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# SMOFCON<sup>3</sup><sub>6</sub>

CONVENTIONS AT THE SPEED OF LIGHT

Nov. 30 - Dec. 2, 2018  
Flamingo Resort & Spa  
Santa Rosa, CA

## CHAIR'S MESSAGE

I'd like to thank the Bid Committee and voters for making it possible to have a SMOFCon in lovely (and somewhat toasted) Santa Rosa, California! The Bid Committee was comprised of myself, Bobbi Armbruster, Joni Brill Dashoff, Linda Deneroff, Adrienne Foster, Ann Marie Rudolph, and Patty Wells.

We look forward to trying a few innovations that help forward our theme of "Conventions at the Speed of Light". Besides panels and presentations that align with the theme we're hoping to live stream a major track of programming.

Our thanks to the Committee and the many people who have volunteered their time and sponsors who have made this financially feasible. Greatly appreciated! Thanks,

Bruce Farr  
 Chairperson, Santa Rosa "Wine Country" SMOFCON 36

Chair .....	Bruce Farr
Registration .....	Lea Farr
Treasurer .....	Linda Deneroff
Programming .....	Patty Wells
Program Workshop Assistant .....	Adrienne Foster
Evening Program Assistant .....	Bobbi Armbruster
Fannish Inquisition Moderators .....	Stephen Boucher Elizabeth McCarty
Local Interests and Restaurant Guide .....	Bobbi Armbruster
Hotel Liaison .....	Bruce Farr (Pre-Con) Sean McCoy (At Con)
Tech .....	Cathy Johnson
Tech Assistants .....	Rick Kovalcik Dean Johnson
Hospitality Suite .....	Joni Brill Dashoff
Social Media Liaison .....	Marah Searle-Kovacevik
Webmaster .....	Joyce Lloyd
Staff .....	Ed Beecher Debi Chowdhury Jill Eastlake Janice Gelb Kate Hatcher Carolina Gomez Lagerlof Michael Nelson Sharon Pierce Linda Robinett Ann Marie Rudolph Marguerite Smith Suzanne Tompkins

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# CODE OF CONDUCT

We expect all of our members, guests, and staff to follow normal standards of proper behavior. We will not tolerate harassment of people at our convention in any form. Everyone is entitled to a harassment-free convention experience, regardless of gender, sexual orientation, disability, physical appearance, political beliefs, body size, race, national origin, or religion.

Harassment includes inappropriate physical contact, unwelcome sexual attention, offensive verbal comments, deliberate intimidation, stalking or following someone, making harassing photographs or recordings, or disrupting talks or other events. Anyone asked to stop any harassing behavior is expected to comply immediately. A request to "stop" or "go away" means exactly that. If anyone engages in harassing behavior, the convention committee may warn the offender, remove the offender from the room, or expel the offender from the convention with no refund.

If you feel that you are being discriminated against or harassed, or if you notice someone violating convention or hotel policies, we respectfully suggest the following:

- Point out the inappropriate behavior to the person(s) involved. Often this will solve the problem immediately.
- If you do not feel comfortable talking with the person(s) involved or if talking to them does not resolve the issue, please report the situation immediately to Operations Staff or a Convention Committee member, or email us. We will provide complete contact information at the convention. Try to provide a name, badge name, badge number, and/or physical description of the persons involved.
- In order to take action at the convention, we need to know about any incidents during the convention. Issues can still be reported later to [chair@SMOFCon36.com](mailto:chair@SMOFCon36.com) as well.
- We will respect the wishes of the affected parties within the constraints of law.

This Membership list contains the names of every SMOFCon 36 member who did not opt-out of being publicly listed as of November 20, 2018. A notation of CSO after a name indicates a Con Suite Only membership.

