/her cancelled check and copy of the registration form.

3. Be alert for flags indicating registration problems.

4. All registrants receive:

NAME TAG
FREE HANDOUTS

5. Only those who paid the Conference Registration fee receive in addition the following:

PACKET
POSTER
GUIDEBOOK

6. Please inform everyone that his/her name tag is his/her ticket to all events and that it must be worn at all times.

7. The key to the name tag code is:

[need to establish]

8. FOR THOSE WISHING TO REGISTER TODAY:

a. Require checks in payment; cancelled check will be receipt.

b. URGE:

1. Full registration packet and all of its benefits.
2. Joining SIA/renewing membership.

c. Note status of tours: which are full and which open

- d. Add late fee of \$10.

17. CONFERENCE PACKETS

1. Conference packets should have the SIA name printed on labels attached to the front or directly on the folder. This should include the place and date of the conference, etc., similar to the poster. Extra copies of the conference brochure or registration flyer might be adaptable to this purpose.

2. The packets should include:

- a. several maps for restaurants (breakfast especially if none in hotel), where to park, and how to get around the town. These should be cartographically correct, should show the hotel, and should have a clearly marked numerical key.
- b. the final program and paper abstracts.
- c. a list of conference attendees.
- d. pamphlets and brochures on the city and its attractions. These should include chamber-of-commerce publications and guides, local historical-site and museum brochures, and any other material.
- e. a notice that tickets (nametags) are required for admission to a program or event, if so required.
- f. a notice that directions are required to a special event, or special transportation arrangements have been made, if so required.
- g. a good local/regional map(s) if available free.
- h. last minute instructions and changes. This should be on top with a large heading to catch the eye. It should include all last-minute changes, additions, meeting places not previously announced, and so forth.

(EXAMPLES)

1. LAST MINUTE NOTES

(EXAMPLE)

8TH ANNUAL CONFERENCE
SOCIETY FOR INDUSTRIAL ARCHEOLOGY
COLUMBUS, GEORGIA

Last Minute Notes

1. Your nametag also serves as a ticket to the activities for which you have registered. Please WEAR IT AT ALL TIMES. The events you have elected to attend are punched on the front and a key to them is shown on the back.
2. The Conference Suite (Rooms 250-251) will be the SIA Courtesy Suite throughout the conference. Feel free to use it for any get-togethers.
3. Checkout time at the Martingue is 12:00 noon. Protected storage for luggage will be available by placing it in the Conference Suite (Rooms 250-251) or on a bus Sunday morning at 8:00 am. (More information about this will be provided at the Saturday session.)
4. A quantity of extra conference items will be on sale at the registration table. They are:

Posters	\$2.00
Tour Guide	\$2.00
Complete Packet	\$3.00
5. Time and place of the Sunday workshops will be announced

during the Saturday sessions.

6. "Show and Tell" will be held Friday night at the Springer Opera House Saloon. Bring your slides to the Cocktail Party beforehand and leave them there during the Annual Dinner.
7. The change for Daylight Savings Time will take place Saturday night. Please set your clocks AHEAD one hour Saturday night before you go to bed so you will be on time for the Sunday events.
8. Tour Buses leave promptly at 8:30 on Friday. Please be on time.
9. The Sunday Breakfast meeting with Jeff Brown for members interested in Contract and Excavation Archeology will be held in the UPSTAIRS dining room at the Martinique. If interested, meet Jeff at 7:30 am in that location.
10. There will be no smoking in the Springer Opera House except in the saloon.
11. Some sizes of film will be available at the lunch break on Friday at the Columbus Iron Works.

18. THURSDAY NIGHT

A. Format

1. On Thursday night, plan an informal social gathering. This should include:

- a. greeting by someone of prominence, perhaps someone from the host city; at the least, the program chairperson;
- b. some sort of introductory event (a slide show of local sites and/or a film; show and tell if nothing else is available);
- c. most important, registration for those there, to save time in the morning.

2. The time and length of the program should depend on the program content, the estimated audience, and the location of the conference site. A program from 8 PM to 10 PM with light refreshments should be considered.

3. If it is possible, try to get the reception underwritten. If not, there should be enough slush in the general registration fee to cover it (for one program it was estimated to be about \$5 a person). Presumably some people won't show up for it.

B. AV Equipment

1. One good person should be in total charge of arranging for the equipment, setting it up, and operating it.

2. The following may be needed:

- a. 35mm carousel slide projector with zoom lens

and automatic focusing, and an extension cord for remote control, if needed.

- b. Screen.
- c. Pointer.
- d. Extra carousel tray for slides (Kodak Universal)
- e. Super "8" and/or 16mm sound projector with speaker.
- f. Lectern with microphone and light (optional: depends on size of room).
- g. VCR/TV Monitor

19. FRIDAY NIGHT

A. Format

1. A Friday night program offers several possibilities. At a number of conferences, it featured a "show and tell" of brief, informal, visually-oriented presentations. At conferences near water, river or bay cruises were offered.

2. This should be thought out so that it does not look like a tag-on. Keep in mind the fatigue factor if the process tours are long.

3. The time and length of the program should depend on the program content and the estimated audience. Depending on the nature of the offering, a program from 8 PM to 10 PM with light refreshments should be considered.

B. AV Equipment

1. One good person should be in total charge of arranging the program and for the equipment.

2. The following may be needed:

- a. 35mm carousel slide projector with zoom lens and automatic focusing, and extension cord for

- remote control, if needed
- b. Screen.
- c. Pointer.
- d. Extra carousel tray for slides (Kodak Universal)
- e. Super "8" and/or 16mm sound projector with speaker.
- f. Lectern with microphone and light (optional: depends on size of room).
- g. VCR/TV Monitor

20. BUSINESS MEETING

A. Organization

1. The Society's business meeting may be planned for the Saturday luncheon (depending on overall conference costs).
2. An alternative is to schedule the business meeting immediately after the lunch hour.

