

THE WINTER FLY FISHING SEMINAR HAS BEEN SUSPENDED PER VOTE BY THE BOARD OF DIRECTORS AT THE OCT 10, 2020 MEETING DUE TO ESCALATING COSTS AND DECREASING ATTENDANCE.

**Management Guidelines - Winter Fly Fishing Seminar
Central Oregon Flyfishers/Sunriver Anglers**

11/19/18

Background

Central Oregon Flyfishers and Sunriver Anglers jointly sponsor a bi-annual two-day fly fishing seminar in mid-February. In past years it was conducted annually, mid-week. More recently seminars have been held on a weekend every other year. The latter has worked very well as indicated by very good attendance. (Recent seminar attendance was 86 persons in 2011 and over 100 in 2013.)

A sizeable venue is required for the seminar. Most recently it was conducted in the large meeting room at the Sunriver Homeowners Aquatic & Recreation Center. Prior to 2013 seminars were conducted at Aspen Hall in Shevlin Park, and prior to that at a local pizza parlor.

Formerly a COF function, the seminar has been a joint project with Sunriver Anglers since 2010. Attendees pay for the seminar, the objective being that revenue and expense net to zero. By agreement, COF and Sunriver Anglers share any loss or profit in a 2/3 - 1/3 ratio, based on the relative size of the clubs.

Important criteria for the seminar is that presentation subject matter be of wide interest to Central Oregon fly fishers and that the presenters be experts and relatively well-known. Past seminar subjects and speakers are listed at the end of this guideline.

Organization Tasks

Management of the winter seminar involves a wide range of responsibilities and recruitment of volunteers for essential tasks:

- Establish a speaker & subject, a venue and seminar dates. Well-known speakers are often booked well ahead of time and appropriate seminar venues can also be problematic. This dictates that speaker and venue selection be started as much as a year ahead of the seminar.
 - The primary focus in choosing a speaker and subject should be to serve the interests of seminar attendees. A survey of COF & Sunriver members should be conducted by informal conversation, by soliciting ideas from club leaders or by a more formal approach. Note past speakers and subjects below.
Speaker fees must be compatible with the seminar break-even target. It is sometimes possible to reduce speaker travel expenses by arranging for lodging with a COF member.
 - Based on recent attendance levels, the venue must be suitable for over 100 attendees and must be available for a reasonable cost. The venue must have facilities for provision of coffee, soft drinks and lunch to attendees. At past seminars, food has been provided from outside. Coffee has been prepared on-site.
- Estimate incidental expense and estimate an admission price for zero net cost. When COF is managing the seminar, obtain Board of Directors approval. Inform Sunriver Anglers of the final decisions. (When Sunriver Anglers operates the seminar, the Education Director must provide COF input and keep the Board informed.)
- To prevent pre-emption by others, nail down the date and costs for the speaker(s) and venue by means of an appropriate agreement or contract. Speaker costs can include air fare, meals and lodging.
- Place seminar information on the COF Google calendar as soon as it is determined.
- Recruit lead volunteers to handle three primary tasks: (1) Food and beverage, (2) Audio-visual and technical matters, and (3) Attendee relations.
- About two months before the seminar and with the food and beverage leader, decide details for morning coffee & pastry, for mid-morning and mid-afternoon snacks and lunches:

- Coffee, tea, juice, fresh fruit and doughnuts or muffins are typical morning fare.
- Mid-morning and mid-afternoon snacks typically include fresh fruit and any leftover baked items. Coffee should be available for the morning snack and soft drinks for the afternoon. Water should be available at all times. Note that COF has coffee makers for such events.