Nancy Alegria	Marsha Glassner	Bill Parker
Amy Atha-Nicholls	Don Glover	Carole Parker
Richard Atha-Nicholls	Jean Goddin	Tony Parker
James Bacon	Lynn Gold	Maree Pavletich
Tom Becker	Cathy Green	Elayne Peiz
Edward Beecher, CSO	Guest of Lisa	Sharon Pierce
Judy Bemis	Deutsch Harrigan, CSO	Gary L. Plumlee
Gary Blog	Lisa Deutsch Harrigan	Marsia Powers
Kent Bloom	Kate Hatcher	Joseph Pregracke
Rebecca Bogaert	Christopher Hatton	Theresa Renner
Kathy Bond	Lisa Hayes	Mark Richards
Stephen Boucher	Felicia Herman	Linda Robinett
Seth Breidbart	Mark Herrup	Kevin Roche
Debbie Bretschneider	Dorothy Heydt	Susie Rodriguez
Richard Bretschneider	Wilson Heydt	Tyler Romeo
Joni Brill Dashoff	Cathy Johnson	Ann Marie Rudolph
Kelly Buehler	Dean Johnson	Lea Rush
Pam Burr	Angela Jones-Parker	Sharon Sbarsky
Dave Cantor	Jackie Kamlot, CSO	Spring Schoenhuth
Chris Castro	Mary K Kare	Cindy Scott
Norman Cates	Jerry Kaufman	Jannie Shea
Eddie Chang	Richard Kovalcik	Sarah Sheehan
Victoria Chang	Elspeth Kovar	Charles Shimada
Debi Chowdhury	Durelle Kurlinski	Michael Siladi
Liz Crefin	Carolina Gomez Lagerlof	Marguerite Smith
Catelynn Cunningham	William Laubenheimer, CSO	Randy Smith
Anna Darden	Sandra Levy	Spike
Todd Dashoff	Mark Linneman	Kevin Standlee
Linda Deneroff	Jesi Lipp	Alison Stern
Vincent Docherty	Joyce Lloyd	Ian Stockdale
Rebecca Downey	Bradford Lyau	Kelly Strait
Christine Doyle	Robert MacIntosh	Bill Thomasson
William Dunn	Esther McCallum-Stewart	Tex Thompson
Donald Eastlake	Elizabeth McCarty	Suzanne Tompkins
Jill Eastlake	David McCarty	Andrew Trembley
Gadi Evron	Jennifer McElrath	Leslie Turek
Bruce Farr	Christian McGuire	Barbara VanTilburg
Lea Farr	Helen Montgomery	Becky Veal
Dorothy Fitzmorris	MEM Morman	Tom Veal
Adrienne Foster	Fred Moulton	Leane Verhulst
Colette H Fozard	Janice Murphy	Eric Weber
David Gallaher	Michael Nelson	Patty Wells
Lisa Garrison-Ragsdale	Stephen Nelson	Linda Wenzelburger, CSO
Deb Geisler	Bryan Nicholls	Nicholas Whyte
Janice Gelb	Ron Oakes	Mike Willmoth
David Gerrold	Tara Oakes	Sally Woehrle
Craig Glassner	Mark Olson	Ben Yalow
	Priscilla Olson	Jonathan Yao
	Diane Osborne	
	Mike Panciera	

# MEMBERS

## RESTAURANT GUIDE

Our SMOFCON 36 website has a link to our Restaurant Guide. It's split into regions around Santa Rosa and shows prices, days, times, and has a section for ones in walking distance. About 90 restaurants are listed at <https://smofcon36.com/>

## SMOFCON 36 ICEBREAKER DINNERS

We're doing something a little different this year. We've recruited people to host small groups that will go out to dinner during the breaks on Thursday through Saturday to restaurants that take reservations. The hosts will pick a topic for dinner conversation. The hosts, nights, and topics are online at the SMOFCON 36 website. You can sign up in the Garden Room. Participants each pay for their own dinner and drinks.

## HOSPITALITY SUITE

Come to our Hospitality Suite Rooms 101, 102 and the Garden Room for food, drink and relaxation.

Our hours are 4PM to midnight on Thursday; 8AM to 1AM on Friday and Saturday; 8AM to 11PM on Sunday.

Room 102 will be dedicated to all beverages. Bartender service will be Thursday through Saturday from 7 pm to midnight with complementary wine and other beverages courtesy of SMOFCon 36 and Sponsors.

Room 101 will have food and some seating, including patio seating. The Garden Room, our social room, is just down the hall with additional seating.

Thank you to our Hospitality Suite Sponsors.