B. Content

1. The agenda will be the responsibility of the Society's officers. This will include the treasurer's report, secretary's report, announcement of elections, and other business. It is a good opportunity to thank the volunteers and others for their help.

C. Audio Equipment and Other Needs (if any)

1. These will be determined by the president of the Society and should be coordinated with the other planning.

21. BOARD OF DIRECTORS MEETING

The president may wish to hold a meeting of the new board of directors. A convenient time and place should be discussed with him/her. A Sunday morning pre-tour meeting is possible.

22. SATURDAY NIGHT DINNER

A. General Comments

1. A banquet for the conference attendees traditionally is held Saturday night. This usually is an optional cost item in the registration packet.

2. If possible, and appropriate, the banquet is held in a historic setting or at a local historical society. In some cases, regional or ethnic foods are featured.

B. Content

1. This is primarily a social gathering with a "cocktail" hour, the dinner, and a brief after-dinner program.

2. The "cocktail" hour may be combined with an opportunity to see a museum's exhibit on an industrial topic or operating machinery.

3. As with the lunches, the food should be of a uniformly high quality. Nothing can assure the "success" of a conference like memories of an interesting and well-prepared meal. Likewise, no matter how good the other components of a conference, bad food is always remembered.

4. The after-dinner program should be entertaining and informative. Quality rather than quantity should be the goal. The conference organizers may take this opportunity to thank those who assisted and any cooperating institutions, organizations, or individuals; brevity will be commended.

AND NOW A WORD FROM . . .

23. SATURDAY PAPER SESSIONS

A. General Comments

1. The (paper) program chairperson is responsible for all of the program arrangements, with review and approval of the SIA Board as outlined in other sections of this manual.

2. The program chairperson can solicit papers on regional and general topics and arrange them in appropriate groupings and solicit a session chairperson and commentator for each. Or, the chairperson can call on a number of session chairpersons to solicit speakers on a selected series of topics. The individual sessions would then be the responsibility of the session chairperson; the program chairperson would then provide oversight to assure the quality of each session and the timely delivery of abstracts and biographical notes.

3. The content of the paper sessions need careful consideration; this should be one of the first concerns of the conference planners.

4. Part of the paper sessions should be devoted to topics relating to the region in which the conference is being held but there must be provision for the broad spectrum of IA topics. At least a 50-50 balance should be the goal.

5. In reviewing paper proposals, the frequency with which the presenter has appeared previously on the SIA dias may be a consideration. Both the number and the quality of the responses to the call for papers will help determine this.

6. Although the SIA has properly broadened its view to encompass the worker as well as the workplace, a balance of

presentations needs to be sought. Industrial archeology (i.e. physical, site-or artifact-oriented evidence) still is the focus of the Society.

7. The program must contain provision for works in progress and an opportunity for "non-academic" presentations. A balance is essential because of the diversity of the membership and to encourage research and field work by the Society's members.

8. All proposals for papers must be submitted in advance and reviewed by the session chairperson or program committee.

9. When a program is circulated in advance, members have a right to expect to hear the papers listed. Cancellations should be kept to a minimum and the chance of this happening should be considered in the selection process. The listed title is what should be presented.

10. The speakers must know from the outset how much time they will be allotted and that they will be kept to that standard. There is no excuse for lengthy over-runs.

11. Each participant should be sent a letter outlining the session plans and what will be required.

12. All speakers should be encouraged to submit their papers for publication either as a note in the NEWSLETTER or, ideally, as an article in IA. They should follow the guidelines outlined in the journal. All inquiries should be forwarded to the editor of IA.

13. Topical sessions may be considered as appropriate for a theme issue of IA with the approval of the editor and the board.

14. Cooperating organizations that wish to publish the conference proceedings must inform the Board at the outset of conference planning. The format and sponsorship must have

Society approval. This is not recommended based on past experience.



15. A draft manuscript or substantial abstract with an illustration is useful in preparing conference publicity. The speakers should be encouraged to send them to the program chairperson six weeks before the conference.

16. Members of the Board should attend the paper sessions to support the chairperson in his/her occasional hour of need.

B. Session Format

1. There should be a meeting of the session chairpersons and speakers beforehand, called by the program chairperson, as a simple courtesy, and to advise them of schedule changes, signal systems, and other matters--and to assure that all of the speakers have arrived.

2. One suggested format is to have the morning session from 8:30 to 11:00, with five 20 to 25 minute papers. Time to talk and meet people from 11:00 to 12:30, and lunch at 12:30. Afternoon sessions would go from 2:30 to 5:00: five 30 minute panels. Concurrent sessions have become the rule with the last few meetings. A keynote or special program might be reserved for a plenary session that members would be able to attend.

3. There must be mid-morning and mid-afternoon breaks.

4. All sessions must start on time. This will ensure adequate time for the speakers' presentations and for the

question and answer period. It is unfair to the speakers not to start on time and not to stick to the schedule.



5. Speakers should be seated in front of the hall.

6. The program chairperson must make it clear to session chairpersons that it is THEIR responsibility to give all speakers a 5-minute warning, and then be emotionally prepared to hook them off when their time is up—even if in the middle of a juicy passage. The curse of ignoring one's own time limit falls on the succeeding speakers, and ultimately on the program chairperson who has then to struggle with rearranging the schedule—not always possible and never fun.

7. Establish a warning system for speakers to alert them when their time is almost up (5 minutes) and when it is up. Some hotels have warning lights on their lecterns; if not, a card system or hand signals should be used. Insist that the talks end on time and cut them off if they do not do so. This is critical.

8. There should be provision made for a short discussion and questions at the end of each session (rather than after each paper). This is often quite as valuable and interesting as the paper itself, particularly to the speaker. Time must be made.