A-12

- Preferably there should be some variety for the lunches - possibly hot dogs or hamburgers one day and sandwiches on the other. Chips and cookies & fresh fruit have been provided in the past. Some attendees have been provided with vegetarian meals.
- Appropriate cups, glasses, utensils, napkins, trash containers, etc. must be arranged for.
- Food costs should be pinned down so that a final admission fee can be established.
- Any costs associated with audio-visual equipment requirements and should be estimated early so they can be considered in establishing admission price.
- As the seminar date approaches, seminar, initiate publicity:
 - Obtain useful publicity material, graphics, etc. from the speaker(s).
 - About two months prior to seminar, place articles and sign-up forms in the COF and Sunriver Anglers newsletters. If the seminar is in February, place copy in the December, January and February newsletters.
 - About a month before the seminar, arrange for posting of the seminar on local newspaper event calendars and for articles about the seminar & speakers. If so-decided by the Board, articles should indicate that the public is invited subject to any club priority and admission price difference. Local newspapers are The Bulletin, the Sunriver Scene (Sunriver Owner's Association) and the Source (associated with The Bulletin). It is sometimes possible for a Bulletin reporter to interview the seminar speaker ahead of time for what can be very good publicity. This should be facilitated.
- With the lead volunteer for attendee matters, handle registration and communication with attendees:
 - With the COF treasurer, establish the procedure for handling revenue.
 - Create a database for attendees for use in monitoring progress and accounting for revenue, etc.
 - Communicate with attendees by E-mail to confirm their registration and to provide other information, such as directions, etc.
- Solicit additional volunteers as required to conduct the seminar. Involve the lead volunteers for food, technical and attendee matters.
- With the audio-visual/technical volunteer, finalize arrangements:
 - Arrange for a projector and screen suitable for the venue and number of attendees. The screen should be as large as possible. Coordinate with the speaker(s) to make sure this equipment is compatible with their presentation hardware and software.
 - Arrange for reliable audio equipment and convenient microphone hardware - preferably wireless clip-on type.
 - Most speakers will also tie flies, so a camera and means to connect with the projector and screen must be obtained.
 - Extension cords, tools, etc. must be available.
- With the lead volunteer for attendee matters, finalize the attendee list, prepare name tags and print a seminar program for handout. If a fund-raising raffle is to be held, arrange for the COF raffles director to handle it.
- Just prior to the seminar verify that all arrangements are in place and that volunteers know their duties.
- Meet the speaker before the seminar to handle any arrangement details, especially audio-visual matters. Preferably this should take place the day before the seminar.
- At the seminar:
 - Generally coordinate all activity.

- Check off attendees versus the list and give them their name tags. Handle any special situations.
- Facilitate the presentation. Work with the speaker.
- Handle announcements and other communication.
- See that refreshments and lunch and food cleanup are handled.

- At seminar close:
 - See that volunteers clear and clean up the facility.
 - Assist speaker(s) in shutting down and removal of their material.
 - Provide any remaining payments to the speaker(s) or facility (or send it later if so-agreed).
- Follow-up:
 - Verify that there are no open issues.
 - Prepare a financial report and present same to the COF Board of Directors (See typical financial report in this appendix.)

Past Winter Seminars

Year	Subject	Presenter(s)	Venue
2006	In-Depth Fly Fishing Seminar	Jack Dennis & Mike Lawson	Papa's Pizza
2007	Mostly Stillwater	Jack Dennis & Phil Rowley	Aspen Hall
2009	Technique & Conversation	Jason Borger	Aspen Hall
2010	Stream Technique & Information	Mike Lawson	Aspen Hall
2011	Mastering Western Rivers & Lakes	Rick Hafele & Skip Morris	Aspen Hall
2013	Stillwater fishing in Western Waters	Phil Rowley	Sunriver SHARC
2015	Exploring Yellowstone Country's Overlooked Waters	Craig Mathews of Blue Ribbon Fly Shop, West Yellowstone, Montana	Riverhouse Convention Center
2017	Fishing Area Rivers and Lakes	Kelly Laatsch, Owner, St Mary Angler Fly Shop, Cranbrook, BC, Canada	Sunriver SHARC