We wish to thank and acknowledge the following for helping make SMOFCon 36 possible:

*OffWorld Designs, Inc.* for donation of stemless wine glasses for all members and SMOFCON 36 logo design

*WorldCon 76* for badge lanyards, wine, and hospitality supplies

*Kevin Roche, W76 Chair* and *Andrew Trembley, W76 Bid Chair*, for wine donation

*SFSFC, Inc.* for providing the 501c3 non-profit umbrella

*SCIFI, Inc.* and *Cathy and Dean Johnson* for loaning and transporting the Tech gear

*Dublin 2019 Worldcon* for sponsoring Saturday breakfast

*DC in 2021 Worldcon Bid* for sponsoring one night of wine service

*Utah 2019 NASFiC* and *Columbus, Ohio in 2020 NASFiC Bid* for sponsoring Friday breakfast

*Chicago in 2022 Worldcon Bid* for sponsoring Saturday lunch

*New Zealand 2020 Worldcon* for providing New Zealand wines in Hospitality

*UK in 2024 Worldcon Bid* for sponsoring food and beverages for Hospitality

*Bruce and Lea Farr* for loan of lots of Con Suite serving items and equipment, and printer/copiers

SPONSORS

Thanks to the wonderful people who have agreed to work on program and share their knowledge. We hope that everybody finds something to enjoy and to make them think.

This year's SMOFCon program will look a little different in format. For one thing, Worldcon concomm meetings are being held on Thursday this year. For another, we have looked at doing fewer traditional panels and more presentations, workshops, discussions and birds of a feather. As in previous years, these will be the focus on Friday. However, there are great items that are not traditional panels scheduled throughout the weekend. Discussions with a leader are marked as such.

The layout of the hotel, with more small rooms, lends itself to trying some smaller program items we normally don't get a chance to do, about topics that can be critical to a con. We hope these offer a chance to learn and participate that is a little different this time around.

## Friday Program Items

- 1:00 pm **What does hotel staff like to see from an incoming group?**  
All of us deal with facilities. What makes them most comfortable hosting us?  
*Tim Duffield, Catering Manager, Flamingo Hotel*
- 2:00 pm **What have we missed?** Because of the smaller rooms, the SMOFCon program is more extensive than usual. However, we always miss something. How to sign up for extra space and where to continue an item that is too good to stop on the hour will be discussed.  
*Bruce Farr, Patty Wells*
- 2:00 pm **Vincent Docherty's Chair workshop** Participants have pre-registered for this workshop on effectively chairing.  
*Vincent Docherty*
- 3:00 pm **Laying out space effectively workshop** How do we arrange the room to enhance - rather than inhibit - the convention item we want to work?  
*Seth Breidbart*
- 3:00 pm **Branding your con successfully:** How to set your con apart from the competition and make it memorable.  
*Sara Felix, Elizabeth McCarty*
- 4:00 pm **Welcome to your con!** How can we welcome new attendees and bring them into the fold so they're not overwhelmed?  
*Leane Verhulst* does this every year in Chicago and will give you inspiration for your own convention.



## Friday Program Items (continued)

- 4:00 pm **Worldcon Heritage Organization** is devoted to collecting Worldcon memorabilia, including Hugos, *Kent Bloom* and *MEM Morman* will discuss how to support their work.
- 4:00 pm **Recruiting ideas for Art Shows and Dealers Rooms** We often use the same fannish sources to fill our Art Shows and Dealers Rooms. Are there other places -like art festivals, street festivals, and other events- that can add to our shows and our community?  
*Randy Smith*
- 5:00 pm **Whither World Fantasy Con?** This much-enjoyed professional convention is changing with the passing of David Hartwell. How can fans best support its continuation?  
*Bruce Farr, Mike Willmoth, Ann Marie Rudolph*
- 5:00 pm **Effective social media** When Sasquan had social media issues, *Marah Searle-Kovacevic* coordinated our social media presence and averted/mitigated social media storms. She shares her advice for reaching out to new people effectively and dealing with unexpected fallout.
- 5:00 pm **Free (or nearly free) tools for cons on a budget** Not all of us have a huge budget... *Norman Cates* explains his experiences and will allow you to share yours.
- 5:00 pm **Spot-on software demonstration** Wanting social media exposure, data and happy exhibitors and attendees? What does con research reveal? *Jennifer McElrath* compares features of popular event apps. HokuPop DIGITAL COMIC CON™ unleashes the con experience. *(Note that this is a commercial product, but we judge it fits the parameters of our main topic of interest.)*
- 9:00 pm **Staffing the Worldcon** We never try to discuss how many volunteers are needed for various areas and would be terrified if we added them up. Let's try to get terrified, and then brainstorm on the best ways your cons have found volunteers.  
*James Bacon, Bobbi Armbruster, Patty Wells, Esther McCallum-Stewart*