C. Abstracts

1. A brief 500 word abstract of each presentation should be prepared and included in the conference packet.

2. These are based on the summaries presented by the speakers as a response to the call for papers. The abstract and the title should accurately represent what is presented in the session. Last-minute changes in title and topic should be discouraged.

3. Preparation of the abstracts should be assigned to one

editor.

4. Provision must be made for one good proofreader.

5. Extra printed copies should be forwarded to SIA headquarters for the Society's Archives.

(EXAMPLES)

1. ABSTRACTS

<<<SAMPLE>>>

D. Session Chairperson Checklist

Thank you for agreeing to participate in the 19__ Society for Industrial Archeology Annual Conference in _____. The program for this year's meeting is an excellent one and we hope it will be the most successful in the Society's history. This note will provide guidelines for the conference.

PROGRAM DESCRIPTION

Enclosed is a session description which includes the information that will appear in the printed program. Please examine it carefully to ensure that all names and paper titles are correct. Any changes in this information must be sent to ____ by ____.

RESPONSIBILITIES

The session chairperson has primary responsibility for ensuring that the formal papers or presentations focus on and adequately cover the topic. The session chairperson maintains contact with the Program Chairperson who organized the session, reports on progress and problems as the session takes shape, discusses the content with each participant, and presides over the session.

Each participant prepares and submits an abstract, presents the paper, and answers questions.

The commentator in a formal session (usually the chairperson) critiques papers and puts them in a broader context.

PROCEDURES

1. There will be a dutch-treat breakfast in the _____(room)

on _____(day)at _____(time)for program participants which allows the session chairpersons and speakers to get acquainted, and review schedules, meeting room facilities, etc. This is a breakfast that you should not miss.

2. Prior to the session each chairperson is provided brief biographical material on the speakers--provided that the speaker has furnished this information ahead of time. If the speaker hasn't, be sure to ask for a biographical sketch at the program breakfast. It is well to keep the introductions brief so that full time is left for the paper.

3. Remind the speakers to deliver their slides to the projectionist BEFORE THE SESSION and pick them up at the end. Instruct speakers to mark their slides and do a practice run to avoid backward, upside-down, or side projection--disconcerting, embarrassing, and unnecessary.

4. Get to the meeting room about 15 to 20 minutes prior to the start of the session. This also applies to the speakers to allow time to give their slides to the projectionist and review special instructions with him/her. It also gives you, as session chairperson an opportunity to review the audio and visual aids with the speakers, and to find out how the lights work.

5. Remind the speakers to address the microphone. A brief review of the audio system with the speakers will save the embarrassment of having members of the audience shouting that they are unable to hear.

6. Try the lectern microphone before the audience arrives to determine what voice level is required to carry to the last row. (The audio technician will set the microphone on the lectern so that a speaker standing erect and speaking loudly enough to be heard on the stage without the microphone, will be heard with it in every part of the hall.) Familiarize yourself with the microphone adjustment.

7. **START ON TIME AND STOP ON TIME.** Audiences and speakers should be able to depend on announced times. The audience will quickly get into the meeting room once they hear the session start; invariably they will wait until the last minute.

8. Allow sufficient time for announcements, for the introduction of speakers, and to lead or invite discussion at the end of the session.

10. Ordinarily the speaker is limited to a 20-minute presentation, since this allows about a 10-minute discussion period for each speaker and will not penalize the other speakers. If longer time is desired, it should be arranged ahead of time with the program committee, the chairperson, and the other speakers. Sometimes an extension of time is impossible.

11. If a speaker wishes to distribute preprints of his/her talk, this is allowed and she/he may so announce at the end of her/his talk. However, these preprints should not be handed out until the end of a session or an intermission; copies can be stored at the speakers' platform.

12. See that the floor discussion does not get out of hand--insist that both speakers and audience maintain the meeting as a forum, not as a platform.

13. In case of equipment breakdowns or disturbing noises within the meeting hall, a staff member or local committee member should be available to contact the hotel maintenance or service personnel.

14. **REMEMBER THE TIME LIMITATIONS, DON'T LET A SPEAKER OR DISCUSSEER MONOPOLIZE THE TIME SO THAT IT PENALIZES OTHER SPEAKERS OR THE AUDIENCE.**

<<<SAMPLE>>>

E. Speaker's Information

Welcome to the _____ Annual Conference of the Society for Industrial Archeology. We are looking forward to your presentation. The following notes may be helpful in your preparation.

1. A Dutch-treat breakfast for session chairpersons and speakers is scheduled for 7:30 a.m. on _____ in the _____ room of the _____ hotel. We will get acquainted, review time scheduling, meeting room facilities, etc. This is a breakfast you don't want to miss.

2. A skilled audiovisual specialist will be on duty for your session. Please observe the following to ensure a smooth presentation:

- a. You are encouraged to bring your slides loaded in your trays. If this is not possible carousel slide trays will be available to speakers at the conference registration desk on Saturday mornings but get them in advance to avoid last minute slide shuffling.
- b. Your slide trays (identified) must be in the hands of the projectionist at least 15 MINUTES before the start of your session.
- c. The microphones you will use have been adjusted so that a speaker, standing erect and speaking loudly enough to be heard on the stage without the microphone, will be heard with it in every part of the hall. You should face the microphone even while describing slides.
- d. Standard Kodak advance/reverse slide projector control will be at the lectern for your use. If you prefer you may tell the projectionist over the microphone to advance your

slides; however, this is discouraged because of the interruptions and delays involved.

e. There will be a reading light on the lectern; this can be turned on or off by the speaker.

f. The chairperson will use a special warning system to indicate that five minutes remain; a second to indicate that one minute remains; the third indicates that YOUR TIME IS UP. This will be reviewed at the breakfast.

g. If you wish to distribute handouts, announce this at the end of your talk. However, they should not be handed out until the end of the session. Copies can be stored at the speakers' platform.

h. Please pick up your slides at the end of your session.

i. To insure a smooth-running program please remember your time limit. Please note that the time limit for your paper is ____ minutes. Plan accordingly; session leaders will require close adherence to schedule.

j. If you have not already done so, please prepare and bring with you a brief biographical sketch.