## Saturday Program Items

- 10:00 am **Boards of Directors: how they work and their responsibilities**  
Featuring attorneys *Kathy Bond (moderator), Sean McCoy*

## Saturday Program Items (continued)

- 10:00 am     **Technology for Art Shows and artists**     Using technology to display art at conventions. Are there ways to display art using tablets or other mediums at a convention? Are there ways to make it profitable for the artist, or is it just for more visibility?  
*Sara Felix*
- 10:00 am     **Dealers Room practices for Worldcon: some different approaches**  
*Angela Jones-Parker, presenter*
- 10:00 am     **Selecting Guests of Honor**     criteria for different types of cons including local, regional, rotating regionals (Westcon, etc.), single author, world-focus, Worldcons... Creating a balanced slate: con budget constraints, synergy possibilities, diversity, adherence to convention themes (if any), and accessibility needs. Due diligence in research including social media for any issues of concern for the convention and its community members.  
*Ian Stockdale (moderator), Priscilla Olson, Christine Doyle, Erin Underwood*
- 10:00 am     **Interview with Professional Meeting Planners Bobbi Armbruster and Joyce Lloyd**     *David Gallaher* asks questions to draw out information on ways to work effectively with facilities.
- 11:00 am     **Making the Guests of Honor experience great for the GOH**  
How to ask: where to make the initial approach, how far in advance is necessary, letter of agreement and contract, what terms to include and how much detail (transportation / hotel / per diem etc. offered; type and number of program items, events, artwork or other items requested in return). All the details needed to make the experience work for the con and the GOH.  
*Ian Stockdale (moderator), Priscilla Olson, Christine Doyle, David Gerrold*
- 11:00 am     **WSFS Business Meeting discussion:**     How to make the business meeting more inviting and encourage participation.  
*Jesi Lipp, discussion leader*
- 11:00 am     **Use of open source for FANAC and other projects**  
*Tom Becker*
- 11:00 am     **The effective Division Head**     The Division Head job is an increase in responsibility and a different focus. DHs both manage an area and are part of the senior management structure of the con as a whole.  
*Helen Montgomery (moderator), Jill Eastlake, Marguerite Smith, Esther McCallum-Stewart*

## Saturday Program Items (continued)

- 11:00 am **Principles of how you respond to criticism / controversy / emergency as a committee** This is an issue that has arisen over the past few years and given the ability for everyone to hear about a committee's response via social media. This visibility isn't going away. Are there ways to set up committee responses to address criticisms effectively?  
*Patty Wells, Elizabeth McCarty, Kevin Roche*
- 1:30 pm **The darker side of chairing a Worldcon** Issues we don't talk about, such as having to use someone for political reasons; death of guests or staff; cost issues in working on a Worldcon; Twitter storms, etc.  
*James Bacon (moderator), David McCarty, Randy Shepherd, Sally Woehrle*
- 1:30 pm **Effective sponsorship development presentation** Setting up a proposal and approaching sponsors. *Kate Hatcher* and *Pam Burr* provide expertise from both a US and European perspective.
- 1:30 pm **Insurance for conventions of all sizes** Professional in the field and used to working with cons, *Todd Dashoff* will present information and answer questions.
- 1:30 pm **Budgeting for the non-financial manager** What do you need to know to budget effectively?  
*Bruce Farr (moderator), Cindy Scott, Judy Bemis, Joyce Lloyd*
- 1:30 pm **Effective use of timelines** This presentation will cover both using the software to track an effective timeline and the critical issue of keeping a concom to an established timeline. What happens when it slips, and how does a chair deal with this effectively?  
*Bobbi Armbruster, presenter*
- 2:30 pm **Presentation workshop** *Esther McCallum-Stewart*, who teaches presentation skills, will first offer a workshop that shows attendees three different styles that are all effective and then go over differing ways to deal with nerves, presentation styles, ways of talking, being good at being 'yourself', effective body language etc. The workshop will include videos and exercises on recognizing your strong points.
- Following this, she will offer bidders and chairs a chance to practice their presentations in front of her and other attendees and receive some feedback on ways to become stronger presenters.

## Saturday Program Items (continued)

- 2:30 pm **Starting a new convention** learn from the recent experience of *Mark Richards, Catelynn Cunningham* and *Liz Crefin* about their experiences starting HELIOSphere in New York. Topics include the timeline, considerations in market, size, organization, and recommendations for those who want to start a new convention.
- 2:30 pm **Selecting registration software** What are the factors to take into consideration in order to make reg as smooth as possible (shortest lines)?  
*Lea Farr (moderator), Fred Moulton, Dave Cantor, Sally Woehrlé*
- 2:30 pm **Communications within a committee: what worked and what could have been changed with Worldcon 76.** *Kevin Roche (moderator)* will be joined by division heads *Cindy Scott, Jill Eastlake* and *Andrew Trembley* to discuss.
- 2:30 pm **FANAC activities** This group has worked to collect a massive number of documents and put them online. They have a YouTube channel, and are collecting our history in new and fascinating ways. See how this is working, with examples from the YouTube channel being featured. *Jerry Kaufman* will represent FANAC.
- 3:30 pm **How do you make software decisions for a con?** Discussion will include considerations such as how much trouble will your staff have learning it vs. using the software they're used to; what can't the current software do and its impact on the con; price of software; changeover issues and planning.  
*Don Glover (moderator), Ian Stockdale, Kelly Buehler, Andrew Trembley*
- 3:30 pm **Integrating Hugo software into the registration system for smooth Hugo voting** The details of trying to get it right.  
*Ben Yalow (moderator), David McCarty, Lea Farr*
- 3:30 pm **Planning program items and exhibits** What story are you trying to tell?  
*Randy Smith*
- 3:30 pm **Worldcon 76 Chair Kevin Roche interview** *David Gallaher* questions the most recent Worldcon chair on his experiences: good, bad, wildly unexpected... What can upcoming chairs learn?
- 4:30 pm **Accessibility issues** A discussion on how we can improve services for our attendees as trends change: e.g. the increased use of mobies at Worldcons.  
*Bill Thomasson, discussion leader*

## Saturday Program Items (continued)

- 4:30 pm     **Contract negotiation**   What do you need to know when you go in, what are the skills and knowledge that help you most?  
*Sean McCoy, (moderator) Bruce Farr, TR Renner, Mark Herrup*
- 4:30 pm     **The Code of Conduct discussion for those that support having a code of conduct.** How to construct an effective, useful Code and how to implement. Discussion areas: How detailed should we get in examples of problem behaviors and possible consequences? How does it apply to staff pre-con? How do you design effective reporting procedures for your event? How do you balance timely communication with appropriate investigation? How do you make the implementation of your Code consistent from year to year, person to person, incident to incident?  
*Helen Montgomery*
- 4:30 pm     **Management presentation by Vincent Docherty** For those of you who did not make it to the workshop, Vince provides an open program item.
- 4:30 pm     **Communicating between your committee and the hotel:** BEOs (Banquet Event Orders) as paperwork and how to make certain both sides understand what's wanted. A workshop by *Mike Willmoth*
- 9:00 pm     **The Fannish Inquisition** *Stephen Boucher* - assisted by *Elizabeth McCarty* - quizzes upcoming cons and bidders on the questions we all want the answers to.
- After the Inquisition     **Statistics and probability seminar** In which many of you will gather valuable practice in being a gracious loser...  
*Kevin Standlee, Dave Cantor*
- After the Inquisition     **Con horror stories** Shave off the serial numbers and join us to tell the wildest con-running stories you have.  
*Bobbi Armbruster, Patty Wells*