3. Please send the enclosed card listing your audio-visual needs by ____.

4. If the paper is co-authored, please inform the session chairperson who will present it in the session.

5. Remember: IT IS BETTER TO "TALK" A PAPER THAN TO "READ" A PAPER.

<<<SAMPLE>>>



F. Speaker's Audio-visual Request Card

I WILL NEED THE FOLLOWING AUDIO-VISUAL EQUIPMENT:

Slide projector _____ (1 or 2)
Kodak carousel slide tray _____ (1 or 2)
Movie projector _____
Tape recorder _____
Overhead projector _____
Pointer _____
Blackboard _____
VCR/TV monitor _____
Other _____

G. Biographical information

1. All participants (and co-authors) should furnish a brief biographical sketch for use by the session chairperson.

2. This information should be solicited immediately after the selection of the program speakers, session chairpersons, and the commentators.

3. All participants (and co-authors) should be asked how they would like their name carried in the printed program: job title and organization/firm as well as a complete mailing address and telephone number. Please note, the SIA discourages the use of titles.

24. AUDIO-VISUAL EQUIPMENT

1. The task of coordinating and overseeing the audio-visual matters for the conference is extremely important. A great deal rides on this, and it is vital to have one good person in total charge.

2. The following will be required for each session room:

- a. Lectern (lighted)
- b. Pointer.
- c. Lectern microphone (or on stand), ideally, one that can be taken off and held in hand--needs a long cord.
- d. Two Kodak 35mm carousel slide projectors with zoom lens and automatic focus,
- e. A stand(s) that will hold two projectors side by side. Need to make sure stand(s) is located where it will line up well with screen, and is high enough to prevent distortion.
- f. Enough cord to reach to stand(s) from wallplugs.

- g. Two extra bulbs for each slide projector.
- h. Remote slide changers and control cords from projectors to lectern where the speaker can control them. Need to make sure that they are taped well to the lectern so they will not come loose during the presentations.
- i. A plug and extension cord for the timer.
- j. Extra Kodak Universal Carousel trays.
- k. If the screen is not wide enough for dual projection consider setting up two--if required.
- l. A blackboard behind or to the side of the speaker's table.
- m. (Optional) VCR monitor--note type.

3. Also consider:

- a. Providing for both operator changing or speaker changing (remote control) of slides.
- b. Movie projectors if they are required. An operator will be required.
- c. Extra carousel trays so speakers (or you) can load their slides up well before hand with tags to identify speakers. These should be given to the person in charge of audio-visual equipment.

4. The lights are controlled either from the main control panel for the meeting room or by the projectionist. If a cue system is available this can be used, but otherwise the speaker will have to tell the operator over the microphone to turn on or turn off the lights.

ON THE ROAD AGAIN . . .

25. TOURS

A. General Comments

1. Most conferences schedule process tours on Friday, a combination of IA site and process tours on Sunday, with optional Monday tours for small groups.

2. Successful tours don't just happen. They are the result of careful, detailed planning.

3. There are five critical ingredients in a successful tour:

- a. Good sites.
- b. A reasonable time schedule.
- c. A balance between riding time and photo stops and walking tours.
- d. Well informed guides.
- e. Detailed planning.

4. ALL TOUR ROUTES MUST BE DRY RUN. Check for timing and obstructions (bridges, steep grades, sharp curves, or dips) which could hinder the passage of the buses.

5. All tour personnel should be alert to defacement or theft by participants. Although this has not been a major problem in the past, "souvenir hunting" must be discouraged and anyone caught doing so reprimanded at once. Caution all participants about such behavior at the outset.

B. Tour Director/Planning Committee



1. A tour director should be chosen whose duty it is to oversee all aspects of each tour, assisted by a small committee.

2. The planning committee should include persons who have conducted bus and walking tours. At the very least, they should have been on an SIA tour.

3. It is the tour director's and planning committee's responsibility to

- a. outline the various routes to be covered.
- b. to select the sites to drive by and to visit.
- c. to make the contacts and to coordinate the arrangements for site visits.
- d. prepare notes for the guides.
- e. meet with the guides, present slides of the sites, and, if possible, travel the route with the guides.

3. The tour director/planning committee should recruit and train:

- a. bus guides/ monitors.
- b. site guides (these can be guides provided by a company, guides trained for an extensive site tour, or, if necessary, the bus guides/monitors).

4. The guide notes should not only describe in detail the structures and buildings on the route but also should contain anecdotes, brief biographies, descriptive passages from novel or travel literature. The guide should be encouraged to select from these--not read from them--and be free to emphasize what

particularly interests him/her. The emphasis should be on processes and how the industry operates.

✦

5. It is important that the tour director drive the route several times. One approach to this is to have the planning committee drive the route in one car and have the tour director take notes on the information offered by the others. This can provide information on the sites and the "drive-bys" as well as the timing of the overall tour.

C. Site Selection

1. Start planning as early as possible. There are a number of considerations which must be taken into account and there will be delays in contacting companies and receiving a response.

2. Before choosing specific sites for the process tours, consider the basic historical themes and ideas required to convey the purpose of the conference. The tours should include, at some point, all of the topics which are part of the region's industrial history

3. Sites should be chosen for their significance, general interest, and adaptability to viewing by a large group of people.

4. Tours should focus on industries peculiar to the conference area and ones which the members may not have the opportunity to see on their own. processes and machinery and heavy and "unattractive" industries deserve special attention.