## Sunday Program Items

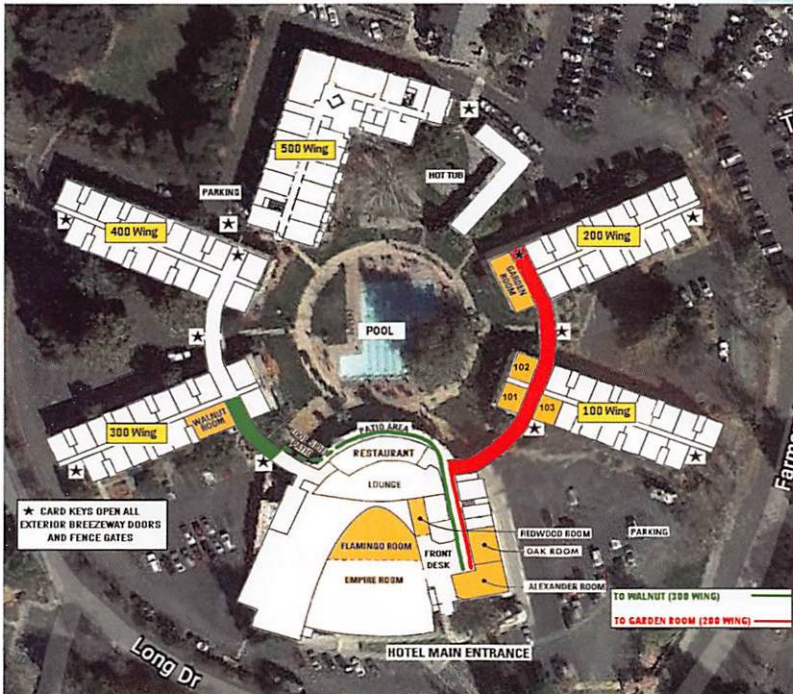
- 10:00 am     **The tools to prepare for and conduct a successful meeting**  
There's more to just running a meeting. Preparation for it, usable agendas, and time limits will set you up for a productive meeting. With the proper set up, what can help you conduct the most productive meeting.  
*Colette Fozard, Esther McCallum-Stewart*
- 10:00 am     **Current Issues in Masquerade-running discussion**  
*Sharon Sbarsky, discussion leader*

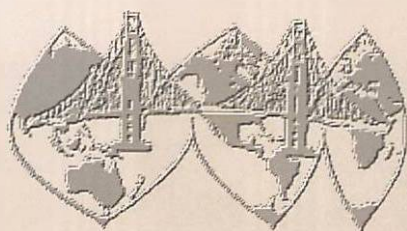
## Sunday Program Items (continued)

- 10:00 am **Hotel Rush: for some cons, some hotel reservations open up and are sold out within hours (i.e. London and San Jose).** Is this a trend and what can and should be done to communicate about it clearly? What in hotel contracts causes this and how can you best mitigate it with committee and attendees?  
*TR Renner, Mark Herrup*
- 10:00 am **Critiquing con websites from the point of view of the attendee**  
Hands on workshop by *Janice Gelb*
- 11:00 am **R.I.P. cons: ConStellation, Lunacon, Potlatch, Millennicon.** Why are so many cons ending and can anything be done to prevent it? Did the ending of the cons go smoothly? Are these cons being replaced by something new?  
*Ben Yalow (moderator), Judy Bemis, Robert MacIntosh*
- 11:00 am **Discussion of how fannish charities raise money.** Come and discuss how your group raises money - and for what charities and other worthy causes like public libraries. See how different cons and areas of the country deal with the efforts we support.  
*Spike*
- 11:00 am **What is a website? What do you want it to do for your convention?** Where do you start with software. How do you determine the style and marketing messages you get across? How do you get timely and accurate content?  
*Norman Cates, Janice Gelb, Andy Trembley, Jared Dashoff (via remote telecommunications application software)*
- 1:00 pm **Grenadine software demonstration** (Note that this is a commercial product but we judge it fits the parameters of our main topic of interest.)  
*Ian Stockdale*
- 1:00 pm **Cross-cultural con running** With the next two Worldcons abroad and increasing worldwide participation of con runners in American Worldcons, playing well with others and not expecting it all to be the same becomes critical. Learn some dos and don'ts for making it work.  
*Colette Fozard (moderator), Kelly Buehler, TR Renner, Carolina Gomez Lagerlof*
- 2:00 pm **Using CAD software and the principles for laying out an exhibit hall for traffic flow, etc.**  
*Leane Verhulst, presenter*

## Sunday Program Items (continued)

- 2:00 pm **Con Suite and Facilities** Can what a Con Suite wants in terms of location and food, drink and hours work with the trends in hotel contracts? Issues continue to arise.  
*Sean McCoy (moderator), Suzanne Tompkins, Marah Searle-Kovacevic*
- 2:00 pm **Trying formats other than panels for SMOFCon** What do you think worked? What other formats should be tried to get information across most clearly?  
*Bruce Farr, Patty Wells, Bobbi Armbruster*
- 3:00 pm **If I Ran the Zoo (game)** Had enough serious programming? Practice running a Worldcon with the many new friends you've made at SMOFCon.  
*Ben Yalow*





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