5. Generally, museums and historic sites open to the public are not included (although there are noted exceptions). Likewise, numerous stops at sites devoted to one industry or structural type should be avoided. A balance of types and industries should be the goal.

6. Each site considered for the process tours should be visited by as many members of the planning committee as possible before reaching a final decision. This will require tact.

7. The tour should be balanced between "drive-bys" (hopefully with photo stops at as many as possible) and stops for exploration. Quality, rather than quantity, must be the goal. Driving by numerous structures, with little or no explanation, is neither educational nor recreational—and can be frustrating.

8. You will need to balance a desire to visit sites which are believed essential with the need to minimize driving time and to be able to take routes which are significant and informative.

9. Most site owners and the people at industrial plants will be helpful; there will be one or two companies who turn you down flat. Assistance from influential friends or gentle persistence may be required if the site is deemed essential. This can take a great deal of time, often during the regular working day, but is usually worth it.

10. A reasoned explanation of the SIA and its purposes is essential. An initial handout of appropriate SIA literature—newsletters with accounts of previous conferences and last year's flyer—can be helpful. A careful nurturing of your contacts will assure not only access but a quality tour.

11. There may be sites that cannot be visited and that, too, must be accepted.

12. In case of last minute problems, you must have a contingency plan with an alternate site as a back-up, or a way of explaining the site without going through it.

13. If it is not possible to schedule on Friday all of the sites you deem necessary, or if there are sites which can be visited by only a small number of visitors, you may want to consider a Thursday or Monday special interest tour.

14. Comfort stops are essential and should be scheduled into the tour if there are no toilets on the buses. Buses with toilets are recommended if not essential.

(EXAMPLES)

1. CONFIRMATION OF TOUR ARRANGEMENTS

(example)

March 3, 1977

Mr. Charles Eisenfelder
Plant Manager
Allied Kid Company
11th and Poplar
Wilmington, Delaware 19805

Dear Mr. Eisenfelder:

To review our telephone conversation of yesterday, the Society for Industrial Archeology will hold its sixth annual meeting in Wilmington from April 28 to May 1 of this year. The Hagley Museum will handle the local arrangements.

The Society for Industrial Archeology is made up of members from throughout the United States and Canada who have as a common interest the scholarly study of early industrial structures, machinery, manufacturing processes, early transportation systems, and the like. The society publishes a journal and newsletters, holds workshops, assists in preservation activities, and sponsors an annual meeting.

Customarily, the annual meeting consists of one day of formal lectures by recognized authorities and two days of tours in the conference area. These tours help acquaint participants with the unique industrial offerings of the area. Past meetings have been held in Lowell, Massachusetts, Baltimore, Pittsburgh, and Troy, New York.

Because we at Hagley are interested not only in industrial structures but in the processes that take place within them, we are designing a set of tours that will take participants into buildings to see some of the unique processes that are taking place in this area.

As you know, the Allied Kid Co. will offer such a unique experience. Therefore, we ask your approval to allow the conference participants to tour your facility in an organized and orderly manner. Specifically, we would like to visit your operation on Friday, April 29.

As I see it at the moment, the logistics would be as follows:

- I. A maximum of 250 people (although we expect considerably less) would be divided into five groups of 50 people.
- II. Each group would board a bus and one bus would visit one of five selected sites.
- III. Each tour would last about an hour. Then the groups would rotate to visit another site, and so on through the day.
- IV. At the Allied Kid Co. each group would be met by one of your staff and two or three volunteer guides supplied by us.
 - A. The group would be divided into smaller groups.
 - B. Each group would be instructed as to safe viewing and other specific requirements.
 - C. The tour would begin.
 1. Please note:
 - a. Our volunteer guides will have spent time with you and should be well versed in your operation.
 - b. Before the groups visit they will see slides of parts of your operation (prepared by us) so they are better prepared for their visit.
 - c. A handout outlining the process being seen (prepared by us) will be distributed to help reinforce what they have seen.

In short, this is to be an educational experience for the participants and every effort is being made for them to benefit the most from it.

While details of the tour will be worked out later, we would like to focus our attention on the step-by-step process of tanning.

I feel that with proper work on this end, and your willingness to allow us to visit, the sixth annual conference of the Society for Industrial Archeology will be most memorable. I welcome your comments and criticism on the above.

Sincerely,

Frank J. McKelvey, Jr.
Curator of Mechanical Arts

FJMck/cj

D. Schedule and Directions

1. With large tour groups (three or more buses) it may be appropriate to have separate routes covering all sites for each bus. This has been done successfully on a number of tours. It does require a lot of coordination—keeping on schedule—so one tour bus does not arrive while another is still on site. As most routes are circular, it should be fairly easy to complete the same circuit from different directions and even touch at several points.

2. Prepare a schedule of the stops that will be made and the times allotted to them.

3. Prepare a set of directions beginning with the hotel and including all sites along the way. Directions should be specific--left and right hand turns noted.

(EXAMPLES)

1. MULTIPLE BUS SCHEDULES

2. BUS ROUTE INSTRUCTIONS

(example)

SOCIETY FOR INDUSTRIAL ARCHEOLOGY
BUS SCHEDULE FOR PROCESS TOURS
FRIDAY, MAY 13, 1983

	Bus "A"	Bus "B"	Bus "C"
LV Hotel	8:30	8:30	8:30
ARR Twin City Shipyard	8:50	9:55	9:05
LV Twin City Shipyard	9:50	10:55	10:05
ARR Greif Brothers	10:05	8:40	10:20
LV Greif Brothers	11:05	9:40	11:20
ARR Pioneer Steel Elevator	12:50	11:30	11:55
LV Pioneer Steel Elevator	1:50	12:30	12:55
ARR Cream of Wheat	11:40	12:40	1:05
LV Cream of Wheat	12:40	1:40	2:05
ARR Ford Assembly Plant	3:30	2:20	2:45
ARR Ford Hydro Plant	2:30	3:20	3:45
LV Ford Site	4:30	4:20	4:45
ARR Hotel	4:50	4:40	5:05

(example cont'd)

Schedule for Twin City Shipyard

Bus "A" arrives	8:50
Bus "C" arrives	9:05
Bus "A" departs	9:50
Bus "B" arrives	9:55
Bus "C" departs	10:05
Bus "B" departs	10:55

Schedule for Grief Brothers

Bus "B" arrives	8:40
Bus "B" departs	9:40
Bus "A" arrives	10:05
Bus "C" arrives	10:20
Bus "A" departs	11:05
Bus "C" departs	11:20

Schedule for Pioneer Steel Elevator

Bus "B" arrives	11:30
Bus "C" arrives	11:55
Bus "B" departs	12:30
Bus "A" arrives	12:50
Bus "C" departs	12:55
Bus "A" departs	1:50

Schedule for Cream of Wheat Plant

Bus "A" arrives	11:40
Bus "A" departs	12:40
Bus "B" arrives	12:40
Bus "C" arrives	1:05
Bus "B" departs	1:40
Bus "C" departs	2:05

Schedule for Ford Motor Company

Assembly Plant

Bus "B" arrives	2:20
Bus "C" arrives	2:45
Bus "B" departs	3:20
Bus "A" arrives	3:30
Bus "C" departs	4:30

Hydro Plant

Bus "A" arrives	2:30
Bus "B" arrives	3:20
Bus "A" departs	3:30

Bus "C" arrives	3:45
Bus "B" departs	4:20
Bus "C" departs	4:45

(example cont'd)

schedule for bus "A" (Shipyard, Greif, Cream of Wheat, Pioneer Steel Elevator, Ford Hydro Plant, Ford Assembly)

LV Hotel	8:30
ARR Twin City Shipyard	8:50
LV Twin City Shipyard	9:50
ARR Greif Brothers	10:05
LV Greif Brothers	11:05
ARR Cream of Wheat	11:40
LV Cream of Wheat	12:40
ARR Pioneer Steel Elevator	12:50
LV Pioneer Steel Elevator	1:50
ARR Ford Hydro	2:30
ARR Ford Assembly Plant	3:30
LV Ford Site	4:30
ARR Hotel	4:50

Schedule for Bus "B" (Greif, Shipyard, Pioneer Steel Elevator, Cream of Wheat, Ford Assembly, Ford Hydro)

LV Hotel	8:30
ARR Greif Brothers	8:40
LV Greif Brothers	9:40
ARR Twin City Shipyard	9:55
LV Twin City Shipyard	10:55
ARR Pioneer Steel Elevator	11:30
LV Pioneer Steel Elevator	12:30
ARR Cream of Wheat	12:40
LV Cream of Wheat	1:40
ARR Ford Assembly	2:20
ARR Ford Hydro	3:20
LV Ford Site	4:40

Schedule for Bus "C" (Shipyard, Greif, Pioneer Steel Elevator,

Cream of Wheat, Ford Assembly, Ford Hydro)

LV Hotel 8:45
ARR Twin City Shipyard 9:05
LV Twin City Shipyard 10:05
ARR Greif Brothers 10:20
LV Greif Brothers 11:20
ARR Greif Brothers 11:55
ARR Pioneer Steel Elevator 11:55
LV Pioneer Steel Elevator 12:55
ARR Cream of Wheat 1:05
LV Cream of Wheat 2:05
ARR Ford Assembly Plant 2:45
ARR Ford Hydro 3:45
LV Ford Site 4:45
ARR Hotel 5:05

(EXAMPLE)

FRIDAY PROCESS TOUR SCHEDULE

	Du Pont Textile	Allied Leather	Delaware Brick	Curtis Paper	Dayett Flour
9:00	D	C	E	A	B
10:30	C	E	D	B	A
12:30	A	B	C	E	D
2:00	E	A	B	D	C
3:30	B	D	A	C	E

PACKING LIST

Bus	People	Lunch	Beverage	Flow Charts
A	35	38	79	35
B	35	39	79	35

C	35	38	78	35
D	35	38	78	35
E	9*	32	66	36
	169	185	380	176

*Seven (7) late arrivals will join this bus around 12:30. They will already have eaten. Flow charts should be given to them as they get on the bus.

APPROXIMATE TIMING - from getting off bus to getting on

Du Pont Textil	60 min.	Beverage Break	30 min.
Allied	60 min.	Lunch	60 min.
Dayett	45 "	Travel	120 min.
Delaware Brick	45 "		
Curtis Paper	45 "		

(EXAMPLE)

8:30 am Leave Hotel for CURTIS PAPER CO.

rt. 202 to I-95
 I-95 to rt. 896 exit
 896 North to Cleveland Ave. (Newark)
 right on Cleveland to rt. 72
 left on rt. 72 to Curtis Paper Co. (on left)

Leave Curtis Paper Co. for DAYETT FOUR MILL

rt. 72 South to old Baltimore Pk.
 Right on Old Baltimore Pk. to Dayett Mill Rd.
 (300 yards)
 Left on Dayett Mill Rd.

Leave Dayett Flour Mill for I-95 REST STOP

Dayett Mill Rd. North to Old Baltimore Pk.
Left on Old Baltimore Pk. to rt. 896 (Newark-
Glasgow Rd.)
Right on rt. 896 (North)
rt. 896 to I-95 entrance
I-95 toward Wilmington to Rest Stop

Leave Rest Stop for DUPONT TEXTILE RESEARCH LAB

I-95 toward Wilmington
exit I-95 at rt. 141
rt. 141 North (beyond Faulkland Rd)
turn right into DuPont Textile Research Lab
(called Chestnut Run)

Leave Dupont Textile Research Lab for ALLIED LEATHER

rt. 141 North to rt. 48
rt. 48 to Walnut Street
Walnut Street Left to 11th Street
(park to off-load on North side of 11th Street
between Wilson and Poplar)

Leave Allied Leather Co. for BANNING PARK REST STOP

11th Street to Poplar
Left on Poplar to 12th Street
Left on 12th Street to King Street
Left on King Street to rt. 48
Right on rt. 48 to rt. 4
rt. 4 to Banning Park on Left

E. Tour Arrangements

1. There are several schools of thought about how much narrative should be presented between tour sites. It is strongly recommended that "too much information," particularly if it is in addition to what is in the guide book, is better than too little.

2. If special dress (cold, warm, or wet weather; or restrictions on open-toed or tennis shoes) is a concern, the participants should be so advised in the conference registration flyer.

3. If photography is prohibited that should be noted. Provision for locking cameras on the bus should be made.

4. If alcoholic beverages are prohibited that should be stated at the outset.

5. Starting and return times must be specified and adhered to as much as possible, barring unforeseen circumstances.

6. Much of this can be spelled out in the conference registration material. If supplementary material is required, it should be included.

7. You should consider bull horns to control and recall group members at sites.

F. Process Tour Sites

1. The host company should understand the nature of the Society for Industrial Archeology and the interest of the members

in the process they are using as well as any significant machinery or architecture.

2. The host company must understand the time limits established for the visit.

3. At all sites have one or two articulate and knowledgeable representatives from each company meet each group or bus when they arrive to give them a brief rundown on (a) the history of the company (b) what they manufacture and (c) the industrial processes used by the firm.

4. Every group should have explained to them what they will see before they enter the plant to orient them, particularly if there is noise inside.

5. COMPETENT, INFORMED SITE GUIDES WITH GOOD VOICE PROJECTION ARE ESSENTIAL.

6. If hard hats and glasses are required, make certain that there are enough to go around and that there are sufficient people to hand them out and pick them up at the end of the tour.

7. Designate one of the guides from each bus to thank the company personnel at the site. Follow-up with a letter of thanks to the authorizing officials (noting the expertise and graciousness of their staff) and notes to those who helped. You may want to consider sending a poster to the site people.

G. Bus Guides

1. It is important to enlist a dedicated and hard-working corps of guides. ARTICULATE, INFORMED GUIDES WILL BE THE BACKBONE OF THE TOUR.

2. Two bus guides/monitors should be assigned to each bus. They should clearly be in charge and will split the duties to:

- a. provide information on what is being seen in transit and what will be upcoming.
- b. serve as monitors and keep the tour on schedule.
- c. distribute refreshments, if necessary, and help hand out lunches.
- d. collect leftovers and assure a clean site.
- e. point out comfort stops, etc.
- f. check tickets.
- g. assist people on and off the bus.

3. Guides must have real knowledge of the district and sites which extends beyond the booklet that everyone is issued.

4. Guides must know the timetable as it is imperative that they stay on schedule.

5. Guides must be reminded that their prime responsibilities are FACTS, TIMING, and CONTROL.

6. If possible, to prepare them for the tour, guides should:

- a. review slides of the sites and as much historical information as possible on each.
- b. know the persons at the stops on the tour.
- c. visit the sites to become familiar with the operations.

<<<SAMPLE>>>

H. Bus Guide's Notes

Thank you for volunteering to direct one of the bus tours. Your responsibilities are to help coordinate all activities on the bus between sites. Your presence will assure everyone that someone is in charge.

You (or your co-guide) should :

1. Check out the PA system when you get on the bus to make certain it is working properly. **USE IT DURING THE TOUR.**
2. Take a head count first thing in the morning and then after each visit to a site.
3. Tell all the people that the buses are lettered [or numbered], what the letter on your bus is, and inform them that they must remain on the same bus all day.
4. There will be ___ sets of release forms that must be signed on the bus. Pick them up at the hotel before the bus leaves. The forms can be distributed and signed just before arriving at each site. Each person will keep the form and present it to the company representative as if it were a ticket to the site. [if applicable]
5. Before the bus leaves the hotel you should hand out the flow charts or field notes. [if applicable].
6. Tell them that:

We are on a very tight schedule. We would appreciate the cooperation of everyone, especially photographers, in keeping the stops as short as possible, and not wandering off.
7. When providing information on the tour sites be sure to use

the PA system, refer to the right or left of the bus, and have the bus driver slow down or stop for target sites.

8. Help those who need assistance to board and disembark.

9. Keep an eye on the driver at all times and, if necessary, direct him/her along the route.

10. Know the person at each site who will meet the bus and be responsible for our visit.

11. Know where the buses are to park.

12. Know the timetable—it is imperative that we stay close to the schedule and you must watch the clock during each site tour to assure that the bus leaves on time.

The success of the tour is based on maintaining the schedule which accompanies this. Plus or minus ten (10) minutes should not cause a problem but anything beyond this probably will. It is expected that the time between sites may be longer or shorter than expected . . . this should average out.

13. Know the toilet locations at the sites.

14. Make sure that you know beforehand when and where you will distribute refreshments; make sure that these are on the bus before it leaves the hotel.

15. Beverage breaks: Beverages will be served in the morning and afternoon. [Explain the arrangements]. Please distribute beverages, one per customer at each break. You should pass out the garbage bags afterwards.

16. Lunch: At the lunch site distribute the box lunches and one beverage per customer; pick up garbage afterwards.

17. Offer the bus driver a beverage; the driver will supply his own lunch. [or, if applicable, offer the driver a box lunch]

18. Keep the bus clean; make sure that plastic bags are on board for trash.

19. Make sure that everyone knows whether photography will be permitted.

20. If you have an emergency, call ____.

<<<SAMPLE>>>

I. Site Guide's Instructions
[If applicable]

Thank you for volunteering to be part of the ____ Annual Society for Industrial Archeology Conference. Without your assistance it would have been impossible to arrange visits to these interesting industrial sites. Below are a few ideas that may make your day less hectic.

1. You should be at your site at 8:30 a.m. on [day of week], [month and day].

2. Your guide supervisor is ____; telephone ____.

3. Your main responsibilities are to impart accurate information about the process being studied and to keep the group moving as time is an important factor.

4. You are not expected to know everything. "I don't know" will probably be your most used answer.

5. However, please:

- a. View the slides available from your supervisor.
 - b. Review the flow charts available at your site. [if available]
 - c. Become familiar with any reading matter suggested and supplied by your supervisor.
 - d. Tour the site with your supervisor at least once before the tour.
6. Try to keep groups together and under control:
- a. Time is an important factor.
 - b. Strays may end up in a machine.
 - c. Some people may disrupt the tour for others—you have the authority to ask people to cooperate.
7. Your supervisor will assign a group to you as they arrive, or you will be stationed at a location and the group will come to you.
8. If there are questions you cannot answer, a form will be provided; invite the questioner to write the question and we will try to answer it by mail.
9. You should dress comfortably—it will be a long day. Loose clothing, heels, and ties are a hazard at these sites.
10. A nametag will be provided; you should wear it at all times.
11. Lunch will be provided around noon.

J. Buses

1. If available, try to use special touring buses with large, high windows extending above the area normally occupied by luggage racks. Passengers can see not only out of their side but also the other. For an IA tour this is important.

2. CONFIRM YOUR BUS RESERVATIONS IN WRITING.

3. Buses for the all-day tours must have toilets on board.

4. Buses must have operable PA systems. These should be checked out before hand and tested on the day of the tour. In lieu of on an on-board system, high quality portable PA units are essential.

5. City buses, or even school buses, may be used for short hauls such as shuttle service to dinner or a reception, if costs become a factor.

6. Each bus should have a number or letter affixed to the front window to identify it. It should be pointed out to the bus group at the outset of the tour.

6. In booking people for tours keep in mind that the last row (or even two) in buses with restrooms may have an obstructed view. Buses should be examined by the tour organizers.

K. Lunch

1. Good food is essential: Order box lunches that are appealing and with a selection for different dietary needs. Ask

for samples.

2. The tour site chosen for the lunch break should be one with attractions that can be seen at leisure, have toilets (if possible), and places to sit (grass or benches).

3. Allow an hour for lunch: thirty minutes to eat and thirty to tour or roam. Members can elect to tour more or eat and mingle more.

4. If a guided tour is scheduled, divide your bus into two parties and have one tour before eating and one after.

5. Consider inclement weather. Consider site with shelter; a less favorable option is eating on the bus.

6. The box lunches should be clearly marked as to their contents--if there is a choice.

7. The lunches should be put up in boxes--not bags.

8. A selection of beverages is recommended. The requests range from fruit juices to non-caffeine and diet sodas.

9. Trash bags should be provided and carried on the bus. Don't leave trash on the site--stash it in the bus storage compartment.

L. Refreshments

1. If you have not arranged for a morning coffee break to be set up at one of the sites, you should take refreshments along with you to serve at a site. These should be put on the bus along with cups and anything else that is necessary.

2. If soft drinks are taken for the stops and for lunch, ice and large coolers will be necessary. Some tours have planned on three cans per person.

3. Napkins or paper towels should be carried on the bus to take care of any mishaps.

WHEN THE PARTY'S OVER ...

26. FOLLOW-UP

1. A conference draws on the resources and hospitality of many people and many institutions. Not only is it good form to acknowledge their contributions to the success of the conference, it is necessary to maintain the good name of the Society. Someone should be designated to write letters of thanks to the people who have assisted.

2. The Society's officers should acknowledge the assistance of cooperating institutions and all major efforts.

3. The Society's officers should acknowledge the efforts of the organizers at the annual meeting, by resolution of the board, and in a personal letter.

4. As a final step, the chief conference organizer should compose a brief report to the Society Board, summarizing the meeting's strongest and weakest points along with the financial statement.

5. The conference organizer should submit two complete sets of conference materials for the SIA archives at the SIA headquarters.

6. Extra brochures, posters, abstracts, etc. should not be discarded without contacting SIA headquarters. These are useful for promoting future tours; posters and guides can become part of the Society's publication offerings.

7. All reports and financial statements are due within ninety (90) days of the conference.

(EXAMPLE)

1. LETTER OF THANKS

(EXAMPLE)

SOCIETY FOR INDUSTRIAL ARCHEOLOGY

May 20, 1979

Reply to:

David Sherman
4815 Reservoir Road, N.W.
Washington, D.C. 20007

Corps of Engineers
Col. Charles Blalock
Mobile District
P.O. Box 2288
Mobile, Alabama 36628

Dear Col. Blalock:

I would like to take this opportunity on behalf of the Society for Industrial Archeology to thank you for providing our group the opportunity to visit the U.S. snagboat MONTGOMERY during our 8th Annual Conference held in Columbus last month. This chance to see and board a steam-powered sternwheeler was a rare opportunity that was enjoyed and appreciated by all of our 120 members who attended. The boat was particularly impressive to me, not only because of its engines, equipment, and history, but also because of the manner in which it is so beautifully maintained. And the crew on board that vessel could not have been more helpful and hospitable. All in all, the visit to the MONTGOMERY was a memorable event that will be recalled by many who attended for years to come.

My particular thanks go to Mr. Alvin Colvin, who was responsible for the superior arrangements that were made to accommodate our group. I can't say enough good things about his assistance in this matter, but without his help I do know that the overall success of the conference would have greatly suffered.

Thanks again for everything. I appreciated very much the responsiveness of the Corps of Engineers in working with us in

this effort.

Sincerely, 

[signed]

David M. Sherman
Conference Chairman

NOTES